

2010 Global Distributor Compensation Summary

Nu Skin Enterprises, Inc. (together with its affiliates, the "Company") is a global direct selling company that currently operates in over 50 countries. The Company has two distinct product lines: (i) the Nu Skin Personal Care product line consists of premium quality skin care and personal care products; and (ii) the Pharmanex product line consists of science-based, nutritional products. The Company markets its products through a network of Independent Distributors.

There are two types of Distributors: (i) the "customer," who simply wishes to purchase the Company's products and services at wholesale prices, for personal consumption; and (ii) the "business builder," who is actively engaged in business building activities, including sponsoring and selling products to consumers.

In order to improve the business environment for Distributors and consumers and, to prevent any misunderstandings regarding the Nu Skin Sales Compensation Plan, the Company created this document. Its purpose is to provide accurate and straightforward information regarding bonus commissions paid to Distributors by the Company. The table below sets forth detailed information concerning compensation paid to Distributors in 2010.

The Company is committed to operate its business in accordance with applicable laws and regulations and ensuring that its Distributors act in a similar manner. All Distributors must operate their businesses ethically and professionally and adhere to the Company's Policies and

Procedures. Furthermore, Distributors must clearly disclose the following when discussing the Sales Compensation Plan:

Generating compensation as a Distributor requires considerable time, effort, and commitment. This is not a get rich quick program. There are no guarantees of financial success.

COMPENSATION

There are two fundamental ways in which a Distributor can earn compensation:

- 1) Distributors can buy products from the Company at wholesale prices, for resale to customers. The Company has a suggested retail markup; however, Distributors are free to set their own prices.
- 2) Distributors can earn bonus commissions, which are paid by the Company on one's products sales and the sales of other Distributors in one's sales network.

2010 Distributor Compensation

Total commissions and sales compensation paid globally: US\$626,231,000

Title	Monthly Average Commission Income at Each Level \$	Annualized Commissions *1 \$	Average Percentage of Active Distributors	Average Percentage of Executive and above level Distributors
Active Distributor Earning a Check (Non-Executive)	91	1,092	6.94%	N/A
Qualifying Executive	138	1,656	1.03%	N/A
Executive	496	5,952	2.55%	54.79%
Gold Executive	824	9,888	0.93%	19.85%
Lapis Executive	1,419	17,028	0.65%	14.01%
Ruby Executive	2,601	31,212	0.28%	6.00%
Emerald Executive	4,900	58,800	0.10%	2.14%
Diamond Executive	9,936	119,232	0.08%	1.67%
Blue Diamond Executive	36,317	435,804	0.07%	1.54%

The average number of active Distributors*2 each month globally was 618,876. On a monthly basis, an average of approximately 78,187 Distributors, or 12.6% of the active Distributors globally earned a commission payment.*3

- 1 Note that these figures do not represent a Distributor's profit, as they do not consider expenses incurred by a Distributor in the promotion of his/her business and they do not include retail markup income. The annualized average Distributor commissions set forth in this column are simply the average monthly commissions multiplied by 12.
- 2 An "active" Distributor is defined as any Distributor who made a personal purchase during the most recent three-month period in question.
- 3 This summary does not include Distributors who purchase products for personal use only but do not qualify to receive commissions and does not include any data from mainland China in terms of actives or average incomes.