

# What is AgeLOC



## **AGELOC SCIENCE**

Nu Skin is taking the science of anti-aging to a completely new level by studying the genetic origins of how and why we age. Developed by Nu Skin in collaboration with leading scientists, ageLOC science is based on the discovery of internal sources of aging that contribute to an aging appearance, what Nu Skin calls age-related super markers, or arSuperMarkers. Nu Skin's exclusive ageLOC science targets these arSuperMarkers—the ultimate sources of aging that can influence how we age.

Based on this discovery, Nu Skin is able to identify critical arSuperMarkers called Youth Gene Clusters, which are functional groups of genes that regulate how we appear to age. Only ageLOC's proprietary science understands how to reset these Youth Gene Clusters to their youthful patterns of activity. This revolutionary discovery is based upon Nu Skin's exclusive collaborations with leading scientists around the globe, millions of dollars in development, and years of combined anti-aging and genetic research.

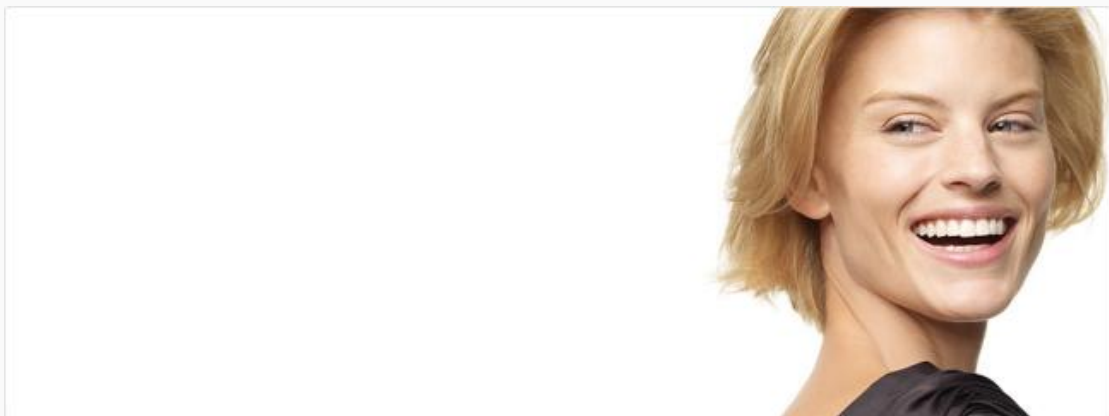
## **THE AGELOC OPPORTUNITY**

By 2030 the number of people worldwide over the age of 60 is expected to reach more than one billion. By 2015, the anti-aging industry is expected to grow 76 percent in the United States, 73 percent in Europe, 72 percent in Japan, and 82 percent in the Asia-Pacific region.

The rise of aging consumers in most developed markets presents a remarkable marketing opportunity for those in the anti-aging industry. The demand for products that help to diminish or even turn around the aging process is high. The potential for growth in the anti-aging market is not only expected to skyrocket, it's here for the long term.

Building on this global anti-aging megatrend, Nu Skin delivers ageLOC. ageLOC serves as a powerful platform for Nu Skin distributors as they continue to benefit from significant social and economic megatrends, including the growing aging population. Additionally, the economic environment bodes well for Nu Skin's direct selling business model as Nu Skin offers an attractive option for those who need to supplement or replace their income in today's harsh economy.

## Source of Aging



"Nu Skin continues to stay relevant by marketing innovative and scientifically validated products, as well as by paying the highest percentage of revenue in distributor commissions of all direct selling companies listed on the New York Stock Exchange," said Ashok Pahwa, chief marketing officer at Nu Skin. "That is especially meaningful considering the fact that 2008 was the largest revenue year in Nu Skin's 25-year history with \$1.25 billion in sales."

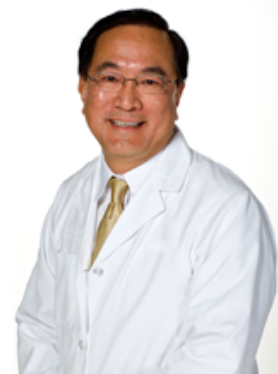
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# Nu Skin's Tradition of Innovation

Nu Skin is revolutionizing the health and beauty industries with products that offer comprehensive anti-aging solutions.

JOE CHANG  
CHIEF SCIENTIFIC OFFICER



## **1984— USE OF NATURAL HUMECTANTS (HYALURANIC ACID AND SODIUM PCA) RATHER THAN MINERAL OIL**

Nu Skin was one of the first to introduce a line of products featuring natural humectants (hyaluronic acid and Sodium PCA) to keep your skin hydrated and plump, instead of using inferior and harmful ingredients, such as mineral oil, that can clog your pores.

## **1996—PHARMANEX SCIENCE & 6S QUALITY PROCESS**

With over 100 dedicated scientists on staff, and affiliations with 32 scientific institutions around the world, the Pharmanex R&D engine produces products that enable us to set new industry standards in anti-aging. Pharmanex created the 6S Quality Process to ensure that each product is manufactured according to the highest quality standards through all stages of product development. These six processes include selection, sourcing, structure, standardization, safety, and substantiation.

## **1998—NU SKIN ACQUIRES PHARMANEX**

Recognizing a huge opportunity to create a comprehensive approach to anti-aging, Nu Skin acquired Pharmanex, and in the process added many innovative nutritional supplements to its product portfolio.

## **1999—AHA'S**

The Nu Skin 180 System was the first of its kind when it was introduced in 1999. By accelerating the natural exfoliation process using alpha hydroxyacids, this system reverses the full range of aging effects on your skin in as little as 7 days.

## **1999—PHARMANEX LAUNCHES THREE INNOVATIVE NEW PRODUCTS**

Using a unique pharmaceutical approach to natural health care, Pharmanex launched three innovative products in 1999.

- **Tegreen 97:** One of the most potent antioxidant products on the market, Tegreen 97 provides cell protection and supports skin health by repairing sun damage and combating fine wrinkles.
- **CordyMax Cs-4:** Proven to be clinically effective to restore energy and promote longevity, CordyMax contains the highest concentration of active Cordyceps mushroom constituents available.
- **BioGinkgo 27/7:** Contains an exclusive extra strength preparation of ginkgo biloba leaf extract to promote healthy memory and concentration.

## **2001—PEPTIDES**

Although peptides were a relatively unknown at this time, Nu Skin was one of the first to bring peptide technology to market with Tru Face Line Corrector which features pro-collagen peptides. Distributors were among the first to start educating consumers about peptides and the effects they can have on important action sites in the skin. Specifically, pro-collagen peptides are designed to send age-reversing signals to collagen-producing cells, promoting younger looking skin.

## **2001—COLORLESS CAROTENOIDS**

Nu Skin was one of the first to introduce a topical application of the powerful group of antioxidants, carotenoids, in a colorless form with the introduction of the Moisture Restore Day Protective Lotion. Until now, topical applications were bright orange in color and were difficult for the consumer to use.

## **2003—THE PHARMANEX BIO-PHOTONIC SCANNER AND LIFEPAK**

The combination of these products has proven to be disruptive technology. Nu Skin was the first and only company to offer consumers an exclusive way to measure how well their supplements were working. This changed the way consumers look at their health and quality of life.

“When we first launched LifePak by Pharmanex it was the first most comprehensive multi-vitamin and micronutrient anti-aging product. With the Bio-photonic Scanner, we were the first company back in 2003 with the ability to measure antioxidants in the body. Not just in a test tube, but in the body, and then be able to show our customers that after taking LifePak they have better overall antioxidant protection.”

- Joe Chang, Chief Scientific Officer

## **2004—ETHOCYN**

A featured ingredient in Tru Face Essence and later in Tru Face Essence Ultra, Ethocyn is the first and only ingredient to be clinically proven to actually increase the level of elastin fibers in your skin to levels typically found in most 18-25 year-olds. This product delivers significant firming benefits to the appearance of the skin.

## **2005—LIFEPAK NANO**

Utilizing a proprietary, first-to-market nanotechnology process, LifePak Nano offers complete, balanced anti-aging nutrition that is highly absorbable in the body. LifePak Nano is one of the most scientifically-advanced anti-aging supplements on the market.

## **2007—AT-HOME GALVANIC SPA**

Originally launched in 2001, the patented Nu Skin Galvanic Spa was the first to give you spa results in the comfort of your home. In 2007, the spa became truly disruptive technology when it was introduced to the masses in a new kit accompanied by the “Galvanic Demo”, an activity that introduced a consumer to the spa by using it on half their face.

The result? A remarkable demonstration of how to take years off your appearance after only one 5-minute treatment.

### [AGLOC VIDEOS](#)

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THANKS Claire Calo