

SALES COMPENSATION PLAN BROCHURE



NU SKIN.
THE DIFFERENCE. DEMONSTRATED.®

Nu Skin® is THE DIFFERENCE. DEMONSTRATED.®

By partnering with you, we continue to distinguish ourselves as the true leaders in global compensation.

Our vision is perfectly clear

To become the world's leading direct sales company by generating more income for our Sales Leaders than any other company.





Important Notes:

- Please see the Glossary on the inside back cover for an explanation of terms used in this brochure.
- Commissions and sales bonuses are paid only to active Distributors. In order to qualify to receive a monthly bonus from the Company, you must have a minimum of 100 Personal Sales Volume (PSV) per month. All bonuses and commissions also require, each month, five distinct sales made by the Company to customers or preferred customers under your Sponsor ID or by you to retail customers (provided that retailing Products is permitted under local laws).
- You must keep all records of retail sales for at least four years. Compliance with the retail sales requirements of the Company is randomly monitored by the Company. Each product purchased through an ADR order by non-Distributors or customers is automatically counted on a monthly basis towards retail sales requirements. Bonuses are never paid for recruiting. The only way to earn bonuses is through the sale of products.
- 80% of PSV must be sold or consumed prior to your next order.
- All bonuses are calculated on a monthly basis and deposited on or around the 25th of the following month.
- Generating meaningful compensation as a Distributor requires time, effort and commitment. There are no guarantees of financial success, only rewards based upon productivity.
- The only requirement to become a Distributor is to sign an online Distributor Agreement. You are not required to purchase any Products or materials to become a Distributor.

STEP 1 – GETTING STARTED

BEGIN BUILDING YOUR CONSUMER AND DISTRIBUTOR NETWORK

To become a NSE Distributor, you must complete and sign a Distributor Agreement. If you have questions, ask the person who introduced you to the business or contact your local Nu Skin® office for more information.

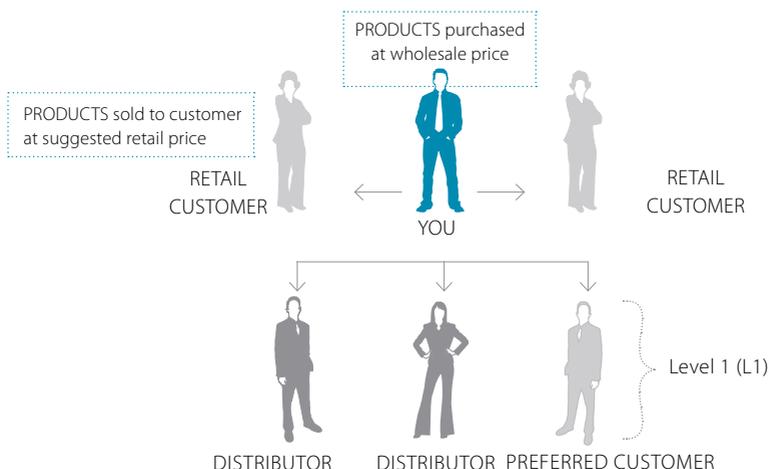
RETAIL PROFITS AND COMMISSIONS

Distributors may purchase products from the Company at a substantial discount and sell them to their customer at a retail price (please note that Distributors are not authorized to retail products in some countries – please see the Policies & Procedures for more details). The Company has suggested a retail price for each product. All Distributors are independent contractors and are free to establish their own retail prices.

In addition, as you direct customers to the www.nuskin.com website, you will earn a commission from every purchase made by such customers from the website. The commission will amount to up to 30% of the sales price on all retail orders placed directly through the Company (the Company will keep a Retail Processing Fee).

VOLUME COMMISSIONS

Personally sponsor Distributors and Preferred Customers to earn 5% commission on your first level sales. This is known as the Level 1 (L1) Bonus*. NSE has assigned each product a value in points. The sum of the point value generated by you, your Distributors and your Preferred Customers is important for your qualification. To qualify for the L1 Bonus, you must have a minimum of 100 PSV and at least five distinct sales per month.



* CSV is equal to the wholesale price of a product or service, minus any discounts (which may include taxes, Fast-Start Payments, ADR or Web Discounts). L1 Bonus is not paid on the CSV of roll-up Distributors or Preferred Customers on your level 1.

IMPORTANT TERMS TO UNDERSTAND

PSV: Personal Sales Volume is the monthly point value of the products and services you and your retail customers' purchase from the company.

GSV: Group Sales Volume represents the total PSV in your Circle Group, including your own PSV, for a given month.

CSV: Commissionable Sales Value is the value used to calculate monthly commissions.*

*CSV is equal to the wholesale price of a product or service, minus any discounts (which may include taxes, Fast-Start Payments, ADR or Web Discounts). L1 Bonus is not paid on the CSV of roll-up Distributors or Preferred Customers on your level 1.

FAST-START PRODUCT PACKAGES – MAXIMISE YOUR EARNINGS

Earn Fast-Start Payments (payment from the sale of Fast-Start Product Packages) when you duplicate your business. When your Distributors and retail customers choose to purchase Fast-Start Product Packages** from the Company you earn the Fast-Start Payments (payment from the sale of Fast-Start Product Packages).

Fast-Start Product Packages are designed to get new Distributors off to a flying start: they contain a selection of the best-selling NSE products in one convenient package and at an attractive price; additionally, they offer extra earning potential. When a Fast-Start Product Package is sold everybody wins.

**The content, price, CSV, PSV and Fast-Start Payments (payment from the sale of Fast-Start Product Packages) may vary between countries. Please contact your local Nu Skin® office for details.
The purchase and retailing of Fast-Start Product Packages is optional.

EARNINGS POTENTIAL

As a Distributor you can earn:

- A margin (retail profit) on the sales you make to your customers.
- A commission of up to 30% of the sales price on all retail orders placed directly through the Company.
- L1 Bonus of 5% based on the monthly CSV of all personally sponsored Distributors and Preferred Customers.
- Fast-Start Payments (Payment from the sale of Fast-Start Product Packages).

See example below:

€250	Price of the Product Package
200 PSV	
150 CSV	
€50	Fast start payment

STEP 2 – LEADERSHIP DEVELOPMENT

FOUNDATION FOR YOUR FUTURE

Build your sales organisation and become an Executive Leader by completing the three month Executive qualification requirements:

Month 1 requirements Submit a LOI*

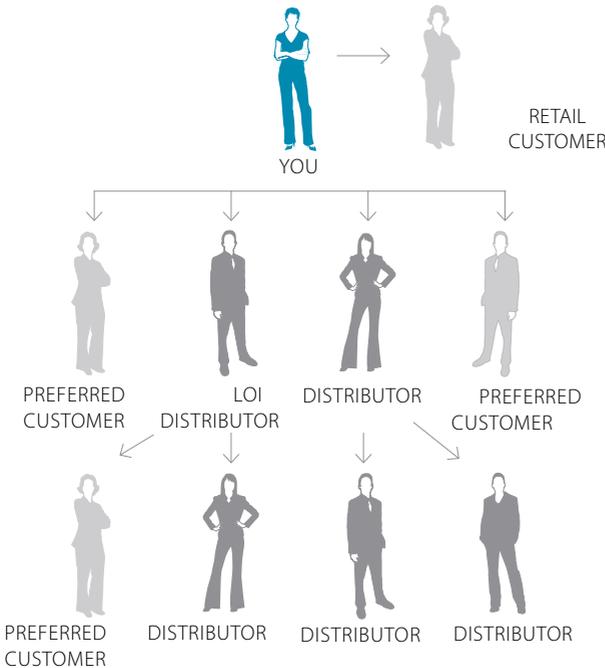
Generate min. 100 PSV and min. 1,000 GSV

Month 2 requirements Qualifying Executive (Q1)

Generate min. 100 PSV and min. 1,500 GSV

Month 3 requirements Qualifying Executive (Q2)

Generate min. 100 PSV and min. 2,000 GSV



*The first time a Distributor achieves 1,000 Group Sales Volume (GSV), they should visit V&G Navigator. There, they can submit their intent to become an LOI. No further paperwork is required. If a Distributor has had a LOI submitted in the past and wishes to enter Executive qualification again, the Distributor must submit a new LOI form to the Company.

NB! See the chart on the opposite page for who counts whom, as Distributors, LOIs and Qualifying Executives do not count volume from a downline who is in their Qualifying Executive months.

EARNINGS POTENTIAL

During Executive qualification you can earn:

- A margin (retail profit) on the sales you make to your customers.
- A commission of up to 30% of the sales price on all retail orders placed directly through the Company.
- L1 Bonus of 5% based on the monthly CSV of all personally sponsored Distributors and Preferred Customers.
- Fast-Start Payments (Payment from the sale of Fast-Start Product Packages).

Who Counts Whom

The following chart explains who in your downline you may count towards your GSV requirement as you proceed through qualification and for additional bonuses.

		YOUR TITLE					
		Distributor	LOI (Month 1)	Q1 (Month 2)	Q2 (Month 3)	Executive	Provisional Executive
DOWNLINE TITLE	Distributor	*	*	*	*	*	*
	LOI (Month 1)	*	*	*	*	*	*
	Q1 (Month 2)					*	*
	Q2 (Month 3)					*	*
	Executive						
	Provisional Executive						

EARNINGS POTENTIAL

Once you have successfully qualified as an Executive, you can earn:

- The same as during Executive Qualification

PLUS

- A monthly Executive Bonus (EB) on your total circle group CSV*.
- The opportunity to participate in the EMEA Executive Duplication Bonus (please see separate leaflet in the BP for the full details.)

* CSV is equal to the wholesale price of a product or service, minus any discounts (which may include taxes, Fast-Start Payments, ADR or Web Discounts).

EXECUTIVE BONUS

YOUR GSV =	YOU EARN =
2,000 – 2,999	9%
3,000 – 4,999	10%
5,000 – 9,999	11%
10,000 – 14,999	12%
15,000 – 24,999	13%
25,000 – 49,999	14%
50,000 +	15%

STEP 3 – NU SKIN ENTERPRISES’ REVOLUTIONARY WEALTH MAXIMISER

ENSURES THE MAXIMUM PAYOUT FOR YOU

Once you have achieved the level of Executive, you will benefit from the revolutionary NSE Wealth Maximiser. The innovative Wealth Maximiser features two alternative methods of payment and **automatically pays you via the calculation which earns you the most each month.**

As your downline Distributors create their own organisations and successfully complete Executive qualification, they are considered as Breakaway Executives. If there are no other Executives between you and these Breakaway Executives, regardless of the number of Distributor levels between you, they are considered to be your first generation Breakaway Executives (frontline or G1 Executives).

Volume Maximiser

Receive the Extra Executive Bonus (EEB) PLUS a Double Generation 1 Bonus (DBLG1).

EXTRA EXECUTIVE BONUS (EEB)	
YOUR MINIMUM GSV	BONUS
3,000	5% commission on your Circle Group's CSV
+	
DOUBLE G1 BONUS (DBLG1)	
YOUR MINIMUM GSV	BONUS
3,000	10% commission on your G1 CSV

In order to utilise the Volume Maximiser calculation you must have at least 3,000 GSV. If your volume is between 2,000 and 2,999 you will receive a 2.5% Breakaway Bonus and you will not receive the EEB nor the Double G1 Bonus.

Depth Maximiser

Receive the Breakaway Executive Bonus.

Earn up to 5% commission on the CSV of your Breakaway Executive Groups up to six generations (G1-G6) deep in your organisation.

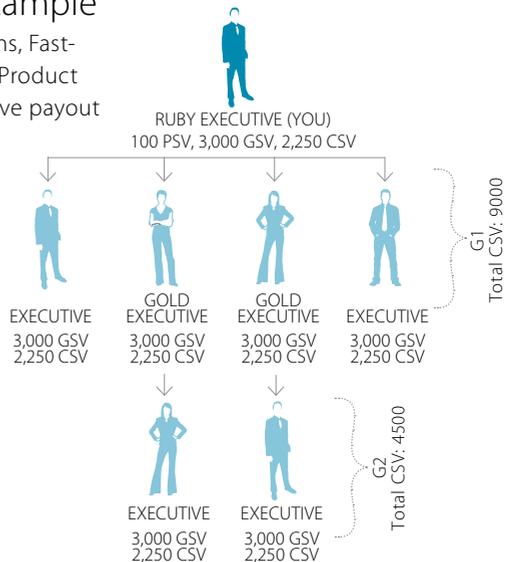
RECOGNITION TITLES

	Gold	Lapis	Ruby	Emerald	Diamond	Blue Diamond
Number of first generation Breakaway Executives						
	1	2 3	4 5	6 7	8 9 10 11	12
G1	5%	5%	5%	5%	5%	5%
G2						
G3						
G4						
G5						
G6						

Wealth Maximiser Bonus Payout Example

In the examples below, you receive your commissions, Fast-Start Payments (Payment from the sale of Fast-Start Product Packages), L1 and EB in both cases, plus the respective payout from either the Volume or the Depth Maximiser.

VOLUME MAXIMISER	OR	DEPTH MAXIMISER
EEB at 5%		G1 at 5%
€112.50		€450
DBLG1 at 10%		G2 at 5%
€900		€225
Total		Total
€1012.50		€675



EXECUTIVE MAINTENANCE REQUIREMENTS

An Executive is required to meet monthly Executive Maintenance Requirements of minimum 100 PSV and minimum 2,000 GSV to maintain Executive position and to receive the Executive bonuses.

The first time GSV falls below 2,000 GSV, a Pin Title Grace Month will be provided. During a Pin Title Grace Month, an Executive receives the L1 Bonus if they have 100 PSV, Fast-Start Payments (payment from the sale of Fast-Start Product Packages) retail profits and commissions for sales made by the Company under your Sponsor ID, but not the Executive bonuses. Each Executive is entitled to one Pin Title Grace Month within a 12-month period. For example, if the Executive takes a Pin Title Grace Month in May, the next time the Executive can take one is May of the following year.

Executives who fail to meet their maintenance requirements and who have already used their Pin Title Grace Month will be titled Provisional Executive. Provisional Executives are considered as Executives for genealogy purposes: they count as Breakaway Executive to their upline, GSV is not included in their upline's GSV and their Breakaway Executives do not roll up to the Executive upline.

Provisional Executive status is available once per Executiveship. A Provisional Executive keeps all of their own Breakaways in addition to counting as a Breakaway Executive to their upline. A Provisional Executive's GSV is not included in their upline's GSV. A Provisional Executive account can be paid the L1 Bonus of 5% for up to three (3) consecutive months as well as Fast-Start Payments, retail profits and commissions for sales made by the Company under your Sponsor ID, but not the Executive Bonuses. If at any time during the three months the Provisional Executive meets their Executive Maintenance Requirements, they will be immediately promoted to and paid as an Executive in that same month.

If a Provisional Executive is promoted back to Executive and fails again to maintain Executive status, and has already used their periodical Pin Title Grace Month, they will be demoted to Distributor (a "Demoted" Executive or "DEXEC").

Those who fall from Executive to Distributor and qualify as an Executive again, at a later date, must wait at least 12 months after the completion of the most recent Provisional Executive cycle before using it again. If a fallen Executive uses the Executive Re-entry option (see Executive Re-entry for details) to retain their previous Executiveship, they are not eligible to reuse Provisional Executive status. The Executive Re-entry option is automatic.

Executive Re-entry Programme: Executives will be required to complete the entire Executive qualification process again to regain Executive status. If the Demoted Executive regains their Executive title within six months of having been demoted, they regain their Breakaway Executives. Executive Re-entry is only allowed once per Executiveship.

BLUE DIAMOND BUSINESS BUILDER ACCOUNT



A Blue Diamond Business Builder Position (BBP) will be established for Blue Diamond Executives once they have achieved and subsequently maintained Blue Diamond status (minimum 12 frontline (G1) Executives) for two consecutive months.

This exciting BBP is placed on your first level and allows you to receive additional commission on the sales volume of newly created Executive Breakaway groups. (The BBP will not count as a first generation Breakaway Executive for the purpose of maintaining your pin title.) The BBP account cannot accumulate PSV for the purpose of maintenance nor will it accumulate Commissionable Sales Value (CSV) for L1 or other bonuses with the exception of the Breakaway Bonus. All volume of the BBP account will be rolled up to the parent account (your Blue Diamond Executive account).

As new Distributors sign up under this BBP and you train them to become Breakaway Executives, you can earn up to 5% additional Breakaway Bonus on your new generations of Executives.

Your BBP is maintained as long as you meet the Blue Diamond Executive requirements. If these requirements are not met, the BBP position is withdrawn and any Breakaway Executives under the BBP position move into the G1 for commission purposes.

Group Sales Volume produced by Distributors sponsored under your BBP account will be combined with the GSV from your parent Blue Diamond account for Executive Maintenance Requirement purposes. Group Commissionable Sales Value can also be combined between the BBP account and your parent BD account to determine Executive Bonuses.

Contact your Account Manager for more details on how to manage your BBP account when you become a Blue Diamond Executive.



GLOSSARY

Active Requirement: In order to qualify for any bonus under the Sales Compensation Plan, obtain 100 PSV and make five distinct sales per month.

ADR: Automatic Delivery Rewards: Select a monthly automatic delivery order of NSE products or a monthly donation to Nourish the Children® and receive rewarding benefits for your loyalty.

Breakaway Executive: A Distributor who has completed Executive Qualification and broken away from their upline, meaning that the sales volume of the new Executive and their circle group no longer count toward their upline's GSV. When this event occurs, the upline Executive can qualify to receive the Breakaway Bonus on the Commissionable Sales Value (CSV) of their new Breakaway Executive. To recapture a Breakaway Executive, the upline Executive's qualification date must be on or before the roll-up Breakaway Executive's date.

BEB: Breakaway Executive Bonus is a bonus that offers up to 5% earnings on the Commissionable Sales Value (CSV) of each generation level based on the total number of G1 Breakaway Executives (see chart on Step 3). To receive a 5% Breakaway Executive Bonus, an Executive must have at least 3,000 GSV. If the GSV falls between 2,000 and 2,999, then the Breakaway Executive Bonus will be paid at 2.5% on the G1 to G6 Breakaway Executive's CSV for that month.

Circle Group: For non-Executives, a Circle Group consists of all retail customers, Preferred Customers and Distributors. For Executives, a Circle Group includes all retail customers, Preferred Customers, Distributors and Qualifying Executives.

Commission: An amount you get paid based on your product sales.

CSV: Commissionable Sales Value: The monthly currency value of the commissionable products and services purchased from the Company upon which sales compensation plan bonuses and commissions will be calculated. CSV is equal to the wholesale price of a product or service, minus any discounts (which may include taxes, Fast-Start Payments, ADR or Web discounts). Qualification requirements will be based upon PSV and GSV.

DBLG1: Double G1 Bonus is a bonus that offers 10% earnings on the total CSV of G1 Executives. To receive a 10% Double G1 Bonus, an Executive must have at least 3,000 GSV. This bonus is only paid in accordance with the Volume Maximiser calculation if it contributes to the higher payout of the two alternatives.

DEXEC: Demoted Executive is an Executive who has failed to maintain Executive requirements and is in the process of being demoted back to Distributor. This usually occurs if Provisional Executive status has already been used during the Executiveship.

EB: Executive Bonus is a bonus earned monthly on your total CSV. Executive Bonuses range from 9% to 15% depending on total GSV. Percentages are paid from the total CSV of your Circle Group.

EEB: Extra Executive Bonus is a bonus that offers an additional 5% earnings on your circle group CSV. To receive this extra 5% Extra Executive Bonus, an Executive must have at least 3,000 GSV (see chart on Step 3). This bonus is only paid in accordance with the Volume Maximiser calculation if it contributes to the higher payout of the two alternatives.

Executive Re-entry: The process by which fallen Executives complete the qualification process again and regain Executive status. If an account who was once an Executive goes through qualification and passes to Executive within six months of falling to Distributor, they will recapture their former Breakaway organisation. While an account can go through qualification as many times as they like, the option to recapture one's Breakaway organisation is only available during the first six months after falling to Distributor.

Fast-Start Payment: The Fast-Start Payment is earned by selling corporately approved Fast-Start Product Packages to newly sponsored customers and Distributors.

G1: Generation 1 refers to your first generation of Breakaway Executives.

GSV: Group Sales Volume represents the total PSV in your Circle Group, including your own PSV, for a given month.

LOI: Letter of Intent is a letter showing a Distributor's intention to become an Executive. The Distributor should visit V&G Navigator. There, they can submit their intent to be put into Executive qualification once they meet the requirements for Month 1 (referred to as the LOI Month). During their first month of Executive Qualification, a Distributor is often referred to as a "LOI." A LOI is not

the same as a Qualifying Executive (Q1, Q2), although both are in qualification to become an Executive. If a Distributor has been a Qualifying Executive in the past and wishes to enter Executive Qualification again, the Distributor must submit a formal LOI to the Company.

L1: Level 1 includes all accounts that are currently sponsored by a Distributor regardless of title.

Level 1 (L1) Bonus: A 5% bonus paid based on the CSV of all personally sponsored accounts. L1 Bonus is paid only to Distributors that fulfil the Active Requirements.

Pin Title Grace Month: If an Executive fails to meet Executive Maintenance Requirements, they may take a grace month and maintain their Executive status. Each Executive is entitled to one grace month per 12-month rolling calendar period. For example, if you use a grace month in May, the next time you can take one is May of the following year. Executive bonuses will not be paid during a grace month. An Executive may earn the L1 Bonus during a grace month if they meet the minimum activity requirements.

Preferred Customer: A Preferred Customer is a non-Distributor who is entitled to purchase products from the Company at a discounted price.

PSV: Personal Sales Volume is the monthly point value of the products and services you purchase from the Company primarily for retail sale or personal consumption. PSV includes points from purchases made directly from the Company by your personal retail customers.

PEXEC: Provisional Executive is an Executive who has not met Executive Maintenance Requirements and has already used their grace month. A PEXEC keeps all of their own Breakaways in addition to counting as a Breakaway Executive to their upline. A PEXEC's GSV is not included in their upline's GSV. An account may be a PEXEC for up to three consecutive months. If a PEXEC meets Executive Maintenance Requirements, they will be immediately promoted to an Executive in the month that they meet the requirements.

QEXEC: Qualifying Executive (Q1, Q2) is a Distributor who has successfully passed their first month of Executive qualification (called a LOI Month) and is now fully on track to qualifying as an Executive Distributor for NSE (see chart in Step 2 for monthly requirement details).

Retail Customer: A retail customer is a non-Distributor who purchases products at retail price from a Distributor or from the Company. Volume from product purchases made through the Company by retail customers assigned to a Distributor account are counted towards the sponsor's PSV.

RPF: Retail Processing Fee is a 15% fee of the gross retail profit, retained by the Company as fee for all retail orders placed directly through the Company.

Roll-up Breakaway Executive: A Breakaway Executive in your G1-G6 who, because their upline Executive fails to maintain their Executive status, rolls up to the next eligible upline Executive. To recapture a Breakaway Executive, the upline Executive's qualification date must be on or before the roll-up Breakaway Executive's date.

Roll-up GSV: When a first-level (G1) Breakaway Executive falls to Distributor, the GSV of that fallen Breakaway Executive rolls-up in to their upline's GSV. The portion of one's GSV that comes from fallen Breakaway Executives is called "roll-up GSV." This only applies to uplines who have Breakaway Executives in markets that do not participate in the PEXEC programme. The DEXEC's GSV will not roll up until the following month when their title is Distributor.

Sponsor: A Distributor who personally recruits another Distributor or Preferred Customer to sign up in their L1.

Wealth Maximiser: A bonus calculating component of the Sales Compensation Plan that will automatically pay the higher of two alternate bonus calculations: Volume Maximiser (including Extra Executive Bonus + Double G1 Bonus) OR Depth Maximiser (including Breakaway Executive Bonus).

Notes:

- Qualification for all bonuses requires distinct sales to at least five individuals on a monthly basis. You must keep all records of retail sales for at least four years.
- Compliance with the retail sales requirements of the Company is randomly monitored.
- Each product purchased through ADR orders by non-Distributors or customers is automatically counted on a monthly basis toward retail sales requirements.
- Bonuses are never paid for recruiting. The only way to earn bonuses is through the sale of products.
- All bonuses are calculated on a monthly basis and mailed or deposited on or about the 25th of the following month.



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