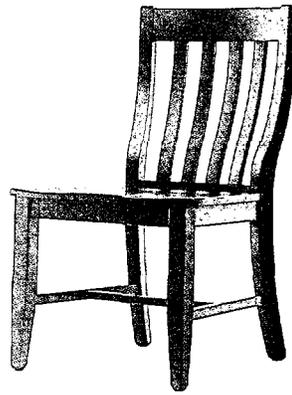
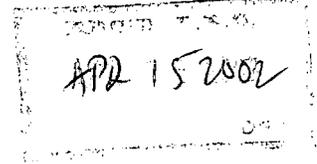




ARLs
P.E.
12/31/41

NO SKIN ENHANCERS Tax



Are you sitting down ?

PROCESSED
APR 17 2002
THOMSON
FINANCIAL

We intend to double our revenue by 2006—and that's just one of our five-year goals. We're looking forward. Thinking ahead. We evaluated our resources and potential as a company, then set five strategic goals that capitalize on the attributes that set us apart in the direct selling industry. Premium products. High caliber distributor force. Seamless, global opportunity. These strengths are the lifeblood of Nu Skin Enterprises—and the catalysts that will empower us to reach our goals. Of course, we'll have to stretch. But these goals are well within our reach. Just look at the rather interesting facts that we've included. These details capture the magnitude of the industries in which we operate and reflect the possibilities our goals afford. So sit back. Be intrigued. Maybe even inspired.

EVERY DAY
in the personal care industry
765,000 GALLONS OF

Exfoliant

ARE PURCHASED—ENOUGH TO KEEP
OLD FAITHFUL ERUPTING
FOR THREE DAYS

THE RECENT ANNUAL GROWTH RATE OF GLOBAL
SALES IN THIS INDUSTRY WAS 5 PERCENT.

 NU SKIN[®]

EVERY DAY

in the technology industry

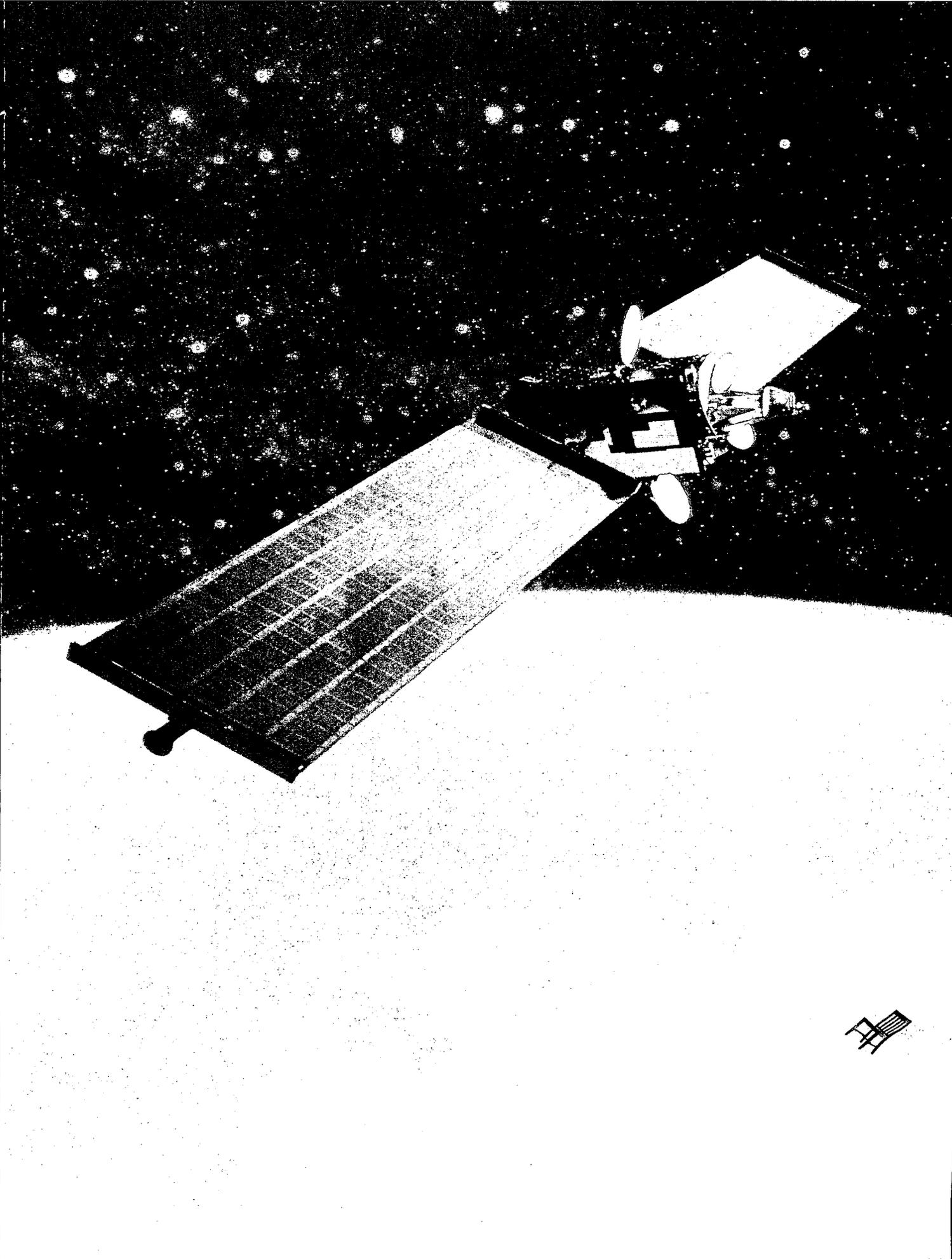
\$140 MILLION OF

Internet-related securities

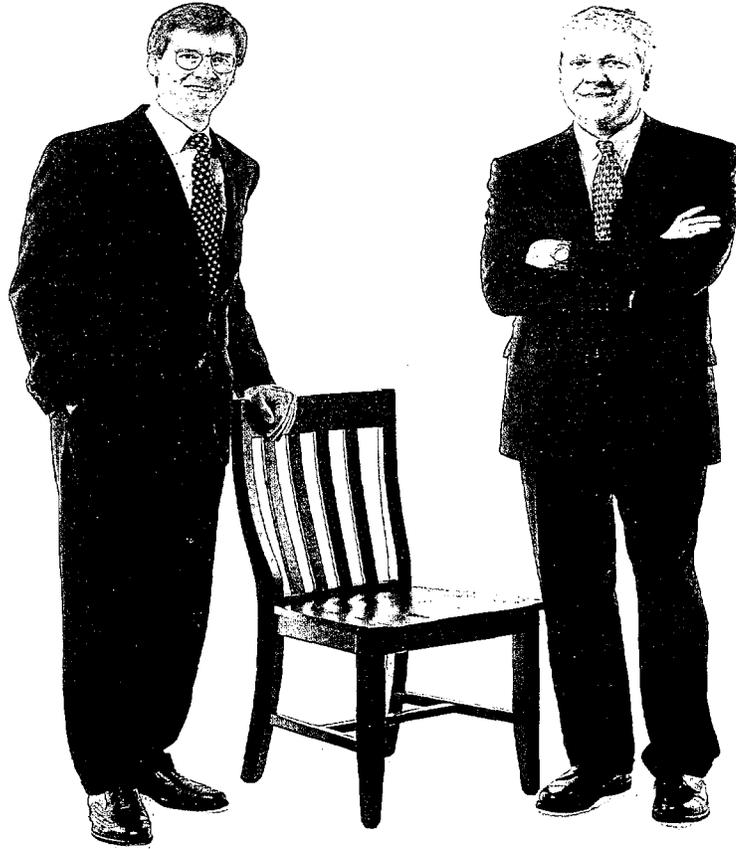
ARE PURCHASED—ENOUGH TO LAUNCH
ONE COMMUNICATIONS
SATELLITE INTO ORBIT

THE RECENT ANNUAL GROWTH RATE OF GLOBAL
SALES IN THIS INDUSTRY WAS 29 PERCENT.

 BigPlanet®



Steven Lund
President and CEO



Blake Roney
Chairman

EVERY DAY
in the Chinese beauty industry
300,000 SQUARE FEET OF
cosmetics

ARE PURCHASED—ENOUGH TO GIVE
TWO MILES OF THE
GREAT WALL OF CHINA
A MAKEOVER

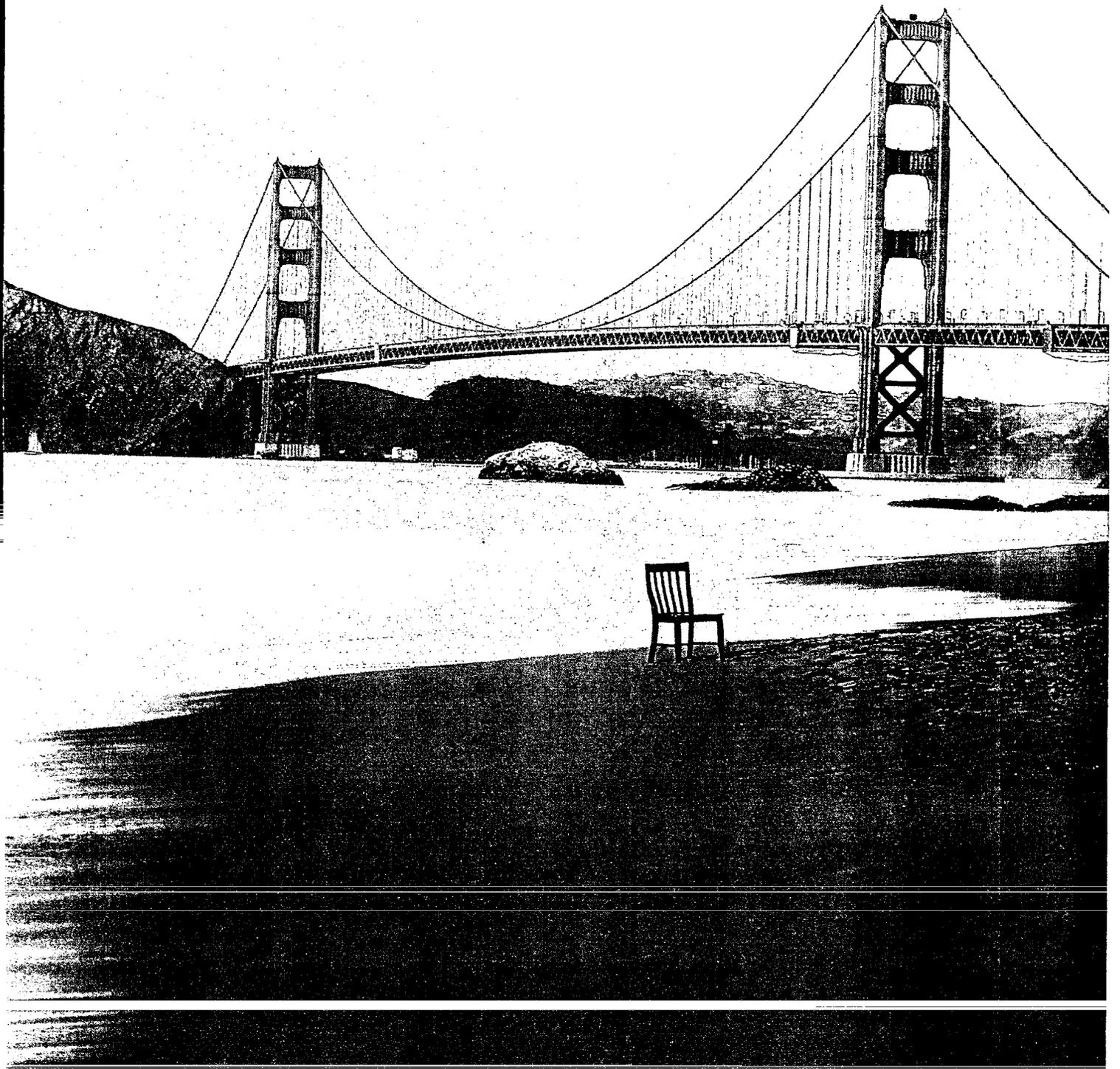
THE RECENT ANNUAL GROWTH RATE OF
SALES IN THIS INDUSTRY WAS 10 PERCENT.

 NU SKIN

EVERY DAY
in the corporate world
2.6 MILLION
employee hours
ARE SAVED BY INTERNET
TECHNOLOGIES—ENOUGH
TO BUILD THE
GOLDEN GATE BRIDGE

A REPORT BY GIGA INFORMATION GROUP, INC. ESTIMATES
BUSINESSES WILL SAVE TRILLIONS OF DOLLARS AS A RESULT
OF INTERNET TECHNOLOGIES.





EVERY DAY

in the health and beauty industries

2.7 MILLION UNITS OF

*premium nutritional and
personal care products*

ARE SOLD—ENOUGH TO REACH
TO THE TOP OF
MOUNT FUJI 40 TIMES

THE RECENT ANNUAL GROWTH RATE OF PREMIUM NUTRITIONAL AND PERSONAL CARE PRODUCT SALES ON A GLOBAL BASIS WAS 4 PERCENT.

NU SKIN ENTERPRISES

