

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

AMENDMENT NO. 2
TO
FORM S-1
REGISTRATION STATEMENT
UNDER
THE SECURITIES ACT OF 1933

NU SKIN ASIA PACIFIC, INC.
(EXACT NAME OF REGISTRANT AS SPECIFIED IN ITS CHARTER)

DELAWARE 5122 87-0565309
(STATE OF JURISDICTION OF (PRIMARY STANDARD (I.R.S. EMPLOYER
INCORPORATION OR ORGANIZATION) INDUSTRIAL CLASSIFICATION IDENTIFICATION NO.)
ORGANIZATION) CODE NUMBER)

75 WEST CENTER STREET
PROVO, UTAH 84601
(801) 345-6100

(ADDRESS, INCLUDING ZIP CODE, AND TELEPHONE NUMBER, INCLUDING AREA CODE, OF
REGISTRANT'S PRINCIPAL EXECUTIVE OFFICES)

STEVEN J. LUND, PRESIDENT
NU SKIN ASIA PACIFIC, INC.
75 WEST CENTER STREET
PROVO, UTAH 84601
(801) 345-6100

(NAME, AND ADDRESS, INCLUDING ZIP CODE, AND TELEPHONE NUMBER, INCLUDING AREA
CODE, OF AGENT FOR SERVICE)

COPIES TO:

NOLAN S. TAYLOR, ESQ. WILLIAM H. HINMAN, JR., ESQ.
LEBOEUF, LAMB, GREENE & MACRAE, SHEARMAN & STERLING
L.L.P. 555 CALIFORNIA STREET, SUITE 2000
1000 KEARNS BUILDING SAN FRANCISCO, CA 94104
136 SOUTH MAIN STREET TELEPHONE: (415) 616-1100
SALT LAKE CITY, UTAH 84101-1685
TELEPHONE: (801) 320-6700

APPROXIMATE DATE OF COMMENCEMENT OF PROPOSED SALE TO THE PUBLIC: As soon as
practicable after the effective date of this Registration Statement.

If the only securities being registered on this Form are being offered
pursuant to dividend or interest reinvestment plans, please check the
following box.

If any of the securities being registered on this Form are to be offered on
a delayed or continuous basis pursuant to Rule 415 under the Securities Act of
1933, other than securities offered only in connection with dividend or
interest reinvestment plans, check the following box.

If this Form is filed to register additional securities for an offering
pursuant to Rule 462(b) under the Securities Act, please check the following
box and list the Securities Act registration statement number of the earlier
effective registration statement for the same offering.

If this Form is a post-effective amendment filed pursuant to Rule 462(c)
under the Securities Act, check the following box and list the Securities Act
registration statement number of the earlier effective registration statement
for the same offering.

If delivery of the prospectus is expected to be made pursuant to Rule 434,
please check the following box.

THE REGISTRANT HEREBY AMENDS THIS REGISTRATION STATEMENT ON SUCH DATE OR
DATES AS MAY BE NECESSARY TO DELAY ITS EFFECTIVE DATE UNTIL THE REGISTRANT
SHALL FILE A FURTHER AMENDMENT WHICH SPECIFICALLY STATES THAT THIS

REGISTRATION STATEMENT SHALL THEREAFTER BECOME EFFECTIVE IN ACCORDANCE WITH SECTION 8(A) OF THE SECURITIES ACT OF 1933 OR UNTIL THE REGISTRATION STATEMENT SHALL BECOME EFFECTIVE ON SUCH DATE AS THE COMMISSION, ACTING PURSUANT TO SAID SECTION 8(A), MAY DETERMINE.

+++++
 +INFORMATION CONTAINED HEREIN IS SUBJECT TO COMPLETION OR AMENDMENT. A +
 +REGISTRATION STATEMENT RELATING TO THESE SECURITIES HAS BEEN FILED WITH THE +
 +SECURITIES AND EXCHANGE COMMISSION. THESE SECURITIES MAY NOT BE SOLD NOR MAY +
 +OFFERS TO BUY BE ACCEPTED PRIOR TO THE TIME THE REGISTRATION STATEMENT +
 +BECOMES EFFECTIVE. THIS PROSPECTUS SHALL NOT CONSTITUTE AN OFFER TO SELL OR +
 +THE SOLICITATION OF AN OFFER TO BUY NOR SHALL THERE BE ANY SALE OF THESE +
 +SECURITIES IN ANY STATE IN WHICH SUCH OFFER, SOLICITATION OR SALE WOULD BE +
 +UNLAWFUL PRIOR TO REGISTRATION OR QUALIFICATION UNDER THE SECURITIES LAWS OF +
 +ANY SUCH STATE. +
 +++++

SUBJECT TO COMPLETION

PRELIMINARY PROSPECTUS DATED OCTOBER 24 1996

PROSPECTUS

7,600,000 SHARES

[NU SKIN LOGO]

CLASS A COMMON STOCK

Of the 7,600,000 shares of Class A Common Stock, par value \$.001 per share (the "Class A Common Stock"), of Nu Skin Asia Pacific, Inc., a Delaware corporation (the "Company"), offered hereby, 4,750,000 shares are being offered by the Company and 2,850,000 shares are being offered by certain stockholders of the Company (the "Selling Stockholders"). See "Principal and Selling Stockholders." Of the 7,600,000 shares of Class A Common Stock being offered hereby, 4,600,000 shares are being offered initially in the United States and Canada by the U.S. Underwriters (the "U.S. Offering"), 1,670,000 shares are being offered initially in a concurrent offering in Japan by the Japanese Underwriters (the "Japanese Offering"), and 1,330,000 shares are being offered initially in a concurrent offering outside the United States, Canada and Japan by the International Managers (the "International Offering," together with the U.S. Offering and the Japanese Offering, the "Offerings"). See "Underwriting."

Each share of Class A Common Stock entitles its holder to one vote, and each share of Class B Common Stock (the "Class B Common Stock," together with the Class A Common Stock, the "Common Stock") of the Company entitles its holder to ten votes. All of the shares of Class B Common Stock are held by the stockholders of the Company prior to consummation of the Offerings (the "Existing Stockholders"). After consummation of the Offerings, the Existing Stockholders will beneficially own shares of Common Stock having approximately 98.8% of the combined voting power of the outstanding shares of Common Stock (approximately 98.7% if the Underwriters' over-allotment options are exercised in full).

Prior to the Offerings, there has been no public market for the Class A Common Stock. It is currently estimated that the initial public offering price will be between \$20 and \$22 per share. See "Underwriting" for information relating to the factors to be considered in determining the initial public offering price. Approximately \$15,000,000 of the net proceeds to the Company from the Offerings will be used to repay a portion of the S Distribution Notes (as defined herein) issued to the Existing Stockholders in connection with the reorganization. See "Use of Proceeds" and "The Reorganization and S Corporation Distribution."

The Class A Common Stock has been approved for listing on the New York Stock Exchange under the symbol "NUS," subject to official notice of issuance.

SEE "RISK FACTORS," BEGINNING ON PAGE 11, FOR A DISCUSSION OF CERTAIN FACTORS WHICH SHOULD BE CONSIDERED BY PROSPECTIVE PURASERS OF THE SECURITIES OFFERED HEREBY.

THESE SECURITIES HAVE NOT BEEN APPROVED OR DISAPPROVED BY THE SECURITIES AND EXCHANGE COMMISSION OR ANY STATE SECURITIES COMMISSION, NOR HAS THE SECURITIES AND EXCHANGE COMMISSION OR ANY STATE SECURITIES COMMISSION PASSED UPON THE ACCURACY OR ADEQUACY OF THIS PROSPECTUS. ANY REPRESENTATION TO THE CONTRARY IS A CRIMINAL OFFENSE.

| | PRICE TO PUBLIC | TO UNDERWRITING DISCOUNT (1) | PROCEEDS TO COMPANY (2) | PROCEEDS TO SELLING STOCKHOLDERS |
|----------------|-----------------|------------------------------|-------------------------|----------------------------------|
| Per Share..... | \$ | \$ | \$ | \$ |
| Total(3)..... | \$ | \$ | \$ | \$ |

- (1) The Company and the Selling Stockholders have agreed to indemnify the U.S. Underwriters, the Japanese Underwriters and the International Managers against certain liabilities, including liabilities under the Securities Act 1933, as amended. See "Underwriting."
- (2) Before deducting expenses payable by the Company estimated to be \$3,000,000.
- (3) The Selling Stockholders have granted the U.S. Underwriters and the International Managers options, exercisable within 30 days after the date hereof, to purchase up to 884,317 and 255,683 additional shares of Class A Common Stock, respectively, solely to cover over-allotments, if any. If such options are exercised in full, the total Price to Public, Underwriting Discount, Proceeds to Company and Proceeds to Selling Stockholders will be \$, \$, \$ and \$, respectively. See "Underwriting."

The shares of Class A Common Stock offered hereby are offered by the Underwriters, subject to prior sale, when, as and if issued to and accepted by them, subject to approval of certain legal matters by counsel for the Underwriters and certain other conditions. The Underwriters reserve the right to withdraw, cancel or modify such offer and to reject orders in whole or in part. It is expected that delivery of certificates for the shares of Class A Common Stock will be made in New York, New York on or about , 1996.

MERRILL LYNCH & CO.
DEAN WITTER REYNOLDS INC.

MORGAN STANLEY & CO.
INCORPORATED

NOMURA SECURITIES INTERNATIONAL, INC.

The date of this Prospectus is , 1996.

[COMPANY LOGO AND THE WORDS "SCIENCE," "NATURE" AND
"BEST OF SCIENCE & NATURE."]

[PICTURE OF NU SKIN PERSONAL CARE AND NUTRITIONAL PRODUCTS.]

[PICTURE OF NU SKIN PERSONAL CARE AND NUTRITIONAL PRODUCTS CONTINUED FROM
PREVIOUS PAGE.]

PROSPECTUS SUMMARY

The following summary is qualified in its entirety by, and should be read in conjunction with, the more detailed information and the financial statements and notes thereto appearing elsewhere in this Prospectus. Unless otherwise noted, all information in this Prospectus assumes no exercise of the Underwriters' over-allotment options and gives effect to the Reorganization (as defined herein). As used herein, "Nu Skin Asia Pacific" or the "Company" means Nu Skin Asia Pacific, Inc., including the Subsidiaries, giving effect to the Reorganization. The "Subsidiaries" means Nu Skin Hong Kong, Inc. ("Nu Skin Hong Kong"), Nu Skin Japan Company, Limited ("Nu Skin Japan"), Nu Skin Korea, Inc. ("Nu Skin Korea"), and Nu Skin Taiwan, Inc. ("Nu Skin Taiwan"), collectively, and excludes Nu Skin Personal Care (Thailand) Limited ("Nu Skin Thailand"), which has been formed, but has not commenced operations. See "The Reorganization and S Corporation Distribution." Until September 30, 1994, the Company's fiscal year ended on September 30 of each year. As of October 1, 1994, the Company changed its fiscal year end to December 31 of each year, beginning with the fiscal year ended December 31, 1995.

THE COMPANY

Nu Skin Asia Pacific is a rapidly growing network marketing company involved in the distribution and sale of premium quality, innovative personal care and nutritional products. The Company is the exclusive distribution vehicle for Nu Skin International, Inc. ("Nu Skin International" or "NSI") in the countries of Japan, Taiwan, Hong Kong (including Macau) and South Korea, where the Company currently has operations, and in Thailand, Indonesia, Malaysia, the Philippines, the People's Republic of China ("PRC"), Singapore and Vietnam, where operations have not commenced.

The Company believes it is one of the fastest growing network marketing companies in Asia. Revenue increased 95.2% to \$471.3 million for the nine months ended September 30, 1996 from \$241.4 million for the same period in 1995. Net income increased 117.7% to \$60.3 million for the nine months ended September 30, 1996 from \$27.7 million for the same period in 1995. Revenue increased 35.6% to \$358.6 million for the year ended December 31, 1995 from \$264.4 million in 1994. Although operating expenses have increased with the growth of the Company's revenue, such expenses have declined as a percentage of revenue due to improved operating leverage. Net income increased 86.1% to \$40.2 million for the year ended December 31, 1995 from \$21.6 million in 1994. The Company's network of independent distributors has grown since the Company's inception in 1991 to more than 330,000 active distributors as of September 30, 1996. See "Risk Factors--Managing Growth."

The Company's product philosophy is to combine the best of science and nature in developing premium quality, innovative personal care and nutritional products which are specifically designed for the network marketing distribution channel. The Company offers products in two distinct categories: personal care products, marketed under the trademark "Nu Skin," and nutritional products, marketed under the trademark "Interior Design Nutritionals" ("IDN"). The Nu Skin personal care product lines include facial care, body care, hair care and color cosmetics, as well as specialty products such as sun protection, oral hygiene and fragrances. The IDN product lines include nutritional supplements, weight management products and nutritious snacks, and sports nutrition products.

IN CONNECTION WITH THE OFFERINGS BY THE UNDERWRITERS, THE UNDERWRITERS MAY OVER-ALLOT OR EFFECT TRANSACTIONS WHICH STABILIZE OR MAINTAIN THE MARKET PRICE OF THE CLASS A COMMON STOCK AT LEVELS ABOVE THAT WHICH MIGHT OTHERWISE PREVAIL IN THE OPEN MARKET. SUCH TRANSACTIONS MAY BE EFFECTED ON THE NEW YORK STOCK EXCHANGE OR OTHERWISE. SUCH STABILIZING, IF COMMENCED, MAY BE DISCONTINUED AT ANY TIME.

In Japan, Taiwan and Hong Kong, the Company currently offers most of NSI's personal care products and approximately one-third of NSI's nutritional products. In South Korea, the Company currently offers one-third of NSI's personal care products and none of the nutritional products. The Company believes that it can significantly grow its business and attract new customers by expanding its product offerings in each of its markets to include more of NSI's existing personal care and nutritional products. In addition to expanding its product offerings with existing NSI products, the Company intends to introduce new products tailored to specific markets.

The distribution of products through the network marketing and other direct selling channels has grown significantly in recent years. The World Federation of Direct Selling Associations ("WFDSA") reports that, since 1990, worldwide direct distribution of goods and services to consumers has increased 65%, resulting in the sale of over \$75 billion of goods and services in 1995. According to the WFDSA, \$34 billion of goods and services were sold by its members in 1995 through direct selling channels in the markets in which the Company currently operates, which represents 45% of the global volume of direct sales by its members.

OPERATING STRENGTHS

The Company believes that its success is due to its commitment to provide a wide range of premium quality, innovative personal care and nutritional products and an appealing global business opportunity for persons interested in establishing a direct sales business. The Company has been able to achieve rapid, sustained and profitable growth by capitalizing on the following operating strengths:

PREMIUM PRODUCT OFFERINGS. The Company is committed to building its brand name and distributor and customer loyalty by selling premium quality, innovative personal care and nutritional products that appeal to broad markets. This commitment is illustrated by the Company's personal care products slogan "All of the Good and None of the Bad" and its nutritional products slogan "Adding Life to Years." The Company offers products designed for the direct selling channel by focusing on innovative consumable products which build loyalty and lead to repeat purchases. Management believes that the Company's focus on innovative products supports its distributors' demonstrative and educational sales techniques.

GLOBAL DISTRIBUTOR COMPENSATION PLAN. The Company believes that one of the strengths of the Company's global distributor compensation plan (the "Global Compensation Plan") is its seamless integration across all markets in which NSI products are sold. By entering into international sponsoring agreements with NSI, distributors are authorized to sponsor new distributors in each country where NSI or the Company has operations. This allows distributors to receive commissions at the same rate for sales in foreign countries as for sales in their home country. This is a significant benefit to distributors because they are not required to establish new distributorships or requalify for higher levels of commissions within each new country in which they begin to operate. The seamless integration of the Global Compensation Plan means that distributor knowledge and experience can be used to rapidly build distributor leadership in new markets. See "Risk Factors--Reliance Upon NSI Independent Distributors."

HIGH LEVEL OF DISTRIBUTOR INCENTIVES. The Company believes that the Global Compensation Plan is among the most financially rewarding plans offered to distributors by network marketing companies. There are two fundamental ways in which distributors can earn money: (i) through retail markups, for which the Company recommends a range from 43% to 60%, and (ii) through a series of commissions on each product sale which can result in commissions to distributors aggregating up to 58% of such product's wholesale price. On a global basis, however, commissions have averaged from 40% to 42% of revenue from commissionable sales over the last seven years.

NEW MARKET DEVELOPMENT PROGRAM. The Company has developed a low cost, disciplined approach to opening new markets. Each market opening is preceded by a thorough analysis of economic and political conditions, regulatory standards and other business, tax and legal issues. Prior to a market opening, the Company's management team, in conjunction with NSI support personnel, local legal counsel and tax advisors, works to obtain all necessary regulatory approvals and establish facilities capable of meeting distributor needs. This market development approach, combined with the Global Compensation Plan, which motivates distributors to train and sponsor other distributors to sell products in new markets, has enabled the Company to quickly and successfully open new markets. See "Risk Factors--Entering New Markets."

DISTRIBUTOR SUPPORT PROGRAMS. The Company is committed to providing a high level of support services tailored to the needs of its distributors in each market. The Company meets the needs and builds the loyalty of its distributors with personalized distributor service, a support staff that assists distributors as

they build networks of downline distributors, and a liberal product return policy. The Company provides walk-in, telephonic and computerized product fulfillment and tracking services that result in user-friendly, timely product distribution. Each walk-in center maintains meeting rooms which distributors may utilize in training and sponsoring activities.

RELATIONSHIP WITH NSI. NSI, founded in 1984 and based in Provo, Utah, is engaged in selling personal care and nutritional products and, together with its affiliates, comprises one of the largest network marketing organizations in the world. NSI has provided, and will continue to provide, a high level of support services to the Company, including product development, marketing and other managerial support services. Management believes that the Company's relationship with NSI has allowed the Company to increase revenue and net income at rates that otherwise may not have been possible. Since distributor agreements are entered into between NSI and distributors, all of the distributors who generate revenue for the Company are distributors of NSI. See "Risk Factors--Relationship with and Reliance on NSI; Potential Conflicts of Interest." Because of this fact, the Company cannot control who becomes a distributor.

EXPERIENCED MANAGEMENT TEAM. The Company's senior management team, members of which founded NSI, has been instrumental in successfully managing the growth in revenue and net income experienced by the Company to date. The Company has also attracted experienced local general managers to oversee operations in Japan, Taiwan, Hong Kong and South Korea.

GROWTH STRATEGY

The Company's primary objective is to capitalize on its operating strengths to become a leading distributor of consumer products in each of its markets. Specifically, the Company's strategy to increase revenue and net income is as follows:

INTRODUCE NEW PRODUCTS. Because new products tend to increase sales by existing distributors and attract new distributors, the Company intends to continue introducing existing and new NSI products. For example, LifePak, the Company's most successful nutritional product was introduced in Japan in 1995, where it has grown to represent approximately 17% of revenue. In October 1996, the Company introduced LifePak in Taiwan and intends, subject to regulatory approval, to introduce LifePak in Hong Kong in 1997. In addition, the Company expects to launch Epoch, a new line of ethnobotanical personal care products, in all markets by mid-1997. The Company also intends to introduce products tailored to specific demographic and geographic market segments and will consider introducing entirely new product categories in the future.

OPEN NEW MARKETS. The Company will continue to pursue attractive new market opportunities. Thailand is the next country in which the Company intends to commence operations, subject to receipt of necessary government approvals. The Company's preparatory work for Thailand is currently ongoing. In addition, the Company has conducted preliminary investigations on the feasibility of commencing operations in Indonesia, Malaysia, the Philippines, the PRC, Singapore and Vietnam. The Company believes that these countries may represent significant markets for the future expansion of its operations, provided that the Company can secure the required regulatory and business permits. See "Risk Factors--Entering New Markets" and "--Potential Negative Impact of Distributor Actions."

ATTRACT NEW DISTRIBUTORS AND ENHANCE DISTRIBUTOR PRODUCTIVITY. To date, the Company has enjoyed significant growth in the number of its active distributors (defined as those distributors which have purchased products from the Company during the previous three months). By leveraging its operating strengths, the Company intends to continue to create and maintain a business climate to promote the growth in the number of active distributors and to increase distributor retention, motivation and productivity. In addition, the Company will pursue growth in the number of active distributors by continuing to work with NSI to enhance the Global Compensation Plan, initiating an innovative distributor equity incentive program, selectively opening new distributor walk-in centers to provide a local presence in additional key cities, enhancing distributor recognition programs, and targeting inactive distributors who may still have an interest in the Company's business opportunity or products.

INCREASE PRODUCT CONSUMPTION. The Company intends to increase sales to new and existing consumers through (i) increasing product promotions in marketing literature, (ii) increasing the availability of sample packages, (iii) emphasizing product "systems," such as the HairFitness system of various shampoos and conditioners, which leads to the purchase of multiple products rather than a single product, and (iv) implementing an automatic reordering system which is designed to result in convenient repeat purchases.

THE OFFERINGS

Of the 7,600,000 shares of Class A Common Stock, par value \$.001 per share, being offered hereby, 4,600,000 shares are being offered initially in the United States and Canada by the U.S. Underwriters, 1,670,000 shares are being offered initially in a concurrent offering in Japan by the Japanese Underwriters, and 1,330,000 shares are being offered initially in a concurrent offering outside the United States, Canada and Japan by the International Managers. The initial public offering price and the underwriting discount per share are identical for each of the Offerings. See "Underwriting."

Class A Common Stock offered

by (1):
 The Company..... 4,750,000 shares
 The Selling Stockholders..... 2,850,000 shares
 Total Class A Common Stock.... 7,600,000 shares

Common Stock to be outstanding after the Offerings:

Class A Common 8,850,000 shares
 Stock(1) (2) (3) (4).....
 Class B Common Stock(3)..... 74,545,000 shares
 Total Common Stock..... 83,395,000 shares

Concurrent Non-Underwritten Offering..... Immediately prior to the Offerings (i) NSI and its affiliates (other than the Company) will grant stock bonus awards to their employees covering 1,250,000 shares of Class A Common Stock, (ii) the Company will grant stock bonus awards to its employees covering 109,000 shares of Class A Common Stock, and (iii) NSI will grant options ("Distributor Options") to certain of its distributors covering 1,605,000 shares of Class A Common Stock. Prior to the Offerings, the Existing Stockholders will contribute to the Company the 1,605,000 shares of Class A Common Stock underlying the Distributor Options and will contribute to NSI and its affiliates (other than the Company) the 1,250,000 shares of Class A Common Stock issuable in connection with certain of the aforementioned employee stock bonus awards.

Use of proceeds..... The Company expects to apply the net proceeds of the Offerings as follows: (i) approximately \$40 million to finance the Company's entry into selected new countries (including the payment of a licensing fee to NSI); (ii) approximately \$15 million to repay a portion of the S Distribution Notes (as defined herein); (iii) approximately \$12 million to introduce new products into countries in which the Company currently operates; (iv) approximately \$12 million to enhance the Company's technological infrastructure; (v) approximately \$10 million to establish additional offices and distribution centers in countries in which the Company currently operates; and (vi) approximately \$2 million for general corporate purposes.

New York Stock Exchange symbol..... "NUS"

Voting rights..... The Class A Common Stock and Class B Common Stock vote as a single class on all matters, except as otherwise required by law, with each share of Class A Common Stock entitling its holder to one vote and each share of Class B Common Stock entitling its holder to ten votes. In all other respects the holders of Class A Common Stock and the holders of Class B Common Stock have equal rights. All of the shares of Class B Common Stock are owned by the Existing Stockholders. After consummation of the Offerings, the Existing Stockholders will beneficially own shares of Common Stock having approximately 98.8% of the combined voting power of the outstanding shares of Common Stock (approximately 98.7% if the Underwriters' over-allotment options are exercised in full).

Risk Factors..... Prospective investors should consider certain risk factors and uncertainties relative to the Company, its business and the Class A Common Stock offered hereby including, without limitation, the Company's reliance on the independent distributors of NSI, the potential effects of adverse publicity, the potential negative impact of distributor actions, government regulation of direct selling activities, government regulation of products and marketing, reliance on certain distributors and the potential divergence of interests between distributors and the Company, the Company's entry into new markets, the management of the Company's growth, the possible adverse effect on the Company of a change in the status of Hong Kong, the Company's relationship with and reliance upon NSI and potential conflicts of interest related thereto, control by the Existing Stockholders and the anti-takeover effect of dual classes of Common Stock, the impact on income due to the Distributor Options, the Company's reliance on and concentration of outside manufacturers, the Company's reliance on operations of and dividends and distributions from its subsidiaries, issues related to transfer pricing and taxation, potential increases in distributor compensation expense, seasonality and cyclicalities, product liability, competition, operations outside the United States, currency risks, import restrictions, duties and regulation of consumer goods, the anti-takeover effects of certain charter, contractual and statutory provisions, the absence of a public market for the Class A Common Stock, factors related to the determination of the offering price, fluctuations in the price of the Class A Common Stock, the existence of shares eligible for future sale into the Company's market for the Class A Common Stock upon exercise of the Distributor Options, employee stock bonus awards and otherwise, dilution and the absence of dividends.

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- (1) Assumes no exercise of the Underwriters' over-allotment options aggregating 1,140,000 shares of Class A Common Stock, which have been granted by the Selling Stockholders.
 - (2) Includes: (i) 7,600,000 shares of Class A Common Stock being offered in the Offerings and (ii) 1,250,000 shares of Class A Common Stock that have been issued to the Existing Stockholders and will, prior to the Offerings, be contributed to NSI and its affiliates (other than the Company) for issuance to employees of NSI and its affiliates (other than the Company) as employee stock bonus awards.
 - (3) All shares of Class B Common Stock are currently held by the Existing Stockholders and each such share is convertible at any time into one share of Class A Common Stock and converts automatically into one share of Class A Common Stock (i) upon a transfer to a person other than an Existing Stockholder and (ii) if the number of shares of Class B Common Stock becomes less than 10% of the aggregate number of shares of Common Stock outstanding. See "Description of Capital Stock--Common Stock--Conversion."
 - (4) Does not include: (i) 4,000,000 shares of Class A Common Stock reserved for issuance pursuant to the 1996 Stock Incentive Plan, 109,000 shares of which are reserved for issuance by the Company to its employees in connection with employee stock bonus awards which are to be awarded immediately prior to the Offerings; (ii) 1,605,000 shares of Class A Common Stock that are held as treasury shares by the Company and are reserved for issuance upon the exercise of options that will be granted to NSI immediately prior to the Offerings and assigned to qualifying NSI distributors in connection with the Offerings (the "Distributor Options"); and (iii) 267,500 shares of Class A Common Stock subject to a stock option which has been granted to an executive officer of the Company. See "Management--1996 Stock Incentive Plan," "Certain Relationships and Related Transactions" and "Shares Eligible for Future Sale."

Nu Skin (R), Interior Design Nutritionals(TM), IDN (R), a logo consisting of an image of a gold fountain with the words "Nu Skin" below it, and a logo consisting of the stylized letters "IDN" in black and red are trademarks of Nu Skin International, Inc. ("NSI") which are licensed to the Company. The italicized product names used in this Prospectus are product names and also, in certain cases, trademarks and are the property of NSI. All other tradenames and trademarks appearing in this Prospectus are the property of their respective holders. See "Business--Relationship with NSI--Trademark/Tradenname License Agreements" and "--Licensing and Sales Agreements." The principal executive offices of the Company are located at 75 West Center Street, Provo, Utah 84601, and the Company's telephone number is (801) 345-6100.

In this Prospectus, references to "dollars" and "\$" are to United States dollars, and the terms "United States" and "U.S." mean the United States of America, its states, territories, possessions and all areas subject to its jurisdiction, and references to "yen" and "(Yen)" are to Japanese yen.

distributors..... -- 649 2,788 5,835 6,083 7,550 7,519 17,809

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- (1) The information for the year ended December 31, 1994 is not included in the Company's Combined Financial Statements included elsewhere in this Prospectus. Such information has been presented for comparative purposes only.
 - (2) The unaudited pro forma income statement data reflects the Reorganization, the Offerings and the following adjustments as if such events had occurred on January 1, 1995: (i) the amortization over a 20-year period of a \$25.0 million payment, consisting of \$5.0 million in cash and \$20.0 million in notes, to NSI for the exclusive rights to distribute NSI products in Thailand, Indonesia, Malaysia, the Philippines, the PRC, Singapore and Vietnam (the "License Fee"); (ii) the recognition by the Company of additional management charges of \$4.4 million per year relating to certain support services provided to the Company by NSI and an NSI affiliate; (iii) estimated annual compensation expense of \$1.2 million related to the employee stock bonus awards granted to employees of the Company, NSI and its affiliates; (iv) adjustments for U.S. Federal and state income taxes as if the Company had been taxed as a C corporation rather than as an S corporation since inception; and (v) increased interest expense of \$2.7 million relating to the issuance of \$81.9 million of interest bearing S distribution notes (the "S Distribution Notes"), approximately \$15.0 million of which will be repaid from the proceeds of the Offerings, due and payable within six months (8% interest per annum) to the Existing Stockholders in respect of the earned and undistributed taxable S corporation earnings and capital at September 30, 1996, that would have been distributed had the Company's S corporation status been terminated on September 30, 1996.
 - (3) The unaudited pro forma income statement data does not reflect the estimated non-cash compensation expense of \$21.1 million in connection with the one-time grant of the Distributor Options at an exercise price of 25% of the initial public offering price. The granting and vesting of the Distributor Options will be conditioned upon distributor performance under the Global Compensation Plan and the NSI 1996 Distributor Stock Option Plan. The vesting of the Distributor Options is scheduled to occur on December 31, 1997. The Company will record distributor stock incentive expense for these non-employee stock options. See "Certain Relationships and Related Transactions" and "Shares Eligible for Future Sale."
 - (4) Other pro forma income and expense includes: (i) increased interest expense of \$2.7 million for the year ended December 31, 1995 and for the nine months ended September 30, 1995, relating to the issuance of \$81.9 million of S Distribution Notes (approximately \$15.0 million of which will be repaid from the proceeds of the Offerings); (ii) increased interest expense of \$0.9 million, \$0.7 million and \$0.1 million for the year ended December 31, 1995 and for the nine months ended September 30, 1995 and 1996, respectively, relating to the issuance of \$20.0 million in notes as partial payment of the License Fee payable to NSI; and (iii) increased interest income of \$0.8 million, \$0.6 million and \$0.6 million for the year ended December 31, 1995 and for the nine months ended September 30, 1995 and 1996, respectively, relating to an estimated \$10.0 million note receivable from NSI as consideration for the Distributor Options.
 - (5) Reflects 80,250,000 shares of Common Stock and Common Stock equivalents outstanding after giving effect to the Reorganization, increased by the sale of 4,750,000 shares of Class A Common Stock, the award of 109,000 shares of Common Stock to employees of the Company and an option granted to an executive officer of the Company to purchase 267,500 shares of Class A Common Stock. Supplemental income per share, calculated as if \$25.0 million of the proceeds from the Offerings were used to repay notes payable, had a dilutive effect of less than 2%, and therefore is not presented.
 - (6) The as adjusted balance sheet data as of September 30, 1996 reflects estimated deferred compensation expense and additional paid-in capital of \$21.1 million in connection with the one-time grant of the Distributor Options. The as adjusted balance sheet data also reflects: (i) the sale of 4,750,000 shares of Class A Common Stock pursuant to the Offerings; (ii) the issuance of \$81.9 million of S Distribution Notes to the Selling Stockholders; (iii) a \$15.0 million partial payment of the S Distribution Notes from the proceeds of the Offerings; (iv) \$20.0 million in notes payable to NSI, consisting of a \$10 million short-term note due on January 15, 1997 and a \$10 million long-term note due on January 15, 1998, which will be issued as partial payment of the \$25.0 million License Fee to NSI; (v) an estimated \$10.0 million note receivable from NSI, issued by NSI as partial consideration for the Distributor Options; (vi) estimated deferred compensation and additional paid-in capital of \$4.8 million, which represents the estimated compensation expense related to the employee stock bonus awards granted to employees of the Company, NSI and its affiliates which vest over a period of four years; and (vii) the recognition of a deferred tax asset of \$5.8 million relating to adjustments for U.S. Federal and state income taxes as if the Company had been taxed as a C corporation rather than as an S corporation since inception. No adjustment has been made to give effect to the Company's earned and undistributed taxable S corporation earnings for the period from October 1, 1996 through the S Termination Date (as defined herein). The Company anticipates the increase in the S Distribution Notes to be between approximately \$10.0 million and \$15.0 million. See "The Reorganization and S Corporation Distribution." The Company estimates that, at the Offerings, it will reserve between \$60.0 million and \$70.0 million of cash on hand for repayment of the S

Distribution Notes. The balance of the S Distribution Notes will be repaid from cash generated by operations.

- (7) Active distributors are those distributors who are resident in the countries in which the Company operates and who have purchased products during the three months ended as of the date indicated, rounded to the nearest thousand. An executive distributor is an active distributor who has submitted a qualifying letter of intent to become an executive distributor, achieved specified personal and group sales volumes for a four month period and maintained such specified personal and group sales volumes thereafter.

RISK FACTORS

An investment in the Class A Common Stock involves special considerations and significant risks, including, but not limited to, those discussed or referred to below. Prospective investors should carefully consider the following risks and information in conjunction with the other information contained in this Prospectus before purchasing shares of Class A Common Stock.

RELIANCE UPON INDEPENDENT DISTRIBUTORS OF NSI

The Company distributes its products exclusively through independent distributors who have contracted directly with NSI to become distributors. Consequently, the Company does not contract directly with distributors but licenses its distribution system and distributor force from NSI. Distributor agreements with NSI are voluntarily terminable by distributors at any time. The Company's revenue is directly dependent upon the efforts of these independent distributors, and any growth in future sales volume will require an increase in the productivity of these distributors and/or growth in the total number of distributors. As is typical in the direct selling industry, there is turnover in distributors from year to year, which requires the sponsoring and training of new distributors by existing distributors to maintain or increase the overall distributor force and motivate new and existing distributors. The Company experiences seasonal decreases in distributor sponsoring and product sales in some of the countries in which the Company operates because of local holidays and customary vacation periods. The size of the distribution force can also be particularly impacted by general economic and business conditions and a number of intangible factors such as adverse publicity regarding the Company or NSI, or the public's perception of the Company's products, product ingredients, NSI's distributors or direct selling businesses in general. Historically, the Company has experienced periodic fluctuations in the level of distributor sponsorship (as measured by distributor applications). However, because of the number of factors that impact the sponsoring of new distributors, and the fact that the Company has little or no control over the level of sponsorship of new distributors, the Company cannot predict the timing or degree of those fluctuations. There can be no assurance that the number or productivity of the Company's distributors will be sustained at current levels or increased in the future. In addition, the number of distributors as a percent of the population in a given country or market could theoretically reach levels that become difficult to exceed due to the finite number of persons inclined to pursue a direct selling business opportunity. This is of particular concern in Taiwan, where industry sources have estimated that up to 10% of the population is already involved in some form of direct selling.

Since distributor agreements are entered into between NSI and distributors, all of the distributors who generate revenue for the Company are distributors of NSI. See "---Relationship with and Reliance on NSI; Potential Conflicts of Interest." Because of this fact, the Company cannot control who becomes a distributor. In addition, because distributors are independent contractors of NSI, neither NSI nor the Company is in a position to provide the same level of direction, motivation and oversight as either would with respect to its own employees. Although NSI has a compliance department responsible for the enforcement of the policies and procedures that govern distributor conduct, it can be difficult to enforce these policies and procedures because of the large number of distributors and their independent status, as well as the impact of certain resale price maintenance and other regulations that limit the ability of NSI and the Company to monitor and control the sales practices of distributors.

POTENTIAL EFFECTS OF ADVERSE PUBLICITY

The size of the distribution force and the results of the Company's operations can be particularly impacted by adverse publicity regarding the Company or NSI, including publicity regarding the legality of the Company's distribution system, the quality of the Company's products and product ingredients, regulatory investigations of the Company and its products, distributor actions and the public's perception of NSI's distributors and direct selling businesses generally.

In 1991 and 1992, NSI was the subject of investigations by various regulatory agencies of eight states. All of the investigations were concluded satisfactorily. However, the publicity associated with the investigations resulted in a material adverse impact to NSI's results of operations. The Company has not been subject to investigations in Asia, however, the denial by the Malaysian government in 1995 of the Company's business permits due to distributor action resulted in adverse publicity for the Company. There can be no assurance that the Company will not be subject to adverse publicity in the future as a result of similar regulatory investigations, similar distributor actions or other factors or that such adverse publicity will not have a material adverse effect on the Company's business or results of operations. See "--Government Regulation of Direct Selling Activities," "--Government Regulation of Products and Marketing" and "--Entering New Markets."

POTENTIAL NEGATIVE IMPACT OF DISTRIBUTOR ACTIONS

Distributor actions can negatively impact the Company and its products. For example, in October 1995, the Company's business permit applications were denied by the Malaysian government as the result of activities by certain NSI distributors before required government approvals could be secured. NSI subsequently terminated the distributorship rights of some of the distributors involved and elected to withdraw from the Malaysian market for a period of time. The denial by the Malaysian government of the Company's business permit application resulted in adverse publicity for the Company. Distributor activities in other countries in which the Company has not commenced operations may similarly result in an inability to secure, or delay in securing required regulatory and business permits. See "Business--New Market Opportunities." In addition, the publicity resulting from such distributor activities and other distributor activities such as inappropriate earnings claims and product representations by distributors can make the sponsoring and retaining of distributors more difficult, thereby negatively impacting sales. See "--Potential Effects of Adverse Publicity." Furthermore, the Company's business and results of operations could be adversely affected if NSI terminates a significant number of distributors or certain distributors who play a key role in the Company's distribution system. There can be no assurance that these or other distributor actions will not have a material adverse effect on the Company's business or results of operations.

GOVERNMENT REGULATION OF DIRECT SELLING ACTIVITIES

Direct selling activities are regulated by various governmental agencies. These laws and regulations are generally intended to prevent fraudulent or deceptive schemes, often referred to as "pyramid" or "chain sales" schemes, that promise quick rewards for little or no effort, require high entry costs, use high pressure recruiting methods and/or do not involve legitimate products. In Japan, the Company's distribution system is regulated under the "Door-to-Door" Sales Law, which requires the submission of specific information concerning the Company's business and products and which provides certain cancellation and cooling-off rights for consumers and new distributors. Management has been advised by counsel that in some respects Japanese laws are becoming more restrictive with respect to direct selling in Japan. In Taiwan, the Fair Trade Law (and the Enforcement Rules and Supervisory Regulations of Multi-Level Sales) requires the Company to comply with registration procedures and also provides distributors with certain rights regarding cooling-off periods and product returns. The Company also complies with South Korea's strict Door-to-Door Sales Act, which requires, among other things, the regular reporting of revenue, the registration of distributors together with the issuance of a registration card, and the maintaining of a current distributor registry. This law also limits the amount of sponsoring bonuses that a registered multi-level marketing company can pay to its distributors to 35% of revenue in a given month.

As is the case with most network marketing companies, NSI and the Company have from time to time received inquiries from various government regulatory authorities regarding the nature of their business and other issues such as compliance with local business opportunity and securities laws. Although to date none of these inquiries has resulted in a finding materially adverse to the Company or NSI, adverse publicity resulting from inquiries into NSI's operations by certain government agencies in the early 1990's, stemming in part out of alleged inappropriate product and earnings claims by distributors, materially adversely affected NSI's business and results of operations. There can be no assurance that the Company or NSI will not face similar inquiries in the future which, either as a result of findings adverse to the Company or NSI or as a result of adverse publicity resulting from the instigation of such inquiries, could have a material adverse effect on the Company's business and results of operations. See "--Potential Effects of Adverse Publicity."

Based on research conducted in opening its existing markets (including assistance from local counsel), the nature and scope of inquiries from government regulatory authorities and the Company's history of operations in such markets to date, the Company believes that its method of distribution is in compliance in all material respects with the laws and regulations relating to direct selling activities of the countries in which the Company currently operates. Even though management believes that laws governing direct selling are generally becoming more permissive in certain Asian countries, many countries, including Singapore, one of the Company's potential markets, currently have laws in place that would prohibit the Company and NSI from conducting business in such markets. There can be no assurance that the Company will be allowed to conduct business in each of the new markets or continue to conduct business in each of its existing markets licensed from NSI. See "--Entering New Markets."

GOVERNMENT REGULATION OF PRODUCTS AND MARKETING

The Company and NSI are subject to or affected by extensive governmental regulations not specifically addressed to network marketing. Such regulations govern, among other things, (i) product formulation, labeling, packaging and importation, (ii) product claims and advertising, whether made by the Company, NSI or NSI distributors, (iii) fair trade and distributor practices, and (iv) taxes, transfer pricing and similar regulations that affect foreign taxable income and customs duties.

Based on the Company's experience and research (including assistance from counsel) and the nature and scope of inquiries from government regulatory authorities, the Company believes that it is in material compliance with all regulations applicable to the Company. Despite this belief, either the Company or NSI could be found not to be in material compliance with existing regulations as a result of, among other things, the considerable interpretative and enforcement discretion given to regulators or misconduct by independent distributors. In 1994, NSI and three of its distributors entered into a consent decree with the Federal Trade Commission (the "FTC") with respect to its investigation of certain product claims and distributor practices, pursuant to which NSI paid approximately \$1 million to settle the FTC investigation. NSI is currently in discussions with the FTC regarding its compliance with such consent decree and other product issues raised by the FTC. There can be no assurances that the Company will not be subject to similar inquiries and regulatory investigations or disputes and the effects of any adverse publicity resulting therefrom. Any assertion or determination that either the Company, NSI or any NSI distributors are not in compliance with existing laws or regulations could potentially have a material adverse effect on the Company's business and results of operations. In addition, in any country or jurisdiction, the adoption of new laws or regulations or changes in the interpretation of existing laws or regulations could generate negative publicity and/or have a material adverse effect on the Company's business and results of operations. The Company cannot determine the effect, if any, that future governmental regulations or administrative orders may have on the Company's business and results of operations. Moreover, governmental regulations in countries where the Company plans to commence or expand operations may prevent, delay or limit market entry of certain products or require the reformulation of such products. Regulatory action, whether or not it results in a final determination adverse to the Company or NSI, has the potential to create negative publicity, with detrimental effects on the motivation and recruitment of distributors and, consequently, on the Company's sales and earnings. See "--Potential Effects of Adverse Publicity" and "--Entering New Markets."

RELIANCE ON CERTAIN DISTRIBUTORS; POTENTIAL DIVERGENCE OF INTERESTS BETWEEN DISTRIBUTORS AND THE COMPANY

The Company's Global Compensation Plan allows distributors to sponsor new distributors. The sponsoring of new distributors creates multiple distributor levels in the network marketing structure. Sponsored distributors are referred to as "downline" distributors within the sponsoring distributor's "downline network." If downline distributors also sponsor new distributors, additional levels of downline distributors are created, with the new downline distributors also becoming part of the original sponsor's "downline network." As a result of this network marketing distribution system, distributors develop relationships with other distributors, both within their own countries and internationally. The Company believes that its revenue is generated from thousands of distributor networks. However, the Company estimates that approximately 300 distributorships comprise NSI's

two highest executive distributor levels, which distributorships have developed the most extensive downline networks and distributor relationships. Consequently, the loss of such a high-level distributor or another key distributor together with a group of leading distributors in such distributor's downline network, or the loss of a significant number of distributors for any reason, could adversely affect sales of the Company's products, impair the Company's ability to attract new distributors and adversely impact earnings.

Under the Global Compensation Plan, a distributor receives commissions based on products sold by the distributor and by participants in the distributor's worldwide downline network, regardless of the country in which such participants are located. The Company, on the other hand, receives revenues based almost exclusively on the volume of products sold within the Company's markets. So, for example, if a distributor located in Japan sponsors a distributor in Europe, the Japanese distributor could receive commissions based on the sales made by the European distributor, but the Company would not receive any revenue since the products would have been sold outside of the Company's markets. The interests of the Company and distributors therefore diverge somewhat in that the Company's primary objective is to maximize the amount of products sold within the Company's markets, while the distributors' objective is to maximize the amount of products sold by the participants in the distributors' worldwide downline networks. The Company and NSI have observed that the commencement of operations in a new country tends to distract the attention of distributors from the established markets for a period of time while key distributors begin to build their downline networks within the new country. NSI is currently contemplating opening operations in additional countries outside of the Company's markets. To the extent distributors focus their energies on establishing downline networks in these new countries, and decrease their focus on building organizations within the Company's markets, the Company's business and results of operations could be adversely affected. Furthermore, the Company itself is currently contemplating opening new markets. In the event distributors focus on these new markets, sales in existing markets might be adversely affected. There can be no assurance that these new markets will develop or that any increase in sales in new markets will not be more than offset by a decrease in sales in the existing markets.

ENTERING NEW MARKETS

As part of its growth strategy, the Company has acquired from NSI the right to act as NSI's exclusive distribution vehicle in Thailand, Indonesia, Malaysia, the Philippines, the PRC, Singapore and Vietnam. The Company has undertaken a preliminary review of the laws and regulations to which its operations would be subject in Thailand, the Philippines, Indonesia, Malaysia, the PRC, Vietnam and Singapore. Given existing regulatory environments and economic conditions, the Company's entrance into Singapore and Vietnam is not anticipated in the short to mid-term. The Company currently intends, subject to receipt of government approvals, to commence operations in Thailand in the near future and has conducted preliminary investigations into the feasibility of opening the other markets in the countries for which the Company has the right to act as NSI's exclusive distributor. The regulatory and political climate in these other markets is such that a replication of the Company's current operating structure cannot be guaranteed. Because the Company's personal care and nutritional product lines are positioned as premium product lines, the market potential for the Company's product lines in relatively less developed countries, such as the PRC and Vietnam, remains to be determined. Modifications to each product line may be needed to accommodate the market conditions in each country, while maintaining the integrity of the Company's products. No assurance can be given that the Company will be able to successfully reformulate its product lines in any of its new markets to attract local consumers.

Each of the proposed new markets will present additional unique difficulties and challenges. In Thailand, for example, businesses which are more than 50% owned by non-citizens are not permitted to operate unless they have an Alien Business Permit, which is frequently difficult to obtain. Under the Treaty of Amity and Economic Relations between Thailand and the United States (the "Treaty of Amity") an Alien Business Permit is not required if a Thailand business is owned by an entity organized in the United States, a majority of whose owners are U.S. citizens or entities. From time to time, it has been reported that certain Thailand government officials have considered supporting the termination of the Treaty of Amity. There can be no assurance that the Company will ever be able to obtain all of the necessary permits and approvals to commence operations in Thailand. The Company could face particular difficulties in commencing operations in Thailand if the Treaty of Amity were terminated and the Company were forced to obtain an Alien Business Permit.

The PRC has also proven to be a particularly difficult market for foreign corporations due to its extensive government regulation and the historical political tenants of the PRC government. In order to enter the market in the PRC, the Company may be required to create a joint venture enterprise with a Chinese entity and to establish a local manufacturing presence, which will entail a significant investment on the Company's part. The Company will likely have to apply for licenses on a province by province basis and the repatriation of the Company's profits will be subject to restrictions on currency conversion and the fluctuations of the government controlled exchange rate. In addition, because distribution systems are greatly fragmented, the Company may be forced to use business models significantly different from those used by the Company in more developed countries. The lack of a comprehensive legal system and the uncertain and sporadic enforcement of existing legislation and laws could also have an adverse effect on the Company's proposed business in the PRC.

The other potential new markets also present significant regulatory, political and economic obstacles to the Company. In Singapore, for example, network marketing is currently illegal and is not permitted under any circumstances. Although the Company believes that this restriction will eventually be relaxed or repealed, no assurance can be given that such regulation will not remain in place and that the Company will not be permanently prevented from initiating sales in Singapore. In addition, Malaysia has governmental guidelines that have the effect of limiting foreign ownership of companies operating in Malaysia. There can be no assurance that the Company will be able to properly structure Malaysian operations to comply with this policy. In October of 1995, the Company's business permit applications were denied by the Malaysian government as a result of activities by certain NSI distributors. Therefore, the Company believes that although significant opportunities exist to expand its operations into new markets, there can be no assurance that these or other difficulties will not prevent the Company from realizing the benefits of this opportunity.

MANAGING GROWTH

The Company has experienced rapid growth since it commenced operations in 1991. The management challenges imposed by this growth include entry into new markets, growth in the number of employees and distributors, expansion of facilities necessary to accommodate growth and additions and modifications to the Company's product lines. To manage these changes effectively, the Company may be required to hire additional management and operations personnel and to improve its operational, financial and management systems. If the Company is unable to manage growth effectively or hire or retain qualified personnel, the Company's business and results of operations could be adversely affected.

POSSIBLE ADVERSE EFFECT ON THE COMPANY OF A CHANGE IN THE STATUS OF HONG KONG

The Company has offices and a portion of its operations in the British Crown Colony of Hong Kong. Effective July 1, 1997, the exercise of sovereignty over Hong Kong will be transferred from the Government of the United Kingdom of Great Britain and Northern Ireland (the "United Kingdom") to the government of the PRC pursuant to the Sino-British Joint Declaration on the Question of Hong Kong (the "Joint Declaration") and Hong Kong will become a Special Administrative Region (SAR) of the PRC. The Joint Declaration provides that Hong Kong will be directly under the authority of the government of the PRC but Hong Kong will enjoy a high degree of autonomy except in foreign and defense affairs, and that Hong Kong will be vested with executive, legislative and independent judicial power. The Joint Declaration also provides that the current social and economic systems in Hong Kong will remain unchanged for 50 years after June 30, 1997 and that Hong Kong will retain the status of an international financial center. Although sales in Hong Kong accounted for less than 5% of the Company's revenues for the year ended December 31, 1995, Hong Kong serves as the location for the Company's regional offices and an important base of operations for many of the Company's most successful distributors whose downline distributor networks extend into other Asian markets. Any adverse effect on the social, political or economic systems in Hong Kong resulting from this transfer could have a material adverse effect on the Company's business and results of operations. Although the Company does not anticipate any material adverse change in the business environment in Hong Kong resulting from the 1997 transfer of sovereignty, the Company is formulating contingency plans to transfer the Company's regional office to another jurisdiction in the event that the Hong Kong business environment is so affected.

RELATIONSHIP WITH AND RELIANCE ON NSI; POTENTIAL CONFLICTS OF INTEREST

Following the Reorganization, NSI will retain ownership and control of the NSI trademarks, tradenames, the Global Compensation Plan, distributor lists and related intellectual property and know-how (collectively, the "Licensed Property"), and will license to the Company rights to use the Licensed Property in certain markets. NSI and its affiliates currently operate in 15 countries, excluding the countries in which the Company currently operates, and following the Offerings will continue to market and sell personal care and nutritional products in these countries, as well as in additional countries outside of the Company's markets, through the network marketing channel. Thus the Company will not be able to use the Nu Skin name to expand into other markets for which the Company does not currently have a license without first obtaining additional licenses or other rights from NSI. There can be no assurance that NSI will make any additional markets available to the Company or that the terms of any new licenses from NSI will be acceptable to the Company.

NSI has licensed to the Company, through the Subsidiaries, rights to distribute NSI products and to use the Licensed Property in the Company's markets, and an NSI affiliate, Nu Skin Management Group, Inc. ("NSIMG") will provide management support services to the Company and the Subsidiaries, pursuant to distribution, trademark/tradename license, licensing and sales, and management services agreements with the Subsidiaries (collectively, the "Operating Agreements"). The Company will rely on NSI for research, development, testing, labeling and regulatory compliance for products sold to the Company under the distribution agreements, and virtually all of the Company's revenues will be derived from products and sales aids purchased from NSI pursuant to these agreements. NSIMG will provide the Company with a variety of management and consulting services, including, but not limited to, management, legal, financial, marketing and distributor support/training, public relations, international expansion, human resources, strategic planning, product development and operations administration services. Each of the Operating Agreements is for a term ending December 31, 2016, and is subject to renegotiation after December 31, 2001, in the event that the Existing Stockholders, on a combined basis, no longer beneficially own a majority of the combined voting power of the outstanding shares of common stock of the Company or of NSI. The Company will be almost completely dependent on the Operating Agreements to conduct its business, and in the event NSI is unable or unwilling to perform its obligations under the Operating Agreements, or terminates the Operating Agreements as provided therein, the Company's business and results of operations will be adversely affected. See "Business--Relationship with NSI."

Upon the consummation of the Offerings, approximately 98.8% of the combined voting power of the outstanding shares of Common Stock will be held by the Existing Stockholders (approximately 98.7% if the Underwriters' overallotment options are exercised in full). Consequently, the Existing Stockholders will have the ability, acting in concert, to elect all directors of the Company and approve any action requiring approval by a majority of the stockholders of the Company. The Existing Stockholders also own, and following the Offerings will continue to own, 100% of the outstanding shares of NSI. As a result of this ownership, the Existing Stockholders will consider the short-term and the long-term impact of all stockholder decisions on the consolidated financial results of NSI and the Company. See "--Control by Existing Stockholders; Anti-Takeover Effect of Dual Classes of Common Stock."

The Operating Agreements were approved by the present Board of Directors of the Company, which is composed entirely of officers and shareholders of NSI. It is expected that, subsequent to the closing of the Offerings, the composition of the Board of Directors of the Company will be changed so that at least two of its members will be persons unaffiliated with NSI. In addition, most of the executive officers of the Company are also executive officers of NSI. It is expected that a number of the Company's executive officers will continue to spend a portion of their time on the affairs of NSI, for which they will continue to receive compensation from NSI.

Prior to or concurrently with the Offerings, the Company will purchase from NSI for \$25 million the exclusive rights to distribute NSI products in Thailand, Indonesia, Malaysia, the Philippines, the PRC, Singapore and Vietnam. The Company will pay \$15 million of this amount out of the proceeds of the Offerings.

In view of the substantial relationships between the Company and NSI, conflicts of interest may exist or arise with respect to existing and future business dealings, including, without limitation, the relative commitment of time and energy by the executive officers to the respective businesses of the Company and NSI, potential acquisitions of businesses or properties, the issuance of additional securities, the election of new or additional directors, the payment of dividends by the Company, including the use of \$15 million of the proceeds of the Offerings to repay a portion of the S Distribution Notes. See "The Reorganization and S Corporation Distribution." There can be no assurance that any conflicts of interest will be resolved in favor of the Company. Under Delaware and Utah law, a person who is a director of both the Company and NSI owes fiduciary duties to both corporations and their respective shareholders. As a result, persons who are directors of both the Company and NSI are required to exercise their fiduciary duties in light of what they believe to be best for each of the companies and its shareholders. See "Certain Relationships and Related Transactions."

CONTROL BY EXISTING STOCKHOLDERS; ANTI-TAKEOVER EFFECT OF DUAL CLASSES OF COMMON STOCK

Because of the relationship between the Company and NSI, management elected to structure the capitalization of the Company in such a manner as to minimize the possibility of a change in control of the Company without the consent of the Existing Stockholders. Consequently, the shares of Class B Common Stock enjoy ten to one voting privileges over the shares of Class A Common Stock until the outstanding shares of Class B Common Stock constitute less than 10% of the total outstanding shares of Common Stock. Immediately following the Offerings, the Existing Stockholders will collectively own 100% of the outstanding shares of the Class B Common Stock representing approximately 98.8% of the combined voting power of the outstanding shares of Common Stock (approximately 98.7% if the Underwriters' over-allotment options are exercised in full). Accordingly, following completion of the Offerings, the Existing Stockholders, acting fully or partially in concert, will be able to control the election of the Board of Directors of the Company and thus the direction and future operations of the Company without the supporting vote of any other stockholder of the Company, including decisions regarding acquisitions and other business opportunities, the declaration of dividends and the issuance of additional shares of Class A Common Stock and other securities. NSI is a privately-held company, all of the shares of which are owned by certain Existing Stockholders of the Company. As long as the shareholders of NSI are majority stockholders of the Company, assuming they act in concert, third parties will not be able to obtain control of the Company through purchases of shares of Class A Common Stock. See "Principal and Selling Stockholders" and "Description of Capital Stock."

IMPACT ON INCOME DUE TO DISTRIBUTOR OPTION PROGRAM

The Company estimates a pre-tax non-cash compensation expense of \$21.1 million in connection with the one-time grant of the Distributor Options at an exercise price of 25% of the initial public offering price. This non-cash compensation expense will result in a corresponding impact on net income and net income per share. See "Shares Eligible for Future Sale."

RELIANCE ON AND CONCENTRATION OF OUTSIDE MANUFACTURERS

Virtually all the Company's products are sourced through NSI and are produced by manufacturers unaffiliated with NSI. The Company currently has little or no direct contact with these manufacturers. The Company's profit margins and its ability to deliver its existing products on a timely basis are dependent upon the ability of NSI's outside manufacturers to continue to supply products in a timely and cost-efficient manner. Furthermore, the Company's ability to enter new markets and sustain satisfactory levels of sales in each market is dependent in part upon the ability of suitable outside manufacturers to reformulate existing products, if necessary to comply with local regulations or market environments, for introduction into such markets. Finally, the development of additional new products in the future will likewise be dependent in part on the services of suitable outside manufacturers.

The Company currently acquires products or ingredients from sole suppliers or suppliers that are considered by the Company to be the superior suppliers of such ingredients. The Company believes that, in the event it is

unable to source any products or ingredients from its current suppliers, the Company could produce such products or replace such products or substitute ingredients without great difficulty or prohibitive increases in the cost of goods sold. However, there can be no assurance that the loss of such a supplier would not have a material adverse effect on the Company's business and results of operations.

With respect to sales to the Company, NSI currently relies on two unaffiliated manufacturers to produce approximately 70% and 80% of its personal care and nutritional products, respectively. NSI has a written agreement with the primary supplier of the Company's personal care products that expires at the end of 1997. An extension to such contract is currently being negotiated. NSI does not currently have a written contract with the primary supplier of the Company's nutritional products. The Company believes that in the event that NSI's relationship with any of its key manufacturers is terminated, NSI will be able to find suitable replacement manufacturers. However, there can be no assurance that the loss of either manufacturer would not have a material adverse effect on the Company's business and results of operations.

RELIANCE ON OPERATIONS OF AND DIVIDENDS AND DISTRIBUTIONS FROM SUBSIDIARIES

The Company is a holding company without operations of its own or significant assets other than ownership of 100% of the capital stock of each of the Subsidiaries. Accordingly, an important source of the Company's income will be dividends and other distributions from the Subsidiaries. Each of the Subsidiaries has its operations in a country other than the United States, the country in which the Company is organized. In addition, each of the Subsidiaries receives its revenues in the local currency of the country or jurisdiction in which it is situated. As a consequence, the Company's ability to obtain dividends or other distributions is subject to, among other things, restrictions on dividends under applicable local laws and regulations, and foreign currency exchange regulations of the country or jurisdictions in which the Subsidiaries operate. The Subsidiaries' ability to pay dividends or make other distributions to the Company is also subject to their having sufficient funds from their operations legally available for the payment of such dividends or distributions that are not needed to fund their operations, obligations or other business plans. Because the Company will be a stockholder of each of the Subsidiaries, the Company's claims as such will generally rank junior to all other creditors of and claims against the Subsidiaries. In the event of a Subsidiary's liquidation, there may not be assets sufficient for the Company to recoup its investment in such Subsidiary.

TAXATION RISKS AND TRANSFER PRICING

After the Reorganization, the Company will be subject to taxation in the United States, where it is incorporated, at a statutory corporate federal tax rate of 35.0% plus any applicable state income taxes. In addition, each Subsidiary will be subject to taxation in the country in which it operates, currently ranging from a statutory tax rate of 57.9% in Japan to 16.5% in Hong Kong. The Company will be eligible for foreign tax credits in the U.S. for the amount of foreign taxes actually paid in a given period. In the event that the Company's operations in high tax jurisdictions such as Japan grow disproportionately to the rest of the Company's operations, the Company will be unable to fully utilize its foreign tax credits in the U.S., which could, accordingly, result in the Company paying a higher overall effective tax rate on its worldwide operations.

Because the Subsidiaries operate outside of the United States, the Company is subject to the jurisdiction of numerous foreign tax authorities. In addition to closely monitoring the Subsidiaries locally based income, these tax authorities regulate and restrict various corporate transactions, including intercompany transfers. The Company believes that the tax authorities in Japan and South Korea are particularly active in challenging the tax structures of foreign corporations and their intercompany transfers. Although the Company believes that its tax and transfer pricing structures are in compliance in all material respects with the laws of every jurisdiction in which it operates, no assurance can be given that these structures will not be challenged by foreign tax authorities or that such challenges will not have a material adverse effect on the Company's business or results of operations.

INCREASE IN DISTRIBUTOR COMPENSATION EXPENSE

Under the Licensing and Sales Agreements (the "Licensing and Sales Agreements") between each of the Subsidiaries and NSI, the Company has agreed to incur a distributor commission expense of 42% of commissionable product sales (with the exception of South Korea where, due to government regulations, the Company uses a formula based upon a maximum payout of 35% of commissionable product sales). The Licensing and Sales Agreements provide that the Company is to satisfy this obligation by paying commissions owed to local distributors. In the event that these commissions exceed 42% of commissionable product sales, the Company is entitled to receive the difference from NSI. In the event that the commissions paid are lower than 42%, the Company must pay the difference to NSI. Under this formulation, the Company's total commission expense is fixed at 42% of commissionable product sales in each country (except for South Korea). The 42% figure has been set on the basis of NSI's experience over the past seven years during which period actual commissions paid in a given year together with the cost of administering the Global Compensation Plan have ranged between 41% and 43% of commissionable product sales for such year (averaging approximately 42%). In the event that actual commissions payable to distributors from sales in the Company's markets vary from these historical results, whether as a result of changes in distributor behavior or changes to the Global Compensation Plan or in the event that NSI's cost of administering the Global Compensation Plan increases or decreases, the Licensing and Sales Agreements provide that the intercompany settlement figure may be modified to more accurately reflect actual results. This could result in the Company becoming obligated to make greater settlement payments to NSI under the Licensing and Sales Agreements. Such additional payments could adversely affect the Company's results of operations. Because the Company licenses the right to use the Global Compensation Plan from NSI, the structure of the plan, including commission rates, is under the control of NSI.

SEASONALITY AND CYCLICALITY

The Company's business is impacted by general seasonal trends common to the direct selling channel in Asia. Seasonal fluctuations experienced by the Company have generally been related to the occurrence of major cultural events and vacation patterns in each of the Company's markets. For example, the Company has at times experienced a modest decline in revenue in Japan, Taiwan and Hong Kong during the local New Year celebrations, which fall in the Company's first quarter. Management also anticipates a modest decline in revenue for the first quarter in South Korea, when a similar New Year celebration occurs. In Japan, the Company has also historically experienced a slight decline in revenue during August, when many of the local distributors traditionally take vacations.

The Company's results of operations have been subject to cyclical variations. Generally, the Company has experienced rapid revenue growth in each new market from the commencement of operations. In Japan, Taiwan and Hong Kong, the initial rapid revenue growth was followed by a short period of stable or declining revenue followed by renewed growth fueled by new product introductions, an increase in the number of active distributors and increased distributor productivity. In addition, the Company has also experienced variations on a quarterly basis in its results of operations, as new products are introduced and new markets are opened. No assurances can be given that the Company's revenue growth rate in South Korea, which commenced operations in February 1996, or in new markets where operations have not commenced, will follow this pattern. While neither seasonal nor cyclical variations have materially affected the Company's results of operations to date, the Company believes that its rapid growth may have overshadowed these factors. Accordingly, there can be no assurance that seasonal or cyclical variations will not materially adversely affect the Company's results of operations in the future.

PRODUCT LIABILITY

The Company may be subject, under applicable laws and regulations, to liability for loss or injury caused by its products. The Company's Subsidiaries are currently covered for product liability claims to the extent of and under insurance programs maintained by NSI for their benefit and for the benefit of its affiliates purchasing NSI products and will continue to be so covered after the Offerings. Accordingly, NSI maintains a policy covering

product liability claims for itself and its affiliates with a \$1 million per claim and \$1 million annual aggregate limit and an umbrella policy with a \$40 million per claim and annual aggregate limit. Although the Company has not been the subject of material product liability claims and the laws and regulations providing for such liability in the Company's markets appear to have been seldom utilized, no assurance can be given that the Company may not be exposed to future product liability claims, and, if any such claims are successful, there can be no assurance that the Company will be adequately covered by insurance or have sufficient resources to pay such claims. The Company does not currently maintain its own product liability policy.

COMPETITION

The markets for personal care and nutritional products are large and intensely competitive. The Company competes directly with companies that manufacture and market personal care and nutritional products in each of the Company's product lines. The Company competes with other companies in the personal care and nutritional products industry by emphasizing the value and premium quality of the Company's products and the convenience of the Company's distribution system. Many of the Company's competitors have much greater name recognition and financial resources than the Company. In addition, personal care and nutritional products can be purchased in a wide variety of channels of distribution. While the Company believes that consumers appreciate the convenience of ordering products from home through a sales person or through a catalog, the buying habits of many consumers accustomed to purchasing products through traditional retail channels are difficult to change. The Company's product offerings in each product category are also relatively small compared to the wide variety of products offered by many other personal care and nutritional product companies. There can be no assurance that the Company's business and results of operations will not be affected materially by market conditions and competition in the future.

The Company also competes with other direct selling organizations, some of which have longer operating histories and higher visibility name recognition and financial resources. The leading network marketing company in the Company's markets is Amway Corporation and its affiliates. The Company competes for new distributors on the basis of the Global Compensation Plan and its premium quality products. Management envisions the entry of many more direct selling organizations into the marketplace as this channel of distribution expands over the next several years. The Company has been advised that certain large, well-financed corporations are planning to launch direct selling enterprises which will compete with the Company in certain of its product lines. There can be no assurance that the Company will be able to successfully meet the challenges posed by this increased competition.

The Company competes for the time, attention and commitment of its independent distributor force. Given that the pool of individuals interested in the business opportunities presented by direct selling tends to be limited in each market, the potential pool of distributors for the Company's products is reduced to the extent other network marketing companies successfully recruit these individuals into their businesses. Although management believes that the Company offers an attractive business opportunity, there can be no assurance that other network marketing companies will not be able to recruit the Company's existing distributors or deplete the pool of potential distributors in a given market.

OPERATIONS OUTSIDE THE UNITED STATES; CURRENCY RISKS

Virtually all of the Company's assets and operations are located, and all of its revenues are derived from, operations outside the United States. The Company's operations may be materially and adversely affected by economic, political and social conditions in the countries in which it operates. A change in policies by any government in the Company's markets could adversely affect the Company and its operations through, among other things, changes in laws, rules or regulations, or the interpretation thereof, confiscatory taxation, restrictions on currency conversion, currency repatriation or imports, or the expropriation of private enterprises. Although the general trend in these countries has been toward more open markets and trade policies and the fostering of private business and economic activity, no assurance can be given that the governments in these countries will continue to pursue such policies or that such policies will not be significantly altered in future periods. This could

be especially true in the event of a change in leadership, social or political disruption or upheaval, or unforeseen circumstances affecting economic, political or social conditions or policies. The Company is aware of news releases in South Korea, for example, reporting comments by political figures proposing restrictions on foreign direct sellers designed to protect the market share of local companies. There can be no assurance that such activities, or other similar activities in the Company's markets, will not result in passage of legislation or the enactment of policies which could materially adversely affect the Company's operations in these markets. In addition, the Company's ability to expand its operations into the new markets for which it has received an exclusive license to distribute NSI products will directly depend on its ability to secure the requisite government approvals and comply with the local government regulations in each of those countries. The Company has in the past experienced difficulties in obtaining such approvals as a result of certain actions taken by its distributors, and no assurance can be given that these or similar problems will not prevent the Company from commencing operations in those countries. See "Risk Factors-- Entering New Markets."

The Company purchases virtually all of its products from NSI through Nu Skin Hong Kong. Nu Skin Hong Kong pays for its purchases from NSI under a regional distribution agreement in U.S. dollars, while the other Subsidiaries pay for their purchases from Nu Skin Hong Kong under wholesale distribution agreements in their local currency. Nu Skin Hong Kong therefore bears significant currency exchange risk as a result of purchases from NSI on behalf of the Subsidiaries. Fluctuations in currency exchange rates, particularly those caused by an increase in the value of the U.S. dollar, could have a material adverse effect on the Company's financial position, results of operations and cash flows. The Company reduces its exposure to fluctuations in foreign exchange rates by creating offsetting positions through the use of foreign currency exchange contracts. The Company currently does not use such financial instruments for trading or speculative purposes. The Company regularly monitors its foreign currency risks and periodically takes measures to reduce the impact of foreign exchange fluctuations on the Company's operating results. See "Management's Discussion and Analysis of Financial Condition and Results of Operations--Currency Fluctuation and Exchange Rate Information."

IMPORT RESTRICTIONS, DUTIES AND REGULATION OF CONSUMER GOODS

With the exception of a small percentage of revenues in Japan, virtually all of the Company's sales historically have been derived from products purchased from NSI. All of those products historically have been imported into the countries in which they were ultimately sold. The countries in which the Company currently conducts business impose various legal restrictions on imports. In most cases, permits or licenses are required to import particular types of goods, including nutritional supplements and personal care products. Duties of varying amounts are imposed based on the values or quantities of the goods imported. In certain countries and jurisdictions, cosmetic and nutritional products are subject to significant import duties. Other products that the Company imports, notably products in the personal care line, may be subject to health and safety regulations. Certain products in the nutritional line are also subject to governmental regulation regarding food and drugs, which regulations have had the effect of limiting the Company's ability to sell some of its products in some of its countries and jurisdictions. Certain of the Company's products which may be deemed in certain countries to be "pharmaceutical" in nature may not be sold through network marketing channels in those countries. The Company has not experienced any difficulty maintaining its import licenses but has experienced complications regarding health and safety and food and drug regulations for nutritional products. Many products require reformulation to comply with local requirements. In addition, new regulations could be adopted or any of the existing regulations could be changed at any time in a manner that could have a material adverse effect on the Company's business and results of operations. Duties on imports are a component of national trade and economic policy and could be changed in a manner that would be materially adverse to the Company's sales and its competitive position compared to locally-produced goods, in particular in countries such as Taiwan, where the Company's products are already subject to high customs duties. In addition, import restrictions in certain countries and jurisdictions limit the Company's ability to import products from NSI. In some jurisdictions, such as the PRC, regulators may prevent the importation of NSI products altogether. Present or future health and safety or food and drug regulations could delay or prevent the introduction of new products into a given country or marketplace or suspend or prohibit the sale of existing products in such country or marketplace.

ANTI-TAKEOVER EFFECTS OF CERTAIN CHARTER, CONTRACTUAL AND STATUTORY PROVISIONS

The Board of Directors is authorized, subject to certain limitations, to issue without further consent of the stockholders up to 25,000,000 shares of preferred stock with rights, preferences and privileges designated by the Board of Directors. See "Description of Capital Stock--Preferred Stock." In addition, the Company's Certificate of Incorporation requires the approval of 66 2/3% of the outstanding voting power of the Class A Common Stock and the Class B Common Stock to authorize or approve certain change of control transactions. See "Description of Capital Stock--Voting Rights" and "--Mergers and Other Business Combinations." The Company's Certificate of Incorporation and Bylaws also contain certain provisions that limit the ability to call special meetings of stockholders and the ability of stockholders to bring business before or to nominate directors at a meeting of stockholders. See "Description of Capital Stock--Other Charter and Bylaw Provisions." Pursuant to the Company's 1996 Stock Incentive Plan, in the event of certain change of control transactions the Board of Directors has the right, under certain circumstances, to accelerate the vesting of options and the expiration of any restriction periods on stock awards. See "Management--1996 Stock Incentive Plan." Finally, the Operating Agreements with NSI and NSIMG are subject to renegotiation after December 31, 2001 upon a change of control of the Company. Any of these actions, provisions or requirements could have the effect of delaying, deferring or preventing a change of control of the Company. See "Business--Relationship with NSI--General Provisions."

ABSENCE OF PUBLIC MARKET FOR CLASS A COMMON STOCK; DETERMINATION OF OFFERING PRICE; PRICE FLUCTUATIONS

Prior to the Offerings, there has been no public market for the Class A Common Stock and there can be no assurance that an active trading market for the Class A Common Stock will develop or continue after the closing of the Offerings. Accordingly, no assurance can be given as to the liquidity of the market for the Class A Common Stock or the price at which any sales of shares of Class A Common Stock may occur in the future, which price will depend upon the number of holders thereof and other factors beyond the control of the Company, including the liquidity of the market for the Common Stock, investor perceptions of the Company, changes in conditions or trends in the Company's industry or publicly traded comparable companies, adverse publicity which the Company or NSI may suffer and general economic and other conditions. The initial public offering price per share of the Class A Common Stock will be determined by negotiation among the Company, the Selling Stockholders and representatives of the Underwriters, and may not be indicative of the market price for the shares of Class A Common Stock after the closing of the Offerings.

SHARES ELIGIBLE FOR FUTURE SALE

Sales of a substantial number of shares of Class A Common Stock in the public market following the Offerings could adversely affect the market price for the Class A Common Stock. See "Description of Capital Stock" and "Shares Eligible for Future Sale."

DILUTION

The initial public offering price is expected to be approximately \$21 per share of Class A Common Stock. At this assumed offering price, investors purchasing shares of Class A Common Stock in the Offerings will incur immediate dilution of \$20.19 per share. See "Dilution."

ABSENCE OF DIVIDENDS

The Company does not anticipate that, after the Offerings, any dividends will be declared on Common Stock in the immediate future. The Company intends from time to time to re-evaluate this policy based on its net income and its alternative uses for retained earnings, if any. Any future declaration of dividends will be subject to the discretion of the Board of Directors of the Company and subject to certain limitations under the General Corporation Law of the State of Delaware. The timing, amount and form of dividends, if any, will depend, among other things, on the Company's results of operations, financial condition, cash requirements and other factors deemed relevant by the Board of Directors of the Company. There can be no assurance regarding the timing or payment of any future dividends by the Company. It is anticipated that any dividends, if declared, will be paid in U.S. dollars. See "Dividend Policy."

THE REORGANIZATION AND S CORPORATION DISTRIBUTION

THE REORGANIZATION

Prior to the Offerings, the shareholders of Nu Skin Japan, Nu Skin Korea, Nu Skin Taiwan, Nu Skin Hong Kong and Nu Skin Thailand will contribute their shares of capital stock to the capital of the Company in a transaction intended to qualify under Section 351 of the Code in exchange for shares of the Company's Class B Common Stock (the "Reorganization"). Prior to the Reorganization, all of the outstanding shares of capital stock of the Subsidiaries and Nu Skin Thailand were held by the Existing Stockholders. The Reorganization will result in each of the Subsidiaries and Nu Skin Thailand becoming a wholly-owned subsidiary of the Company.

Nu Skin Hong Kong and Nu Skin Taiwan are Utah corporations, each operating through branches in Hong Kong and Taiwan, respectively. Nu Skin Japan and Nu Skin Korea are Japanese and South Korean corporations, respectively, and both are domesticated corporations in Delaware. Nu Skin Thailand, which currently has no operations, is a Thailand corporation and also a Delaware domesticated corporation. Nu Skin Japan, Nu Skin Korea and Nu Skin Thailand each has dual residence in the U.S. and its respective foreign jurisdiction, and each is treated as a U.S. corporation for U.S. tax purposes and a Japan, South Korea or Thailand corporation, respectively, for tax purposes in each such jurisdiction. After the Reorganization, Nu Skin Hong Kong and Nu Skin Taiwan will continue to be viewed as branches in Hong Kong and Taiwan, respectively, and Nu Skin Japan, Nu Skin Korea and Nu Skin Thailand will continue to be viewed as domestic corporations in Japan, South Korea and Thailand, respectively.

The following chart illustrates the organizational structure of the Company immediately after the Reorganization and the Offerings.

POST-REORGANIZATION AND THE OFFERINGS

[FLOWCHART APPEARS HERE]

S CORPORATION DISTRIBUTION

Prior to the Reorganization, each Subsidiary elected to be treated as an "S" corporation under subchapter S of the Code and comparable state tax laws. As a result of the Subsidiaries' S corporation status, the earnings of the Subsidiaries since incorporation have been included in the taxable income of the Existing Stockholders for Federal and certain state income tax purposes, and the Subsidiaries have generally not been subject to U.S. Federal or state income tax on such earnings. Prior to the consummation of the Offerings, the Subsidiaries' S corporation status will be terminated (the "S Termination Date"). Prior to the S Termination Date, the Company will declare a distribution to the Existing Stockholders that will include all of the Subsidiaries' previously earned and undistributed S corporation earnings through the S Termination Date (the "S Corporation Distribution").

As of September 30, 1996, the Subsidiaries' aggregate undistributed taxable S corporation earnings were \$81.9 million. The Company estimates that the Subsidiaries' aggregate undistributed taxable S corporation earnings will be between \$92.0 million and \$97.0 million as of the S Termination Date (which includes approximately \$10 million to \$15 million of the Company's earned and undistributed taxable S corporation earnings for the period from October 1, 1996 through the S Termination Date). The S Corporation Distribution will be distributed in the form of promissory notes due within six months of the S Termination Date bearing interest at 8% per annum (S Distribution Notes). Upon the consummation of the Offerings, approximately \$15.0 million of the proceeds from the Offerings will be used to pay a portion of the S Distribution Notes. The Company estimates that, at the Offerings, it will reserve between \$60.0 million and \$70.0 million of cash on hand for repayment of the S Distribution Notes. The balance of the S Distribution Notes will be repaid from cash generated by operations. On and after the S Termination Date, the Company will no longer be treated as an S corporation and, accordingly, will be fully subject to Federal and state income taxes.

USE OF PROCEEDS

The net proceeds from the sale of shares of Class A Common Stock by the Company are estimated to be approximately \$91 million, based on an assumed initial public offering price of \$21 per share and after deducting estimated underwriting discounts and offering expenses payable by the Company. The Company will not receive any of the proceeds from the sale of shares of Class A Common Stock by the Selling Stockholders, including from the exercise of the Underwriters' over-allotment options. The Company has agreed to pay certain expenses on behalf of the Selling Stockholders.

The Company anticipates applying the net proceeds of the Offerings as follows: (i) approximately \$40 million of such proceeds will be used, together with operating income, to finance the planned entry of the Company into Thailand, the Philippines, the PRC (where it is anticipated that the Company will be required to invest in a manufacturing facility), Malaysia, Indonesia, Vietnam and Singapore, which includes a \$15 million payment to NSI (consisting of a \$5 million payment upon the consummation of the Offerings and a \$10 million payment scheduled for January 15, 1997) as partial payment for the exclusive rights to distribute NSI products in these countries and which may include organizational costs, the initial build-up of inventory and other start-up expenses; (ii) approximately \$15 million will be used to repay a portion of the S Distribution Notes; (iii) approximately \$12 million of such proceeds will be used for the introduction of new products in the Company's markets; (iv) approximately \$12 million of such proceeds will be used to enhance the Company's technological infrastructure, including the expansion of information systems hardware and support capabilities allowing the Company the ability to better support distributors; (v) approximately \$10 million of such proceeds will be used to expand the Company's presence and operations in South Korea, Japan and Taiwan, which will include the establishment of several additional walk-in distributor centers in major cities; and (vi) the remainder of such proceeds, approximately \$2 million, will be used for general corporate purposes, which may include additional capital expansion projects. Pending such uses, the Company intends to invest the proceeds from the Offerings in short-term, interest bearing, investment grade instruments.

DIVIDEND POLICY

The Company does not anticipate that, after the Offerings, any dividends will be declared on Common Stock in the immediate future. The Company intends from time to time to re-evaluate this policy based on its net income and its alternative uses for retained earnings, if any. Any future declaration of dividends will be subject to the discretion of the Board of Directors of the Company and subject to certain limitations under the General Corporation Law of the State of Delaware (the "DGCL"). The timing, amount and form of dividends, if any, will depend, among other things, on the Company's results of operations, financial condition, cash requirements and other factors deemed relevant by the Board of Directors of the Company. It is anticipated that any dividends, if declared, will be paid in U.S. dollars. The Company, as a holding company, will be dependent on the earnings and cash flow of, and dividends and distributions from, the Subsidiaries to pay any cash dividends or distributions on the Class A Common Stock that may be authorized by the Board of Directors of the Company. See "Certain United States Tax Consequences to Non-United States Holders." Holders of Class A Common Stock and holders of Class B Common Stock will share equally in any dividends declared by the Board of Directors. See "Risk Factors--Absence of Dividends," "--Reliance on Operations of and Dividends and Distributions from Subsidiaries" and "Description of Capital Stock--Common Stock--Dividends" and "--Preferred Stock."

CAPITALIZATION

The following table sets forth the cash and cash equivalents, the short-term debt and capitalization of the Company on a combined basis as of September 30, 1996, and as adjusted as of that date to give effect to the Reorganization, including (i) the S Corporation Distribution as if the Company's S corporation status had terminated on such date; and (ii) \$5.8 million of net deferred tax assets that would have been recorded had the Company's S corporation status been terminated on September 30, 1996, and as further adjusted to reflect the sale by the Company of shares of Class A Common Stock in the Offerings, and the application of the net proceeds therefrom. The information below should be read in conjunction with the Combined Financial Statements and the related notes thereto and "Management's Discussion and Analysis of Financial Condition and Results of Operations" and pro forma financial statements included elsewhere in this Prospectus.

| AS OF SEPTEMBER 30, 1996 | | | | |
|---|-------------|---------------------------------------|-----------|--|
| (IN THOUSANDS, EXCEPT SHARE AMOUNTS) | | | | |
| ACTUAL | AS ADJUSTED | AS FURTHER ADJUSTED (/1/) (/2/) (/3/) | | |
| Cash and cash equivalents..... | \$81,079 | \$81,079 | \$151,844 | |
| Short-term notes payable(/1/) (/4/)..... | \$ -- | \$81,893 | \$ 76,893 | |
| Long-term notes payable(/1/)..... | \$ -- | \$ -- | \$ 10,000 | |
| Stockholders' equity: | | | | |
| Capital Stock of the Subsidiaries prior to the Reorganization.... | 4,550 (/5/) | -- | -- | |
| Preferred Stock, par value \$.001 per share, 25,000,000 shares authorized, no shares issued and outstanding | -- | -- | -- | |
| Class A Common Stock, par value \$.001 per share, 500,000,000 shares authorized, no, no and 8,850,000 shares issued and outstanding actual, as adjusted and as further adjusted, respectively(/7/)..... | -- | -- | 9 | |
| Class B Common Stock, par value \$.001 per share, 100,000,000 shares authorized, no, 80,250,000 and 74,545,000 shares issued and outstanding actual, as adjusted and as further adjusted, respectively..... | -- | 80 (/5/) | 75 | |
| Additional paid in capital..... | -- | -- | 126,692 | |
| Cumulative foreign currency translation adjustment..... | (3,714) | (3,714) | (3,714) | |
| Retained earnings..... | 77,423 | 5,769 (/6/) | 5,769 | |
| Deferred compensation.. | -- | -- | (25,931) | |
| Note receivable from NSI..... | -- | -- | (10,000) | |
| Total stockholders' equity..... | 78,259 | 2,135 | 92,900 | |
| Total capitalization..... | \$78,259 | \$ 2,135 | \$102,900 | |

(1) Reflects the sale by the Company of 4,750,000 shares of Class A Common Stock at an estimated offering price of \$21 per share, less estimated offering expenses of \$9.0 million, including Underwriters' discounts. In connection with the Offerings, the Company will pay the \$25.0 million License Fee to NSI, which consists of a \$5 million cash payment upon the consummation of the Offerings, a \$10 million short-term note due on

January 15, 1997 and a \$10 million long-term note due on January 15, 1998. The \$5 million cash payment and the \$10 million short-term note will be paid from the proceeds of the Offerings. Approximately \$15.0 million of the net proceeds of the Offerings will also be used to repay a portion of the S Distribution Notes. The Company estimates that, at the Offerings, it will reserve between \$60.0 million and \$70.0 million of cash on hand for repayment of the S Distribution Notes. The balance of the S Distribution Notes are expected to be repaid from cash generated by operations.

- (2) Reflects the conversion by the Existing Stockholders of 5,705,000 shares of Class B Common Stock into Class A Common Stock. Of these shares, 2,855,000 shares will be contributed by the Existing Stockholders, prior to the Offerings, to the Company and NSI and its affiliates (other than the Company) for issuance in connection with the Distributor Options and employee stock bonus awards and 2,850,000 shares will be sold in the Offerings. Also reflects estimated deferred compensation and additional paid-in capital of \$25.9 million, \$4.8 million of which represents the estimated compensation expense related to the employee stock bonus awards granted to employees of the Company, NSI and its affiliates which vest over a period of four years and \$21.1 million of which represents the estimated compensation expense related to the one-time grant of the Distributor Options with an exercise price at 25% of the initial public offering price to independent distributors (non-employees) of the Company immediately prior to the Offerings. See "Shares Eligible for Future Sale."
- (3) No adjustment has been made to give effect to the Company's earned and undistributed taxable S corporation earnings for the period from October 1, 1996, through the S Termination Date. The Company anticipates the increase in the S Distribution Notes will be approximately \$10 million and \$15 million. See "The Reorganization and S Corporation Distribution."
- (4) Reflects the issuance of \$81.9 million of S Distribution Notes to the Selling Stockholders in respect of the earned and undistributed taxable S corporation earnings and capital at September 30, 1996, that would have been distributed had the Subsidiaries' S corporation status been terminated on September 30, 1996. Approximately \$15.0 million of the net proceeds of the Offerings will be used to repay a portion of the S Distribution Notes.
- (5) Reflects the contribution by the Existing Stockholders of their interests in the Subsidiaries in exchange for shares of Class B Common Stock.
- (6) Reflects the recognition of a deferred tax asset of \$5.8 million. In connection with the Reorganization, the Company will record deferred tax assets for U.S. Federal and state income taxes as if the Company had been taxed as a C corporation rather than as an S corporation since inception.
- (7) Excludes 1,605,000 shares held by the Company and reserved for issuance upon exercise of the Distributor Options.

DILUTION

The net tangible book value of the Company at September 30, 1996 was approximately \$78.3 million, or \$.98 per share of Common Stock. After giving effect to the Reorganization and the S Corporation Distribution as if they had occurred as of September 30, 1996 and the Company's S corporation status had terminated at such date, the pro forma net tangible book value of the Company at September 30, 1996 would have been approximately \$2.1 million, or \$.03 per share of Common Stock. After giving effect to the sale of the 4,750,000 shares of Class A Common Stock offered by the Company hereby, and the application of the estimated net proceeds therefrom as set forth under "Use of Proceeds" (after deducting estimated offering expenses and the underwriting discount), after the purchase of the License Fee from NSI, the pro forma net tangible book value of the Company as adjusted at September 30, 1996 would have been approximately \$67.9 million, or \$.81 per share. See "The Reorganization and S Corporation Distribution" and "Use of Proceeds." This represents an immediate dilution of \$20.19 per share to purchasers of shares at the initial public offering price. See "Risk Factors--Dilution." The following table illustrates the per share dilution:

| | |
|--|---------|
| Assumed initial public offering price per share (/1/) | \$21.00 |
| Net tangible book value per share at September 30, 1996 | \$.98 |
| Increase in net tangible book value per share attributable to the establishment of deferred tax assets | .07 |
| Decrease in net tangible book value per share attributable to S Corporation Distribution and Reorganization | (1.02) |
| ----- | |
| Adjusted net tangible book value per share before the Offerings | .03 |
| Increase in net tangible book value per share attributable to the Offerings | 1.08 |
| Decrease in tangible book value per share attributable to the purchase of the exclusive license fee from NSI | (.30) |
| ----- | |
| Net tangible book value, as further adjusted, per share after the Offerings | .81 |
| ----- | |
| Dilution per share to purchasers of shares in the Offerings | \$20.19 |
| ===== | |

(1) Before deducting estimated underwriting discounts and commissions and estimated expenses of the Offerings payable by the Company.

The following table summarizes on a pro forma basis as of September 30, 1996 the difference between the number of shares of Common Stock purchased from the Company, the total consideration paid and the average price per share paid by the Existing Stockholders and by the purchasers of Common Stock in the Offerings at an assumed initial public offering price of \$21 per share.

| | SHARES PURCHASED | | TOTAL CONSIDERATION | | AVERAGE PRICE |
|-----------------------|------------------|---------|---------------------|---------|---------------|
| | NUMBER | PERCENT | AMOUNT | PERCENT | PER SHARE |
| | ----- | | ----- | | ----- |
| Existing Stockholders | 77,400,000 (/1/) | 91% | \$ -- (/2/) | --% | \$ -- |
| New investors | 7,600,000 (/3/) | 9 | 159,600,000 | 100 | 21.00 |
| | ----- | | ----- | | --- |
| Total | 85,000,000 | 100% | \$159,600,000 | 100% | |
| | ===== | === | ===== | === | |

(1) Excludes the 2,850,000 shares to be sold by the Selling Stockholders to new investors in connection with the Offerings. Includes 1,250,000 shares which the Existing Stockholders have committed to transfer to NSI and its affiliates (other than the Company) for subsequent issuance in connection with employee stock bonus awards and 1,605,000 shares which the Existing Stockholders intend to contribute to the Company for subsequent issuance upon exercise of the Distributor Options.

(2) The cash consideration paid by the Existing Stockholders has been reduced by distributions previously made to the Existing Stockholders and certain distributions to be received by the Existing Stockholders out of the net proceeds of the Offerings. See "The Reorganization and S Corporation Distribution" and "Use of Proceeds."

(3) Includes 2,850,000 shares to be sold by the Selling Stockholders and 4,750,000 shares to be sold by the Company in connection with the Offerings.

SELECTED COMBINED FINANCIAL AND OTHER INFORMATION

The following selected combined financial and other data as of December 31, 1994 and 1995 and for the fiscal years ended September 30, 1993 and 1994 and for the three month period ended December 31, 1994 and for the year ended December 31, 1995 have been derived from the Company's Combined Financial Statements, which have been audited by Price Waterhouse LLP, independent accountants, included elsewhere in this Prospectus. The combined financial data as of September 30, 1993 and 1994 are derived from the combined financial statements of the Company, which have been audited but are not contained herein. The financial data as of September 30, 1991 and 1992 and for the fiscal years ended September 30, 1991 and 1992 and for the year ended December 31, 1994 and as of September 30, 1996 and for the nine months ended September 30, 1995 and 1996 are unaudited. Interim results, in the opinion of management, include all adjustments (consisting solely of normal recurring adjustments) necessary to present fairly the financial information for such periods; however, such results are not necessarily indicative of the results which may be expected for any other interim period or for a full year. This information should be read in conjunction with "Management's Discussion and Analysis of Financial Condition and Results of Operations" and the Combined Financial Statements and the related notes thereto included elsewhere in this Prospectus.

| | YEAR ENDED SEPTEMBER 30, | | | | THREE MONTHS ENDED DECEMBER 31, | YEAR ENDED DECEMBER 31, | | NINE MONTHS ENDED SEPTEMBER 30, | |
|---|--------------------------|-----------|-----------|-----------|---------------------------------|-------------------------|-----------|---------------------------------|-----------|
| | 1991 | 1992 | 1993 | 1994 | 1994 | 1994 (/1/) | 1995 | 1995 | 1996 |
| (IN THOUSANDS, EXCEPT PER SHARE DATA) | | | | | | | | | |
| INCOME STATEMENT DATA: | | | | | | | | | |
| Revenue..... | \$ 677 | \$ 42,919 | \$110,624 | \$254,637 | \$ 73,562 | \$264,440 | \$358,609 | \$241,412 | \$471,312 |
| Cost of sales..... | 462 | 14,080 | 38,842 | 86,872 | 19,607 | 82,241 | 96,615 | 64,110 | 133,592 |
| Gross profit..... | 215 | 28,839 | 71,782 | 167,765 | 53,955 | 182,199 | 261,994 | 177,302 | 337,720 |
| Operating expenses: | | | | | | | | | |
| Distributor incentives..... | 130 | 14,659 | 40,267 | 95,737 | 27,950 | 101,372 | 135,722 | 91,893 | 175,149 |
| Selling, general and administrative..... | 1,249 | 10,065 | 27,150 | 44,566 | 13,545 | 48,753 | 67,475 | 44,099 | 69,970 |
| Operating income..... | (1,164) | 4,115 | 4,365 | 27,462 | 12,460 | 32,074 | 58,797 | 41,310 | 92,601 |
| Other income (expense), net..... | 3 | 160 | 133 | 443 | (813) | (394) | 511 | (408) | 1,530 |
| Income before provision for income taxes..... | (1,161) | 4,275 | 4,498 | 27,905 | 11,647 | 31,680 | 59,308 | 40,902 | 94,131 |
| Provision for income taxes..... | -- | 1,503 | 417 | 10,226 | 2,730 | 10,071 | 19,097 | 13,170 | 33,810 |
| Net income (loss)..... | \$ (1,161) | \$ 2,772 | \$ 4,081 | \$ 17,679 | \$ 8,917 | \$ 21,609 | \$ 40,211 | \$ 27,732 | \$ 60,321 |

PRO FORMA INCOME STATEMENT DATA (/2/) (/3/):

| | | | |
|---|-----------|-----------|-----------|
| Revenue..... | \$358,609 | \$241,412 | \$471,312 |
| Cost of sales..... | 96,615 | 64,110 | 133,592 |
| Gross profit..... | 261,994 | 177,302 | 337,720 |
| Operating expenses: | | | |
| Distributor incentives..... | 135,722 | 91,893 | 175,149 |
| Selling, general and administrative..... | 74,318 | 49,231 | 75,102 |
| Operating income..... | 51,954 | 36,178 | 87,469 |
| Other income (expense), net (/4/)..... | (2,298) | (3,217) | 1,997 |
| Income before provision for income taxes..... | 49,656 | 32,961 | 89,466 |
| Provision for income taxes..... | 19,049 | 12,644 | 32,502 |
| Net income (loss)..... | \$ 30,607 | \$ 20,317 | \$ 56,964 |
| Net income per share..... | \$.36 | \$.24 | \$.67 |
| Weighted average common shares outstanding (/5/)... | 85,377 | 85,377 | 85,377 |

| | AS OF SEPTEMBER 30, | | | | AS OF DECEMBER 31, | |
|--------------------------------|---------------------|---------|----------|----------|-----------------------|----------|
| | 1991 | 1992 | 1993 | 1994 | 1994 | 1995 |
| | (IN THOUSANDS) | | | | | |
| BALANCE SHEET DATA: | | | | | | |
| Cash and cash equivalents..... | \$1,132 | \$1,553 | \$14,591 | \$18,077 | \$16,288 | \$63,213 |
| Working capital..... | (921) | 1,026 | (504) | 15,941 | 26,680 | 47,863 |
| Total assets..... | 2,733 | 10,236 | 41,394 | 71,565 | 61,424 | 118,228 |
| Stockholders' equity.... | (656) | 2,749 | 6,926 | 24,934 | 33,861 | 61,771 |

| | AS OF SEPTEMBER 30, 1996 | |
|---|--------------------------|-------------------|
| | ACTUAL | AS ADJUSTED (/6/) |
| | (IN THOUSANDS) | |
| BALANCE SHEET DATA: | | |
| Cash and cash equivalents..... | \$ 81,079 | \$151,844 |
| Working capital..... | 60,828 | 57,309 |
| Total assets..... | 168,907 | 270,441 |
| Short term notes payable to stockholders..... | -- | 66,893 |
| Short term note payable to NSI..... | -- | 10,000 |
| Long term note payable to NSI..... | -- | 10,000 |
| Stockholders' equity..... | 78,259 | 92,900 |

| | AS OF SEPTEMBER 30, | | | | AS OF DECEMBER 31, | | AS OF SEPTEMBER 30, | |
|--|---------------------|------|------|------|-----------------------|------|------------------------|------|
| | 1991 | 1992 | 1993 | 1994 | 1994 | 1995 | 1995 | 1996 |
| | (IN THOUSANDS) | | | | | | | |

| | | | | | | | | |
|---------------------------------------|----|--------|---------|---------|---------|---------|---------|---------|
| OTHER INFORMATION (/7/): | | | | | | | | |
| Number of active distributors..... | -- | 33,000 | 106,000 | 152,000 | 170,000 | 236,000 | 224,000 | 331,000 |
| Number of executive distributors..... | -- | 649 | 2,788 | 5,835 | 6,083 | 7,550 | 7,519 | 17,809 |

- (1) The information for the year ended December 31, 1994 is not included in the Company's Combined Financial Statements included elsewhere in this Prospectus. Such information has been presented for comparative purposes only.
- (2) The unaudited pro forma income statement data reflects the Reorganization, the Offerings and the following adjustments as if such events had occurred on January 1, 1995: (i) the amortization over a 20-year period of a \$25.0 million payment, consisting of \$5.0 million in cash and \$20.0 million in notes, to NSI for the exclusive rights to distribute NSI products in Thailand, Indonesia, Malaysia, the Philippines, the PRC, Singapore and Vietnam (the "License Fee"); (ii) the recognition by the Company of additional management charges of \$4.4 million per year relating to certain support services provided to the Company by NSI and an NSI affiliate; (iii) estimated annual compensation expense of \$1.2 million related to the employee stock bonus awards granted to employees of the Company, NSI and its affiliates; (iv) adjustments for U.S. Federal and state income taxes as if the Company had been taxed as a C corporation rather than as an S corporation since inception; and (v) increased interest expense of \$2.7 million relating to the issuance of \$81.9 million of interest bearing S distribution notes (the "S Distribution Notes"), approximately \$15.0 million of which will be repaid from the proceeds of the Offerings, due and payable within six months (8% interest per annum) to the Existing Stockholders in respect of the earned and undistributed taxable S corporation earnings and capital at September 30, 1996, that would have been distributed had the Company's S corporation status been terminated on September 30, 1996.
- (3) The unaudited pro forma income statement data does not reflect the estimated non-cash compensation expense of \$21.1 million in connection with the one-time grant of the Distributor Options at an exercise price of 25% of the initial public offering price. The granting and vesting of the Distributor Options will be conditioned upon distributor performance under the Global Compensation Plan and the NSI 1996 Distribution Stock Option Plan. The vesting of the Distributor Options is scheduled to occur on December 31, 1997. The Company will record distributor stock incentive expense for these non-employee stock options. See "Certain Relationships and Related Transactions" and "Shares Eligible for Future Sale."
- (4) Other pro forma income and expense includes: (i) increased interest expense of \$2.7 million for the year ended December 31, 1995 and for the nine months ended September 30, 1995, relating to the issuance of \$81.9

million of S Distribution Notes (approximately \$15.0 million of which will be repaid from the proceeds of the Offerings); (ii) increased interest expense of \$0.9 million, \$0.7 million and \$0.1 million for the year ended December 31, 1995 and for the nine months ended September 30, 1995 and 1996, respectively, relating to the issuance of \$20.0 million in notes as partial payment of the License Fee payable to NSI; and (iii) increased interest income of \$0.8 million, \$0.6 million and \$0.6 million for the year ended December 31, 1995 and for the nine months ended September 30, 1995 and 1996, respectively, relating to an estimated \$10.0 million note receivable from NSI as consideration for the Distributor Options.

- (5) Reflects 80,250,000 shares of Common Stock and Common Stock equivalents outstanding after giving effect to the Reorganization, increased by the sale of 4,750,000 shares of Class A Common Stock, the award of 109,000 shares of Common Stock to employees of the Company and an option granted to an executive officer of the Company to purchase 267,500 shares of Class A Common Stock. Supplemental income per share, calculated as if \$25.0 million of the proceeds from the Offerings were used to repay notes payable, had a dilutive effect of less than 2%, and therefore, is not presented.
- (6) The as adjusted balance sheet data as of September 30, 1996 reflects estimated deferred compensation expense and additional paid-in capital of \$21.1 million in connection with the one-time grant of the Distributor Options. The as adjusted balance sheet data also reflects: (i) the sale of 4,750,000 shares of Class A Common Stock pursuant to the Offerings; (ii) the issuance of \$81.9 million of S Distribution Notes to the Selling Stockholders; (iii) a \$15.0 million partial payment of the S Distribution Notes from the proceeds of the Offerings; (iv) \$20.0 million in notes payable to NSI, consisting of a \$10 million short-term note due on January 15, 1997 and a \$10 million long-term note due on January 15, 1998, which will be issued as partial payment of the \$25.0 million License Fee to NSI; (v) an estimated \$10.0 million note receivable from NSI, issued by NSI as partial consideration for the Distributor Options; (vi) estimated deferred compensation and additional paid-in capital of \$4.8 million, which represents the estimated compensation expense related to the employee stock bonus awards granted to employees of the Company, NSI and its affiliates which vest over a period of four years; and (vii) the recognition of a deferred tax asset of \$5.8 million relating to adjustments for U.S. Federal and state income taxes as if the Company had been taxed as a C corporation rather than as an S corporation since inception. No adjustment has been made to give effect to the Company's earned and undistributed taxable S corporation earnings for the period from October 1, 1996 through the S Termination Date (as defined herein). The Company anticipates the increase in the S Distribution Notes to be between \$10.0 million and \$15.0 million. See "The Reorganization and S Corporation Distribution." The Company estimates that, at the Offerings, it will reserve between \$60.0 million and \$70.0 million of cash on hand for repayment of the S Distribution Notes. The balance of the S Distribution Notes will be repaid from cash generated by operations.
- (7) Active distributors are those distributors who are resident in the countries in which the Company operates and who have purchased products during the three months ended as of the date indicated, rounded to the nearest thousand. An executive distributor is an active distributor who has submitted a qualifying letter of intent to become an executive distributor, achieved specified personal and group sales volumes for a four month period and maintained such specified personal and group sales volumes thereafter.

MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

The following discussion of the Company's financial condition and results of operations should be read in conjunction with the Combined Financial Statements and the related notes thereto included elsewhere in this Prospectus. See also "The Reorganization and S Corporation Distribution."

OVERVIEW

Nu Skin Asia Pacific is a rapidly growing network marketing company involved in the distribution and sale of premium quality, innovative personal care and nutritional products. The Company is the exclusive distribution vehicle for Nu Skin International, Inc. ("Nu Skin International" or "NSI") in the countries of Japan, Taiwan, Hong Kong (including Macau) and South Korea, where the Company currently has operations, and in Thailand, Indonesia, Malaysia, the Philippines, the PRC, Singapore and Vietnam, where operations have not commenced. Additionally, the Company supplies certain products to NSI affiliates in Australia and New Zealand. The Company's network of independent distributors has grown since inception to more than 330,000 active distributors as of September 30, 1996.

The Company has generated increased revenue each year since it commenced operations in September 1991 and has operated profitably each year since 1992. The Company's growth is primarily due to an increase in revenue from sales of personal care products, the introduction of nutritional products, an increase in the number of active distributors and the expansion of operations into new geographic markets.

The Company's revenue is primarily dependent upon the efforts of a network of independent distributors who purchase products and sales materials from the Company in their local currency. The Company recognizes virtually all of its revenue when the Company ships products and sales materials to its distributors, which occurs after payment is received by the Company. Revenue is net of returns, which have historically been approximately 1.5% of gross sales. The following table sets forth revenue information for the time periods indicated.

| COUNTRY | DATE OPERATIONS COMMENCED | NINE MONTHS ENDED | | | | |
|-----------------------------|---------------------------|-------------------------|----------|----------|---------------|----------|
| | | YEAR ENDED DECEMBER 31, | | | SEPTEMBER 30, | |
| | | 1993 | 1994 | 1995 | 1995 | 1996 |
| (IN MILLIONS) | | | | | | |
| Japan..... | April 1993 | \$ 101.2 | \$ 172.9 | \$ 231.5 | \$ 153.6 | \$ 265.1 |
| Taiwan..... | January 1992 | 38.6 | 79.2 | 105.4 | 74.1 | 107.0 |
| South Korea..... | February 1996 | -- | -- | -- | -- | 83.7 |
| Hong Kong..... | September 1991 | 14.3 | 10.9 | 17.1 | 10.7 | 12.1 |
| Sales to NSI affiliates(1/) | January 1993 | 8.5 | 1.4 | 4.6 | 3.0 | 3.4 |
| Total revenue..... | | \$ 162.6 | \$ 264.4 | \$ 358.6 | \$ 241.4 | \$ 471.3 |

(1) Includes revenue from the sale of certain products to NSI affiliates in Australia and New Zealand.

Revenue generated in Japan and Taiwan represented 56.2% and 22.7%, respectively, of total revenue generated during the nine months ended September 30, 1996. Since the commencement of operations in February 1996, the Company's South Korean operations generated \$83.7 million of revenue, or 17.8% of total revenue for the nine months ended September 30, 1996. Although operating costs have increased in each country with the growth of the Company's revenue, such costs have declined as a percentage of revenue due to improved operating leverage. Revenue generated in Hong Kong during the nine months ended September 30, 1996 represented 2.6% of total Company revenue.

Cost of sales primarily consists of the cost of products purchased from NSI (in U.S. dollars) as well as customs duties related to the importation of such products. As the sales mix changes between product categories, cost of sales and, accordingly, gross profit, may fluctuate to some degree. In general, however, costs of sales move proportionate to revenue. Also, as currency exchange rates fluctuate, the Company's gross margin will fluctuate.

Distributor incentives are the Company's most significant expense. Pursuant to the Operating Agreements with NSI, the Company has agreed to incur a distributor commission expense of 42% of commissionable product sales (with the exception of South Korea, where, due to government regulations, the Company uses a formula based upon a maximum payout of 35% of commissionable product sales). The Licensing and Sales Agreements provide that the Company is to satisfy this obligation by paying commissions owed to local distributors. In the event that these commissions exceed 42% of commissionable product sales, the Company is entitled to receive the difference from NSI. In the event that the commissions paid are lower than 42%, the Company must pay the difference to NSI. Under this formulation, the Company's total commission expense is fixed at 42% of commissionable product sales in each country (except for South Korea). Because the Company's revenue includes sales of both commissionable and non-commissionable items, distributor incentives as a percentage of total revenue have ranged from approximately 36.4% to 38.1% since September 30, 1993. Non-commissionable items consist of sales materials and starter kits as well as sales to NSI affiliates in Australia and New Zealand.

Selling, general and administrative expenses include wages and benefits, rents and utilities, travel and entertainment, promotion and advertising and professional fees, as well as license and management fees paid to NSI and Nu Skin International Management Group, Inc. ("NSIMG"). Pursuant to the Operating Agreements, the Company contracts for management support services from NSIMG, for which the Company pays a fee equal to an allocation of expenses plus 3%. In addition, the Company pays to NSI a license fee of 4% of the Company's revenues from sales to distributors (excluding sales of starter kits) for the use of NSI's distributor lists, distribution system and certain related intangibles.

Provision for income taxes is dependent on the statutory tax rates in each of the countries in which the Company operates. Historically, each of the Subsidiaries was only taxed in its local jurisdiction in accordance with relevant tax laws. Statutory tax rates in the countries in which the Company has operations are 16.5% in Hong Kong, 25.0% in Taiwan, 30.1% in South Korea and 57.9% in Japan. The Company operates a regional business center in Hong Kong, which bears inventory obsolescence and currency exchange risks. Any income or loss incurred by the regional business center is not subject to taxation in Hong Kong.

Upon the consummation of the Reorganization, the Company will be subject to taxation in the United States, where it is incorporated, at a statutory corporate federal tax rate of 35%. In addition, each Subsidiary will be subject to taxation in the country in which it operates. The Company will receive foreign tax credits for the amount of foreign taxes actually paid in a given period, which may be utilized to reduce taxes paid in the United States. In the event that the Company's operations in high tax jurisdictions such as Japan grow disproportionately to the rest of the Company's operations, the Company may be unable to fully utilize its foreign tax credits in the U.S. which could, accordingly, result in the Company paying a higher overall effective tax rate on its worldwide operations.

RESULTS OF OPERATIONS

The following tables set forth (i) the results of operations and supplemental data, and (ii) operating results and supplemental data as a percentage of revenue, respectively, for the periods indicated.

| | YEAR ENDED SEPTEMBER 30, | | YEAR ENDED DECEMBER 31, | | NINE MONTHS ENDED SEPTEMBER 30, | |
|--|-----------------------------|---------|----------------------------|---------|------------------------------------|----------|
| | 1993 | 1994 | 1994 | 1995 | 1995 | 1996 |
| (IN MILLIONS) | | | | | | |
| Revenue..... | \$110.6 | \$254.6 | \$264.4 | \$358.6 | \$ 241.4 | \$ 471.3 |
| Cost of sales..... | 38.8 | 86.8 | 82.2 | 96.6 | 64.1 | 133.6 |
| Gross profit..... | 71.8 | 167.8 | 182.2 | 262.0 | 177.3 | 337.7 |
| Operating expenses: | | | | | | |
| Distributor incentives..... | 40.3 | 95.7 | 101.4 | 135.7 | 91.9 | 175.1 |
| Selling, general and administrative..... | 27.1 | 44.6 | 48.8 | 67.5 | 44.1 | 70.0 |
| Operating income..... | 4.4 | 27.5 | 32.0 | 58.8 | 41.3 | 92.6 |
| Other income (expense), net... | .1 | .4 | (.4) | .5 | (.4) | 1.5 |
| Income before provision for income taxes..... | 4.5 | 27.9 | 31.6 | 59.3 | 40.9 | 94.1 |
| Provision for income taxes.... | .4 | 10.2 | 10.0 | 19.1 | 13.2 | 33.8 |
| Net income..... | \$ 4.1 | \$ 17.7 | \$ 21.6 | \$ 40.2 | \$ 27.7 | \$ 60.3 |
| Unaudited supplemental data (/1/): | | | | | | |
| Net income before pro forma provision for income taxes... | \$ 4.5 | \$ 27.9 | \$ 31.6 | \$ 59.3 | \$ 40.9 | \$ 94.1 |
| Pro forma provision for income taxes..... | 1.5 | 10.4 | 11.5 | 22.8 | 15.7 | 34.2 |
| Net income after pro forma provision for income taxes... | \$ 3.0 | \$ 17.5 | \$ 20.1 | \$ 36.5 | \$ 25.2 | \$ 59.9 |

| | YEAR ENDED SEPTEMBER 30, | | YEAR ENDED DECEMBER 31, | | NINE MONTHS ENDED SEPTEMBER 30, | |
|--|-----------------------------|--------|----------------------------|--------|------------------------------------|--------|
| | 1993 | 1994 | 1994 | 1995 | 1995 | 1996 |
| Revenue..... | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Cost of sales..... | 35.1 | 34.1 | 31.1 | 26.9 | 26.6 | 28.3 |
| Gross profit..... | 64.9 | 65.9 | 68.9 | 73.1 | 73.4 | 71.7 |
| Operating expenses: | | | | | | |
| Distributor incentives... | 36.4 | 37.6 | 38.4 | 37.8 | 38.1 | 37.2 |
| Selling, general and administrative..... | 24.5 | 17.5 | 18.4 | 18.8 | 18.3 | 14.9 |
| Operating income..... | 4.0 | 10.8 | 12.1 | 16.5 | 17.0 | 19.6 |
| Other income (expense), net..... | .1 | .2 | (.1) | .1 | (.2) | .3 |
| Income before provision for income taxes..... | 4.1 | 11.0 | 12.0 | 16.6 | 16.8 | 19.9 |
| Provision for income taxes..... | .4 | 4.0 | 3.8 | 5.3 | 5.5 | 7.2 |
| Net income..... | 3.7% | 7.0% | 8.2% | 11.3% | 11.3% | 12.7% |
| Unaudited supplemental data (/1/): | | | | | | |
| Net income before pro forma provision for income tax- es..... | 4.1% | 11.0% | 12.0% | 16.6% | 16.8% | 19.9% |
| Pro forma provision for income taxes..... | 1.4 | 4.1 | 4.3 | 6.4 | 6.5 | 7.3 |
| Net income after pro forma provision for income tax- es..... | 2.7% | 6.9% | 7.7% | 10.2% | 10.3% | 12.6% |

(1) Reflects adjustment for Federal and state income taxes as if the Company had been taxed as a C corporation rather than as an S corporation since inception.

NINE MONTHS ENDED SEPTEMBER 30, 1996 COMPARED TO THE NINE MONTHS ENDED
SEPTEMBER 30, 1995

REVENUE was \$471.3 million during the nine months ended September 30, 1996, an increase of 95.2% from the revenue of \$241.4 million recorded during the same period in 1995. This increase is attributable to the following factors. First, revenue in Japan increased by \$111.5 million, or 72.6%. This increase in revenue was primarily as a result of the continued success of nutritional, color cosmetics and HairFitness products, which were introduced in October 1995 and was partially offset by the strengthening of the U.S. dollar relative to the Japanese yen during the same period. Second, revenue in Taiwan increased by \$32.9 million, or 44.4%, primarily as a result of the introduction of color cosmetics and other products, along with the opening of a new distribution center in Taichung, Taiwan. Third, in February 1996, Nu Skin Korea commenced operations and, through September 30, 1996, has generated revenue of \$83.7 million. Additionally, revenue in Hong Kong increased by \$1.4 million during the nine months ended September 30, 1996 as compared to the same period in 1995.

GROSS PROFIT as a percentage of revenue was 71.7% and 73.4% during the nine months ended September 30, 1996 and 1995, respectively. This decline reflected the strengthening of the U.S. dollar, the introduction of three nutritional products in Japan in October 1995 and the commencement of operations in South Korea in 1996. Nutritional products are generally subject to higher duties than other products marketed by the Company, which yields lower gross profit as a percentage of revenue. The commencement of operations in South Korea also impacted gross profit as a percentage of revenue due to South Korean regulations which result in higher prices on imported products than in other markets.

DISTRIBUTOR INCENTIVES as a percentage of total revenue declined from 38.1% for the nine months ended September 30, 1995 to 37.2% for the same period in 1996. The primary reason for this decline was increased revenue from South Korea where local regulations limit the incentives which can be paid to South Korean distributors.

SELLING, GENERAL AND ADMINISTRATIVE EXPENSES as a percentage of revenue declined from 18.3% during the nine months ended September 30, 1995 to 14.9% during the same period in 1996. This fluctuation was primarily due to economies of scale gained as the Company's revenue increased.

OPERATING INCOME during the nine months ended September 30, 1996 increased to \$92.6 million, an increase of 124.2% from the \$41.3 million of operating income recorded during the same period in 1995. Operating income as a percentage of revenue increased from 17.0% to 19.6%. This increase was caused primarily by lower selling, general and administrative expenses as a percentage of revenue.

OTHER INCOME increased by \$1.9 million during the nine months ended September 30, 1996 as compared to the same period in 1995. The increase was primarily caused by an increase in interest income generated through the short term investment of cash.

PRO FORMA PROVISION FOR INCOME TAXES increased to \$34.2 million during the nine months ended September 30, 1996 compared to \$15.7 million during the same period in 1995. The pro forma effective tax rate decreased to 36.3% in 1996 as compared to 38.4% for the same period in 1995. The Company generated excess foreign tax credits in 1995 which did not continue in 1996.

NET INCOME AFTER PRO FORMA PROVISION FOR INCOME TAXES increased by \$34.7 million to \$59.9 million during the nine months ended September 30, 1996 compared to the \$25.2 million during the same period in 1995. Pro forma net income as a percentage of revenue increased to 12.6% for the nine months ended September 30, 1996 as compared to 10.3% for the same period in 1995.

YEAR ENDED DECEMBER 31, 1995 COMPARED TO THE YEAR ENDED DECEMBER 31, 1994

REVENUE was \$358.6 million during the year ended December 31, 1995, an increase of 35.6% from the \$264.4 million of revenue recorded during 1994. This increase was due primarily to an increased number of active distributors in each market, which was the primary factor contributing to a \$58.6 million increase in revenue in Japan, a \$26.2 million increase in revenue in Taiwan and a \$6.2 million increase in revenue in Hong Kong. Nutritional products, color cosmetics products and a new line of HairFitness products were introduced in

Japan in the fourth quarter of 1995, accounting for \$25.0 million of the \$58.6 million increase. Additionally, the Company benefitted by the strengthening of the Japanese yen during 1995. Revenue in Taiwan and Hong Kong increased as a result of a higher volume of sales of color cosmetics, which were introduced in late 1994, and other personal care products. Additionally, certain new product introductions by NSI affiliates in Australia and New Zealand led to a \$3.2 million increase in revenue.

GROSS PROFIT as a percentage of revenue increased from 68.9% in 1994 to 73.1% in 1995. The increase in gross profit resulted from a reduction in product costs on purchases from NSI, the weakening of the U.S. dollar relative to the Japanese yen and other cost savings related to inventory shipping and handling.

DISTRIBUTOR INCENTIVES as a percentage of revenue decreased from 38.4% in 1994 to 37.8% in 1995. This decline was primarily attributable to an increase in revenue in 1995 from non-commissionable sales materials and sales to NSI affiliates.

SELLING, GENERAL AND ADMINISTRATIVE EXPENSES as a percentage of revenue increased to 18.8% during the year ended December 31, 1995, from 18.4% during 1994. This increase was primarily due to a one-time cost incurred in February 1995 in connection with moving the Company's Japanese facilities into a larger, more accessible office and distributor center in Tokyo, Japan.

OPERATING INCOME increased to \$58.8 million in 1995 from \$32.0 million in 1994, an increase of 83.8%. Operating income as a percentage of revenue increased to 16.5% from 12.1%. The increase was primarily the result of the product cost reductions discussed above.

OTHER INCOME increased by approximately \$0.9 million during 1995 as compared to 1994. This increase was primarily caused by the disposal of property and equipment related to a move to new facilities during 1994, and an increase in interest income generated through the short term investment of cash.

PRO FORMA PROVISION FOR INCOME TAXES increased to \$22.8 million during the year ended December 31, 1995 as compared to \$11.5 million for the same period in 1994. The effective tax rate was 38.4% in 1995 as compared to 36.4% in 1994.

NET INCOME AFTER PRO FORMA PROVISION FOR INCOME TAXES increased by \$16.4 million to \$36.5 million during the year ended December 31, 1995 as compared to \$20.1 million for the same period in 1994. Pro forma net income as a percentage of revenue increased to 10.2% during the year ended December 31, 1995 as compared to 7.7% for the same period in 1994.

YEAR ENDED SEPTEMBER 30, 1994, COMPARED TO THE YEAR ENDED SEPTEMBER 30, 1993

REVENUE for the year ended September 30, 1994, was \$254.6 million, an increase of 130.2% when compared to the \$110.6 million of revenue reported in 1993. This increase was largely due to the following three factors: (i) a \$113.6 million increase in revenue reflecting a full year of operations in Japan in fiscal year 1994 as compared to only six months of operations in fiscal year 1993; (ii) a \$33.2 million increase in revenue in Taiwan due to a growing number of active distributors purchasing the Company's products; and (iii) a \$2.3 million increase in revenue in Hong Kong. These increases were partially offset by a \$5.1 million decrease in revenues from sales to NSI affiliates in Australia and New Zealand.

GROSS PROFIT as a percentage of revenue increased slightly to 65.9% in fiscal year 1994 from 64.9% in fiscal year 1993. The increase in gross profit as a percentage of revenue was primarily due to changes in the sales mix.

DISTRIBUTOR INCENTIVES as a percentage of revenue increased to 37.6% during the year ended September 30, 1994, from 36.4% during the year ended September 30, 1993. This increase was primarily due to a decrease in non-commissionable sales to NSI affiliates in Australia and New Zealand which represented 6.7% of total revenue in fiscal year 1993 compared to less than 1.0% of total revenue in fiscal year 1994.

SELLING, GENERAL AND ADMINISTRATIVE EXPENSES as a percentage of revenue decreased to 17.5% during the year ended September 30, 1994, from 24.5% during the year ended September 30, 1993. This decrease in selling, general and administrative expenses as a percentage of revenue was the result of economies of scale obtained as revenue increased in Japan and Taiwan.

OPERATING INCOME during the year ended September 30, 1994, increased to \$27.5 million from \$4.4 million recorded during the year ended September 30, 1993. This increase was the combination of an increase in revenue and a decrease in selling, general, and administrative expenses.

OTHER INCOME increased by \$0.3 million during the year ended September 30, 1994 as compared to the same period in 1993.

PRO FORMA PROVISION FOR INCOME TAXES increased to \$10.4 million during the year ended December 31, 1994, as compared to \$1.5 million for the same period in 1993. The effective tax rate was 37.3% in 1994 compared to 33.3% in 1993.

NET INCOME AFTER PRO FORMA PROVISION FOR INCOME TAXES increased by \$14.5 million to \$17.5 million during the year ended December 31, 1994 as compared to \$3.0 million for the same period in 1993. Pro forma net income as a percentage of revenue increased to 6.9% for the year ended December 31, 1994 as compared to 2.7% for the same period in 1993.

UNAUDITED PRO FORMA COMBINED RESULTS OF OPERATIONS

As part of the Reorganization and Offerings, several actions will occur which will impact the comparability of the historical financial results for the Company with the future results of the Company. The following adjustments are reflected in the unaudited pro forma combined financial information set forth below and included elsewhere in this Prospectus: (i) the amortization over a 20-year period of a \$25.0 million payment, consisting of \$5.0 million in cash and \$20.0 million in notes, to NSI for the exclusive rights to distribute NSI products in Thailand, Indonesia, Malaysia, the Philippines, the PRC, Singapore and Vietnam, (ii) the recognition by the Company of additional management charges of \$4.4 million per year relating to certain support services provided to the Company by NSI and an NSI affiliate, (iii) estimated annual compensation expense of \$1.2 million related to the employee stock bonus awards granted to employees of the Company, NSI and its affiliates, (iv) recording of U.S. Federal and state income taxes as if the Company had been taxed as a C corporation rather than as an S corporation since inception, and (v) increased interest expense of \$2.7 million relating to the issuance of \$81.9 million of S Distribution Notes due and payable within six months (8% interest per annum) to the Selling Stockholders in respect of the earned and undistributed taxable S corporation earnings at September 30, 1996 that would have been distributed had the Company's S corporation status been terminated on September 30, 1996. The unaudited pro forma combined financial information set forth below does not reflect the estimated non-cash compensation expense of \$21.1 million in connection with the one-time grant of the Distributor Options at an exercise price of 25% of the initial public offering price in connection with the Offerings. The Distributor Options will include conditions related to the achievement of performance goals and will vest on December 31, 1997. The Company will record distributor incentive stock expense for these non-employee stock options.

The following table sets forth the percentage of revenue represented by the specific components of income and expense on a pro forma basis for the periods presented. See "Unaudited Pro Forma Combined Financial Statements" and the related notes thereto included elsewhere in this Prospectus.

| | FOR THE NINE MONTHS ENDED SEPTEMBER 30, | | |
|--|--|--------|--------|
| | FOR THE YEAR ENDED DECEMBER 31, 1995 | 1995 | 1996 |
| Revenue..... | 100.0% | 100.0% | 100.0% |
| Cost of sales..... | 26.9 | 26.6 | 28.3 |
| Gross profit..... | 73.1 | 73.4 | 71.7 |
| Operating expenses: | | | |
| Distributor Incentives..... | 37.8 | 38.1 | 37.2 |
| Selling, general and administrative.... | 20.7 | 20.4 | 15.9 |
| Operating income..... | 14.6 | 14.9 | 18.6 |
| Other income (expense), net..... | (0.6) | (1.3) | 0.4 |
| Income before provision for income taxes..... | 14.0 | 13.6 | 19.0 |
| Provision for income taxes..... | 5.4 | 5.2 | 6.9 |
| Net income..... | 8.6% | 8.4% | 12.1% |

Upon the consummation of the Reorganization, the Company will be subject to taxation in the United States, where it is incorporated, at a statutory corporate federal tax rate of 35%. In addition, each Subsidiary will be subject to taxation in the country in which it operates. The Company will receive foreign tax credits for the amount of foreign taxes actually paid in a given period, which may be utilized to reduce taxes paid in the United States. In the event that the Company's operations in high tax jurisdictions such as Japan grow disproportionately to the rest of the Company's operations, the Company will be unable to fully utilize its foreign tax credits in the U.S. which could, accordingly, result in the Company paying a higher overall effective tax rate on its worldwide operations.

LIQUIDITY AND CAPITAL RESOURCES

The Company generates significant cash flow from operations. During the year ended December 31, 1995, cash provided by operations totaled \$65.0 million. As of September 30, 1996, the Company had cash and cash equivalents of \$81.1 million. As of September 30, 1996, the Subsidiaries' aggregate undistributed taxable S corporation earnings were \$81.9 million. The Company estimates that the Subsidiaries' aggregate undistributed taxable S corporation earnings will be between \$92.0 million and \$97.0 million as of the S Termination Date (which includes approximately \$10 million to \$15 million of the Company's earned and undistributed taxable S corporation earnings for the period from October 1, 1996 through the S Termination Date). The S Corporation Distribution will be distributed in the form of promissory notes due within six months of the S Termination Date bearing interest at 8% per annum ("S Distribution Notes"). Upon the consummation of the Offerings, \$15.0 million of the proceeds from the Offerings will be used to pay a portion of the S Distribution Notes. The Company estimates that at the Offerings it will reserve between \$60.0 million and \$70.0 million of cash on hand for repayment of the S Distribution Notes. The balance of the S Distribution Notes will be repaid from cash generated by operations. On and after the S Termination Date, the Company will no longer be treated as an S corporation and, accordingly, will be fully subject to Federal and state income taxes. See "The Reorganization and S Corporation Distribution."

The Company is able to generate significant cash balances due to its rapid growth, high margins and minimal capital requirements. As of September 30, 1996, working capital was \$60.8 million compared to \$47.9 million and \$26.7 million at December 31, 1995 and 1994, respectively. Cash and cash equivalents at September 30, 1996 were \$81.1 million compared to \$63.2 million and \$16.3 million at December 31, 1995 and 1994, respectively.

Historically, the Company's principal need for funds has been for distributor incentives, working capital (principally inventory purchases), capital expenditures and the development of new markets. The Company has generally relied entirely on cash flow from operations to meet its business objectives without incurring long term debt to unrelated third parties. The Company did, however, rely upon borrowings from NSI in initially establishing operations in Japan, Taiwan and Hong Kong. Regulations in South Korea preclude borrowings from related entities, which led to the Company establishing an \$8.0 million line of credit to facilitate the opening of the South Korean market. There were no outstanding borrowings under this credit facility as of December 31, 1995, and it expired on July 1, 1996.

Capital expenditures, primarily for equipment, computer systems and software, office furniture and leasehold improvements, were \$4.0 million, \$5.4 million and \$1.7 million for the nine months ended September 30, 1996, and the years ended December 31, 1995 and 1994, respectively. The Company anticipates additional capital expenditures of \$2.4 million to support growth through the end of 1996. In addition, the Company anticipates capital expenditures over the next two years of approximately \$22.0 million to further enhance its infrastructure, including computer systems and software, warehousing facilities and distributor centers in order to accommodate future growth.

Under the Operating Agreements with NSI, the Company incurs related party payables. The Company had related party payables of \$36.1 million, \$28.7 million and \$10.6 million at September 30, 1996, and December 31, 1995 and 1994, respectively. In addition, the Company had related party receivables of \$7.8 million, \$1.8 million and \$17.9 million, respectively, at those dates. NSI has the right to charge interest on balances outstanding in excess of 60 days at a rate of 2% above the U.S. prime rate. As of September 30, 1996, no material related party payables or receivables had been outstanding for more than 60 days.

Management believes that the proceeds from the Offerings together with future cash flows from operations will be adequate to fund cash needs relating to the implementation of the Company's strategic plans, including opening new markets and funding the S Distribution Notes.

SEASONALITY AND CYCLICALITY

The Company's business is impacted by general seasonal trends common to the direct selling channel in Asia. Seasonal fluctuations experienced by the Company have generally been related to the occurrence of major cultural events and vacation patterns in each of the Company's markets. For example, the Company has occasionally experienced a modest decline in revenue in Japan, Taiwan and Hong Kong during the local New Year celebrations, which fall in the Company's first quarter. Management also anticipates a modest decline in revenue for the first quarter in South Korea, when a similar New Year celebration occurs. In Japan, the Company has also historically experienced a slight decline in revenue during August, when many of the local distributors traditionally take vacations.

The Company's results of operations have been subject to cyclical variations. Generally, the Company has experienced rapid revenue growth in each new market from the commencement of operations. In Japan, Taiwan and Hong Kong, the initial rapid revenue growth was followed by a short period of stable or declining revenue followed by renewed growth fueled by new product introductions, an increase in the number of active distributors and increased distributor productivity. In addition, the Company has also experienced variations on a quarterly basis in its results of operations, as new products are introduced and new markets are opened. No assurances can be given that the Company's revenue growth rate in South Korea, which commenced operations in February 1996, or in new markets where operations have not commenced, will follow this pattern. While neither seasonal nor cyclical variations have materially affected the Company's results of operations to date, the Company believes that its rapid growth may have overshadowed these factors. Accordingly, there can be no assurance that seasonal or cyclical variations will not materially adversely affect the Company's results of operations in the future.

QUARTERLY RESULTS

The following table sets forth certain unaudited quarterly data for the periods shown.

| | 1995 | | | | 1996 | | |
|-----------------------|----------------|----------------|----------------|----------------------|----------------------|----------------|----------------|
| | 1ST QUARTER | 2ND QUARTER | 3RD QUARTER | 4TH QUARTER (/1/) | 1ST QUARTER (/2/) | 2ND QUARTER | 3RD QUARTER |
| | (IN MILLIONS) | | | | | | |
| Revenue..... | \$77.7 | \$80.5 | \$83.2 | \$117.2 | \$124.2 | \$163.5 | \$183.6 |
| Gross profit..... | 57.3 | 59.7 | 60.3 | 84.7 | 89.4 | 117.4 | 130.9 |
| Operating income..... | 13.5 | 15.0 | 12.8 | 17.5 | 23.2 | 31.9 | 37.5 |

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- (1) LifePak, Nu Colour and HairFitness products were introduced in Japan during October of 1995.
 - (2) The Company commenced operations in South Korea in February of 1996.

CURRENCY FLUCTUATION AND EXCHANGE RATE INFORMATION

The Company purchases inventory from NSI in U.S. dollars and assumes currency exchange rate risk with respect to such purchases. Local currency in Japan, Taiwan, Hong Kong and South Korea is generally used to settle non-inventory transactions with NSI. It is anticipated that the Company will transact its business in new markets with NSI in a similar manner, as permitted by local regulations. Given the uncertainty of exchange rate fluctuations, the Company cannot estimate the effect of these fluctuations on its future business, product pricing, results of operations or financial condition. However, because nearly all of the Company's revenue will continue to be realized in local currencies and the majority of its cost of sales will continue to be denominated in U.S. dollars, the Company's gross profits will be positively affected by a weakening in the U.S. dollar and will be negatively affected by a strengthening in the U.S. dollar. The Company reduces its exposure to fluctuations in foreign exchange rates by creating offsetting positions through the use of foreign currency exchange contracts. The Company currently does not use such financial instruments for trading or speculative purposes. The Company regularly monitors its foreign currency risks and periodically takes measures to minimize the impact of foreign exchange fluctuations on the Company's operating results.

INFLATION

In general, costs are affected by inflation and the effects of inflation may be experienced by the Company in future periods. Management believes, however, that such effects have not been material to the Company during the periods presented. Certain of the countries in which the Company operates have experienced significant inflation in the past. Although to date this inflation has not had a material effect on the Company's results of operations, there can be no assurance that inflation will not in the future so affect results of operations.

BUSINESS

GENERAL

Nu Skin Asia Pacific is a rapidly growing network marketing company involved in the distribution and sale of premium quality, innovative personal care and nutritional products. The Company is the exclusive distribution vehicle for Nu Skin International, Inc. in the countries of Japan, Taiwan, Hong Kong (including Macau) and South Korea, where the Company currently has operations, and in Thailand, Indonesia, Malaysia, the Philippines, the PRC, Indonesia, Singapore and Vietnam, where operations have not commenced.

The Company believes it is one of the fastest growing network marketing companies in Asia. Revenue increased 95.2% to \$471.3 million for the nine months ended September 30, 1996 from \$241.4 million for the same period in 1995. Net income increased 117.7% to \$60.3 million for the nine months ended September 30, 1996 from \$27.7 million for the same period in 1995. Revenue increased 35.6% to \$358.6 million for the year ended December 31, 1995 from \$264.4 million in 1994. Although operating expenses have increased with the growth of the Company's revenue, such expenses have declined as a percentage of revenue due to improved operating leverage. Net income increased 86.1% to \$40.2 million for the year ended December 31, 1995 from \$21.6 million in 1994. The Company's network of independent distributors has grown since inception in 1991 to more than 330,000 active distributors as of September 30, 1996. See "Risk Factors--Managing Growth."

The Company's product philosophy is to combine the best of science and nature in developing premium quality, innovative personal care and nutritional products which are specifically designed for the network marketing distribution channel. The Company offers products in two distinct categories: personal care products, marketed under the trademark "Nu Skin," and nutritional products, marketed under the trademark "Interior Design Nutritional" (IDN). The Nu Skin personal care product lines include facial care, body care, hair care and color cosmetics, as well as specialty products such as sun protection, oral hygiene and fragrances. The IDN product lines include nutritional supplements, weight management products and nutritious snacks, and sports nutrition products.

In Japan, Taiwan and Hong Kong, the Company currently offers most of NSI's personal care products and approximately one-third of NSI's nutritional products. In South Korea, the Company currently offers one-third of NSI's personal care products and none of the nutritional products. The Company believes that it can significantly grow its business and attract new customers by expanding its product offerings in each of its markets to include more of NSI's existing personal care and nutritional products. In addition to expanding its product offerings with existing NSI products, the Company intends to introduce new products tailored to specific markets.

The distribution of products through the network marketing and other direct selling channels has grown significantly in recent years. The WFDSA reports that, since 1990, worldwide direct distribution of goods and services to consumers has increased 65%, resulting in the sale of over \$75 billion of goods and services in 1995. According to the WFDSA, \$34 billion of goods and services were sold by its members in 1995 through direct selling channels in the markets in which the Company operates, which represents 45% of the global volume of direct sales by its members.

OPERATING STRENGTHS

The Company believes that its success is due to its commitment to provide a wide range of premium quality, innovative personal care and nutritional products and an appealing global business opportunity for persons interested in establishing a direct sales business. The Company has been able to achieve rapid, sustained and profitable growth by capitalizing on the following operating strengths:

PREMIUM PRODUCT OFFERINGS. The Company is committed to building its brand name and distributor and customer loyalty by selling premium quality, innovative personal care and nutritional products that appeal to broad markets. This commitment is illustrated by the Company's personal care products slogan "All of the Good and None of the Bad" and its nutritional products slogan "Adding Life to Years." The Company offers products designed for the direct selling channel by focusing on innovative consumable products which build loyalty and lead to repeat purchases. Management believes that the Company's focus on innovative products supports its distributors' demonstrative and educational sales techniques.

GLOBAL DISTRIBUTOR COMPENSATION PLAN. The Company believes that one of the strengths of the Global Compensation Plan is its seamless integration across all markets in which NSI products are sold. By entering into international sponsoring agreements with NSI, distributors are authorized to sponsor new distributors in each country where NSI or the Company has operations. This allows distributors to receive commissions for sales at the same rate for sales in foreign countries as for sales in their home country. This is a significant benefit to distributors because they are not required to establish new distributorships or requalify for higher levels of commissions within each new country in which they begin to operate. The seamless integration of the Global Compensation Plan means that distributor knowledge and experience can be used to rapidly build distributor leadership in new markets. See "Reliance Upon NSI Independent Distributors."

HIGH LEVEL OF DISTRIBUTOR INCENTIVES. The Company believes that the Global Compensation Plan is among the most financially rewarding plans offered to distributors by network marketing companies. There are two fundamental ways in which distributors can earn money: (i) through retail markups, for which the Company recommends a range from 43% to 60%; and (ii) through a series of commissions on each product sale which can result in commissions to distributors aggregating up to 58% of such product's wholesale price. On a global basis, however, commissions have averaged from 40% to 42% of revenue from commissionable sales over the last seven years. See "Risk Factors--Increase in Distributor Compensation Expense."

NEW MARKET DEVELOPMENT PROGRAM. The Company has developed a low cost, disciplined approach to opening new markets. Each market opening is preceded by a thorough analysis of economic and political conditions, regulatory standards and other business, tax and legal issues. Prior to a market opening, the Company's management team, in conjunction with NSI support personnel, local legal counsel and tax advisors, works to obtain all necessary regulatory approvals and establish facilities capable of meeting distributor needs. This market development approach, combined with the Global Compensation Plan, which motivates distributors to train and sponsor other distributors to sell products in new markets, has enabled the Company to quickly and successfully open new markets. See "Risk Factors--Entering New Markets."

DISTRIBUTOR SUPPORT PROGRAMS. The Company is committed to providing a high level of support services tailored to the needs of its distributors in each market. The Company meets the needs and builds the loyalty of its distributors with personalized distributor service, a support staff that assists distributors as they build networks of downline distributors, and a liberal product return policy. The Company provides walk-in, telephonic and computerized product fulfillment and tracking services that result in user-friendly, timely product distribution. Each walk-in center maintains meeting rooms which distributors may utilize in training and sponsoring activities.

RELATIONSHIP WITH NSI. NSI, founded in 1984 and based in Provo, Utah, is engaged in selling personal care and nutritional products and, together with its affiliates, comprises one of the largest network marketing organizations in the world. NSI has provided, and will continue to provide, a high level of support services to the Company, including product development, marketing and other managerial support services. Management believes that the Company's relationship with NSI has allowed the Company to increase revenue and net income at rates that otherwise may not have been possible. Since distributor agreements are entered into between NSI and distributors, all of the distributors who generate revenue for the Company are distributors of NSI. See "Risk Factors--Relationship with and Reliance on NSI; Potential Conflicts of Interest." Because of this fact, the Company cannot control who becomes a distributor.

EXPERIENCED MANAGEMENT TEAM. The Company's senior management team, members of which founded NSI, has been instrumental in successfully managing the growth in revenue and net income experienced by the Company to date. The Company has also attracted experienced local general managers to oversee operations in Japan, Taiwan, Hong Kong and South Korea.

GROWTH STRATEGY

The Company's primary objective is to capitalize on its operating strengths to become a leading distributor of consumer products in each of its markets. Specifically, the Company's strategy to increase revenue and net income is as follows:

INTRODUCE NEW PRODUCTS. Because new products tend to increase sales by existing distributors and attract new distributors, the Company intends to continue introducing existing and new NSI products. For example, LifePak, the Company's most successful nutritional product was introduced in Japan in 1995, where it has grown to represent approximately 17% of revenue. In October 1996, the Company introduced LifePak in Taiwan and intends, subject to regulatory approval, to introduce LifePak in Hong Kong in 1997. In addition, the Company expects to launch Epoch, a new line of ethnobotanical personal care products, in all markets by mid-1997. The Company also intends to introduce products tailored to specific demographic and geographic market segments and will consider introducing entirely new product categories in the future. See "Risk Factors--Government Regulation of Products and Marketing."

OPEN NEW MARKETS. The Company will continue to pursue attractive new market opportunities. Thailand is the next country in which the Company intends to commence operations, subject to receipt of necessary government approvals. The Company's preparatory work for Thailand is currently ongoing. In addition, the Company has conducted preliminary investigations on the feasibility of commencing operations in Indonesia, Malaysia, the Philippines, the PRC, Singapore and Vietnam. The Company believes that these countries may represent significant markets for the future expansion of its operations, provided that the Company can secure the required regulatory and business permits. See "Risk Factors--Entering New Markets," "--Potential Negative Impact of Distributor Actions," "--Government Regulation of Direct Selling Activities" and "--Government Regulation of Products and Marketing."

ATTRACT NEW DISTRIBUTORS AND ENHANCE DISTRIBUTOR PRODUCTIVITY. To date, the Company has enjoyed significant growth in the number of its active distributors (defined as those distributors which have purchased products from the Company during the previous three months). By leveraging its operating strengths, the Company intends to continue to create and maintain a business climate to promote the growth in the number of active distributors and to increase distributor retention, motivation and productivity. In addition, the Company will pursue growth in the number of active distributors by continuing to work with NSI to enhance the Global Compensation Plan, initiating an innovative distributor equity incentive program, selectively opening new distributor walk-in centers to provide a local presence in additional key cities, enhancing distributor recognition programs, and targeting inactive distributors who may still have an interest in the Company's business opportunity or products. See "Shares Eligible for Future Sale."

INCREASE PRODUCT CONSUMPTION. The Company intends to increase sales to new and existing consumers through (i) increasing product promotions in marketing literature, (ii) increasing the availability of sample packages, (iii) emphasizing product "systems," such as the HairFitness system of various shampoos and conditioners, which leads to the purchase of multiple products rather than a single product, and (iv) implementing an automatic reordering system which is designed to result in convenient repeat purchases.

INDUSTRY OVERVIEW

The distribution of products through the network marketing and other direct selling channels has grown dramatically in recent years. The WFDSA reports that, since 1990, worldwide direct distribution of goods and services to consumers has increased 65%, resulting in the sale of over \$75 billion of goods and services in 1995.

According to the WFDSA, \$34 billion of goods and services were sold by its members in 1995 through direct selling channels in the markets in which the Company currently operates, which represents 45% of the global volume of direct sales. The Company believes that extended family relationships, the family culture and the extended social networks common in Asian countries are particularly well suited to the Company's network marketing methods. The Company also believes that a variety of recent social and economic changes which have occurred throughout Asia have had a positive impact on the Company's revenues and net income. Trends that have benefited the Company include the emergence of a greater interest on the part of some Asians in pursuing more independent entrepreneurial activities outside traditional business settings, an increase in the number of Asian women joining the work force and an increase in the number of Asians seeking supplemental income from alternative sources.

The Asian retail market is generally characterized by fragmented distribution and numerous small retailers who may have only limited knowledge of the products they sell and may not be able to effectively demonstrate their products to customers. In Japan, these problems are further exacerbated by the multi-tiered, traditional Japanese distribution system which has proven difficult for many foreign manufacturers to penetrate. Outside of Japan, the general lack of a developed distribution infrastructure throughout Asia has fostered and encouraged the growth of direct selling as a significant distribution channel. Given this environment, the Company believes that the high level of personal service provided by direct selling companies, including convenient in-home demonstrations, easy-access product ordering, timely delivery and product return policies, provides additional value to consumers. In addition, rapidly growing Asian economies and a growing demand in Asia for Western brand name products has fueled the growth and demand for high quality consumer products.

COUNTRY PROFILES

The following table sets forth the Company's revenue and the total number of active distributors for each of the countries in which the Company currently operates for the years ended December 31, 1994 and 1995 and for the nine months ended September 30, 1996.

| COUNTRY | YEAR ENDED DECEMBER 31, | | NINE MONTHS ENDED |
|----------------------------------|-------------------------|------------|--------------------|
| | 1994 | 1995 | SEPTEMBER 30, 1996 |
| (DOLLARS IN THOUSANDS) | | | |
| Revenue: | | | |
| Japan..... | \$ 172,960 | \$ 231,540 | \$265,072 |
| Taiwan..... | 79,219 | 105,415 | 107,023 |
| Hong Kong..... | 10,880 | 17,046 | 12,133 |
| South Korea (/1/) | -- | -- | 83,697 |
| Total (/2/) | \$ 263,059 | \$ 354,001 | \$467,925 |
| Active Distributors (/3/) (/4/): | | | |
| Japan..... | 106,000 | 147,000 | 182,000 |
| Taiwan..... | 53,000 | 75,000 | 81,000 |
| Hong Kong..... | 11,000 | 14,000 | 12,000 |
| South Korea (/1/) | -- | -- | 56,000 |
| Total..... | 170,000 | 236,000 | 331,000 |

- (1) The Company commenced operations in South Korea in February 1996.
- (2) Operating expenses have increased with the growth of the Company's revenue. However, as a percentage of revenue such expenses have declined due to improved operating leverage. In addition, total revenue does not include sales of certain products to NSI affiliates in Australia and New Zealand of \$1.4 million, \$4.6 million and \$3.4 million in 1994, 1995 and the first nine months of 1996, respectively.
- (3) "Active Distributors" include only those distributors who purchased products from the Company during the three months ended as of the date indicated.
- (4) Numbers are rounded to the nearest thousand.

The following table sets forth certain estimated economic and demographic data regarding the Company's markets:

| COUNTRY | 1995 POPULATION (IN MILLIONS) | 1995 GDP (IN BILLIONS OF \$) | 1995 GDP PER CAPITA (IN \$) | REAL GDP GROWTH 1995/1994 (%) |
|------------------|----------------------------------|---------------------------------|--------------------------------|-------------------------------------|
| Japan..... | 125.3 | \$4,645.5 | \$37,672 | 0.9% |
| Taiwan..... | 21.2 | 259.9 | 13,403 | 6.1 |
| Hong Kong..... | 6.2 | 144.3 | 26,442 | 5.0 |
| South Korea..... | 44.9 | 446.4 | 11,422 | 8.1 |

Source: World Information Services; Country Data Forecasts March, 1996.

JAPAN. The Company, through its subsidiary Nu Skin Japan, commenced operations in Japan in April 1993. According to the WFDSA, the direct selling channel in Japan generated sales of approximately \$30 billion of goods and services in 1995, making Japan the largest direct selling market in the world. Management believes that as many as six million people are involved in direct selling businesses in Japan. Network marketing activities and the sale of the Company's products are subject to significant government regulation in Japan. See "Risk Factors--Government Regulation of Direct Selling Activities" and "--Government Regulation of Products and Marketing."

To date, the Company has experienced significant growth in Japan, where revenue increased 34% in 1995 compared to 1994 and has continued to grow at 53% on an annualized basis for the nine months ended September 30, 1996. Significant revenue was recognized from the outset of the Company's operations in Japan due to the immediate attention given to the market by leading NSI distributors from around the world. A great deal of the Company's success to date can be directly attributed to the growth of its Japanese business in recent years. Furthermore, given the size of the Japanese market, management believes that there is significant opportunity for expansion of its market share. Nu Skin Japan currently offers 52 of the 80 NSI personal care products and 10 of the 30 IDN products, including LifePak, the core IDN product. Additionally, Nu Skin Japan offers 11 personal care products that are manufactured in Japan and are specifically targeted to the Japanese market.

In support of the Company's growth strategy, Nu Skin Japan intends to (i) focus on internal country development by opening offices in additional Japanese cities, thereby increasing consumer awareness and enhancing the Company's image; (ii) expand development capacity to develop more products that are particularly suited to the Japanese market; and (iii) enhance corporate support of distributors by upgrading information technology resources.

TAIWAN. The Company, through its subsidiary Nu Skin Taiwan, commenced operations in Taiwan in January 1992. According to the WFDSA, the direct selling channel in Taiwan generated approximately \$2 billion in sales of goods and services in 1995, of which 43% were nutritional products. Currently, two million people (approximately 10% of the population) are estimated to be involved in direct selling. Since a significant percentage of its population is involved in direct selling activities, the Taiwanese government regulates direct selling activities to a significant extent. For example, the Taiwan government recently enacted tax legislation aimed at ensuring proper tax payments by distributors on their transactions with end consumers. See "Risk Factors--Government Regulations of Direct Selling Activities" and "--Government Regulation of Products and Marketing."

Revenue growth in Taiwan has averaged 52% on an annualized basis since 1992. The Company believes that the recent increase in sales is primarily due to (i) the opening of walk-in centers in Kaohsiung and Taichung; (ii) increased distributor training and recognition; and (iii) increased product offerings. Based on information provided by the Taiwan Direct Selling Association, Nu Skin Taiwan is the third largest direct selling business in Taiwan. Management believes that Nu Skin Taiwan has captured approximately 31% and 1% of the market for personal care products and nutritional supplements, respectively, sold through the direct selling channel. Nu Skin Taiwan currently offers 60 of the 80 NSI personal care products and 7 of the 30 IDN products.

In support of the Company's growth strategy, Nu Skin Taiwan intends to (i) capitalize on the size of the nutritional supplements market by expanding the current product offerings in Taiwan to include additional NSI products, in particular LifePak, which, subject to regulatory approval, is scheduled for introduction in Taiwan by the end of 1996, (ii) focus more resources on product development specifically for the Taiwanese market, (iii) add additional walk-in distribution and distributor support centers in additional major cities, and (iv) enhance corporate support of distributors by upgrading information technology resources.

HONG KONG. The Company, through its subsidiary Nu Skin Hong Kong, commenced operations in Hong Kong in September 1991. According to the WFDSA, the direct selling channel in Hong Kong generated approximately \$78 million in sales of goods and services in 1995. Hong Kong represents an important market in the structure of the Asian region because it serves as the location of the Company's regional office and is an important base of operations for many of the Company's most successful distributors, whose downline distributor networks extend into other Asian markets. Nu Skin Hong Kong currently offers 74 of the 80 NSI personal care products and 13 of the 30 IDN products.

Hong Kong is currently a British Crown Colony and is scheduled to become a Special Administrative Region (SAR) of the PRC effective July 1, 1997. The further integration of the Hong Kong economy and political system with the economy and political system of the PRC could have an impact on the Company's business in Hong Kong. See "Risk Factors--Possible Adverse Effect on the Company of a Change in the Status of Hong Kong."

In February 1995, Macau, a Portuguese colony scheduled to become an SAR of the PRC in 1999, was opened as a new market. Revenue figures for Macau are combined with those of Hong Kong. Macau represents the smallest of the Company's markets in population, with just under 500,000 residents. The Company's Macau office works under the direction of Nu Skin Hong Kong.

In support of the Company's growth strategy, Nu Skin Hong Kong intends to (i) promote distributor growth, retention and leadership development through local initiatives such as a recently opened "distributor business center," which provides offices for distributors to rent, at cost, from which they can conduct business; (ii) seek regulatory approvals for the introduction of LifePak; which is not yet available in Hong Kong, and (iii) stimulate purchases from inactive distributors through direct mail campaigns.

SOUTH KOREA. The Company, through its subsidiary Nu Skin Korea, commenced operations in South Korea in February 1996. According to the WFDSA, the direct selling channel in South Korea generated approximately \$1.7 billion in sales of goods and services in 1995. South Korea's new direct sales legislation, which went into effect in July 1995, requires companies to comply with numerous provisions, such as local registration, reporting of certain operating results and dissemination of certain information regarding the laws to distributors. See "Risk Factors--Government Regulations of Direct Selling Activities" and "--Government Regulation of Products and Marketing."

The Company's sales in South Korea exceeded \$83 million through September 30, 1996, making the Company the second largest direct seller in the country. Nu Skin Korea currently offers 27 of the 80 NSI personal care products and none of the IDN products. Nu Skin Korea was among the first foreign-owned firms to register and begin operations under the new direct selling legislation. Management believes that significant competition will soon enter the South Korean market. See "Risk Factors--Competition" and "--Competition."

In support of the Company's growth strategy, Nu Skin Korea intends to (i) continue to add products from NSI's personal care product line to stimulate new sales; (ii) seek regulatory approvals for the introduction of IDN products; (iii) continue to develop an infrastructure to support a rapidly growing distributor base, including, but not limited to, adding additional walk-in centers in major South Korean cities; and (iv) promote the development of local distributor leadership.

NEW MARKET OPPORTUNITIES

The Company has developed a low cost, disciplined approach to opening new markets. Each market opening is preceded by a thorough analysis of economic and political conditions, regulatory standards and other business, tax and legal issues. Prior to a market opening, the Company's management team, in conjunction with NSI support personnel, local legal counsel and tax advisors, works to obtain all necessary regulatory approvals and establish facilities capable of meeting distributor needs. This approach, combined with the Global Compensation Plan, which motivates distributors to sponsor and train other distributors to sell products in new markets, has enabled the Company to quickly and successfully open new markets.

The Company, as a matter of policy, does not announce the timing of its opening of new markets. However, the Company has announced that its next new market expansion efforts will be in Thailand and anticipates opening this market upon receipt of all final government approvals. In addition to Thailand, the Company is the exclusive distributor of NSI products in Indonesia, Malaysia, the Philippines, the PRC, Singapore and Vietnam. The Company believes that these countries collectively represent significant markets for future expansion. There are, however, significant risks and uncertainties associated with this expansion. Given existing regulatory environments and economic conditions, the Company's entrance into Singapore and Vietnam is not anticipated in the short to mid-term. See "Risk Factors-- Entering New Markets."

The following table sets forth certain economic and demographic data regarding the countries for which the Company has an exclusive license but in which the Company has not commenced operations.

| COUNTRY | 1995 POPULATION (IN MILLIONS) | 1995 GDP (IN BILLIONS OF \$) | 1995 GDP PER CAPITA (IN \$) | REAL GDP GROWTH 1995/1994(%) |
|------------------|----------------------------------|---------------------------------|--------------------------------|---------------------------------|
| Thailand..... | 60.7 | \$ 162.7 | \$ 3,033 | 8.6% |
| Indonesia..... | 203.1 | 196.4 | 1,066 | 8.0 |
| Malaysia..... | 20.0 | 86.5 | 4,826 | 9.6 |
| Philippines..... | 68.9 | 74.6 | 1,186 | 4.8 |
| PRC..... | 1,227.0 | 673.5 | 680 | 10.2 |
| Singapore..... | 3.0 | 79.2 | 29,573 | 8.9 |
| Vietnam..... | 74.7 | 22.8 | 379 | 9.5 |

Source: World Information Services; Country Data Forecasts March, 1996.

THAILAND. According to the WFDSA, direct sales in 1995 totaled \$562 million in Thailand. This makes Thailand the sixteenth largest direct selling market worldwide. In opening the Thailand market, the Company does not anticipate a material departure from its traditional business model.

INDONESIA. Although historically not open to foreign investment opportunities, Indonesia has experienced a recent emphasis on deregulation and private enterprise and an average annual growth in GDP of 6% from 1985 to 1994. The Indonesian Direct Selling Association reports that there are 600,000 participants in direct selling in the country. Management believes that the combination of the above factors creates an attractive opportunity for expansion.

MALAYSIA. According to the WFDSA, more than \$640 million in goods and services were sold through the direct selling channel in Malaysia in 1995. There are currently several direct selling companies operating in Malaysia. In October 1995, the Company's business permit applications were denied by the Malaysian government as the result of activities by certain NSI distributors before required government approvals could be secured. See "Risk Factors-- Potential Negative Impact of Distributor Actions" and "--Potential Effects of Adverse Publicity." Management is reevaluating the time frame in which it will reapproach the Malaysian market.

PHILIPPINES. Even though the per capita GDP in the Philippines is low, the Company believes that there is demand for premium personal care and nutrition products, especially near Manila, the capital city, which, in 1995, had a population of 11 million. Management believes that nearly \$500 million of goods and services are sold annually through the direct selling channel and that more than 20 international direct selling companies currently operating in the Philippines.

PRC. With the PRC's large population and the Company's success in the neighboring and Chinese-speaking countries of Hong Kong and Taiwan, management believes that the PRC will be an attractive market for the Company. The PRC government and local jurisdictions have recently initiated rules and regulations for network marketing companies. The Company believes that it will be able to comply with these regulations in operating a network marketing business in the PRC.

SINGAPORE. In Singapore, relatively high levels of GDP per capita indicate that the country enjoys strong consumer buying power and a dynamic market structure similar to Hong Kong. Although direct selling activities are permitted, currently network marketing is not allowed in Singapore. Accordingly, the Company's entrance into Singapore is not anticipated in the short to mid-term.

VIETNAM. The Company believes that there is little or no direct selling activity in Vietnam. However, the country is moving towards a market-based economy and has recently adopted a freely convertible currency. The Company anticipates that the increase in free enterprise will help to develop the direct selling channel. However, given existing regulatory environmental and economic conditions, the Company's entrance into Vietnam is not anticipated in the short to mid-term.

DISTRIBUTION SYSTEM

OVERVIEW OF DISTRIBUTION SYSTEM. The foundation of the Company's sales philosophy and distribution system is network marketing. Under most network marketing systems, distributors purchase products for retail sale or personal consumption. Pursuant to the Global Compensation Plan, products are sold exclusively to or through independent distributors who are not employees of the Company or NSI. Distributors contract directly with NSI, and NSI makes such distributors available to the Company through Licensing and Sales Agreements. See "--Relationship with NSI" and "Certain Relationships and Related Transactions."

Network marketing is an effective vehicle to distribute the Company's products because (i) a consumer can be educated about a product in person by a distributor, which is more direct than the use of television and print advertisements; (ii) direct sales allow for actual product testing by a potential consumer; (iii) the impact of distributor and consumer testimonials is enhanced; and (iv) as compared to other distribution methods, distributors can give customers higher levels of service and attention, by, among other things, delivering products to a consumer's home and following up on sales to ensure proper product usage, customer satisfaction, and to encourage repeat purchases. Under most network marketing systems, independent distributors purchase products either for resale or for personal consumption.

Direct selling as a distribution channel has been enhanced in the past decade due to advancements in communications, including telecommunications, and the proliferation of the use of videos and fax machines. Direct selling companies can now produce high quality videos for use in product education, demonstrations and sponsoring sessions that project a desired image for the Company and the product line. Management believes that high quality sales aids play an important role in the success of distributor efforts. For this reason, NSI maintains an in-house staff of video production personnel and video and audio cassette duplication equipment for timely and cost-effective production of sales materials. These facilities and expertise are available for the Company's use. Management is committed to fully utilizing current and future technological advances to continue enhancing the effectiveness of direct selling.

NSI's network marketing program differs from many other network marketing programs in several respects. First, the Global Compensation Plan allows NSI distributors to develop a seamless global network of downline distributors. Second, NSI's order and fulfillment systems eliminate the need for distributors to carry significant levels of inventory. Third, the Global Compensation Plan is among the most financially rewarding plans offered to distributors by network marketing companies, and can result in commissions to distributors aggregating up to 58% of a product's wholesale price. On a global basis, commissions have averaged 40% to 42% of revenue from commissionable sales over the last seven years. See "Risk Factors--Potential Increase in Distributor Compensation Expense."

SPONSORING. The Company relies solely on its distributor force to sponsor new distributors. While the Company provides, at cost, product samples, brochures, magazines and other sales materials, distributors are primarily responsible for educating new distributors with respect to products, the Global Compensation Plan, and how to build a successful distributorship.

The sponsoring of new distributors creates multiple levels in the network marketing structure. Persons whom a distributor sponsors are referred to as "downline" or "sponsored" distributors. If downline distributors also sponsor, they create additional levels in the structure, but their downline distributors remain part of the same downline network as their original sponsoring distributor. See "Risk Factors--Reliance on Certain Distributors; Potential Divergence of Interests between Distributors and the Company."

Sponsoring activities are not required of distributors. However, because of the financial incentives provided to those who succeed in building a distributor network, the Company believes that most of its distributors attempt, with varying degrees of effort and success, to sponsor additional distributors. Generally, distributors invite friends, family members and acquaintances to sales meetings where Company products are presented and where the Global Compensation Plan is explained. People are often attracted to become distributors after using Company products and becoming regular retail customers. Once a person becomes a distributor, he or she is able to purchase products directly from the Company at wholesale prices for resale to consumers or for personal consumption. The distributor is also entitled to sponsor other distributors in order to build a network of distributors and product users.

A potential distributor must enter into a standard distributor agreement with NSI which obligates the distributor to abide by NSI's policies and procedures. Additionally, in all countries except Japan, a new distributor is required to enter into a product purchase agreement with the Company's local Subsidiary, which governs product purchases. In Japan, Taiwan and Hong Kong, distributors are also required to purchase a starter kit, which includes NSI's policies and procedures, for between \$55 and \$85, which essentially represents the cost of producing the starter kit, and active distributors are required to pay the Company an Annual Materials Fee ("AMF") of up to \$35 to cover the cost of newsletters, magazines and updates that are mailed regularly to them. In South Korea, due to local regulations, distributors are not required to purchase a starter kit, and active distributors are not required to pay an AMF.

GLOBAL COMPENSATION PLAN. Management believes that one of the Company's key competitive advantages is the Global Compensation Plan, which it licenses from NSI. The Global Compensation Plan is seamlessly integrated across all markets in which NSI products are sold. This seamless integration means that the Company's distributor base has global reach and that the knowledge and experience resident in current distributors can be used to build distributor leadership in new markets. By entering into international sponsoring agreements with NSI, distributors are authorized to sponsor new distributors in each country where NSI or the Company has operations. These countries currently include the U.S., the United Kingdom, Puerto Rico, Canada, Taiwan, Hong Kong (including Macau), Japan, South Korea, Australia, New Zealand, Ireland, Germany, France, the Netherlands, Belgium, Italy, Spain, Mexico and Guatemala. This allows distributors to receive commissions at the same rate for sales in foreign countries as for sales in their home country. This is a significant benefit to distributors because they are not required to establish new distributorships or requalify for higher levels of commissions within each new country in which they begin to operate. Under the Global Compensation Plan, a distributor is paid consolidated monthly commissions in the distributor's home country, in local currency, for product sales in that distributor's global downline distributor network. Current and future distributor lists have been licensed by NSI to the Company, pursuant to Licensing and Sales Agreements. See "--Relationship with NSI" and "Certain Relationships and Related Transactions."

The Global Compensation Plan allows an individual the opportunity to develop a business, the success of which is based upon that individual's level of commitment, time, enthusiasm, personal skills, contacts, and motivation. For many, a distributorship is a very small business, in which products may be purchased primarily for personal consumption and for resale to relatively few customers. For others, a distributorship becomes a full-time occupation.

HIGH LEVEL OF DISTRIBUTOR INCENTIVES. Based upon its knowledge of network marketing distributor compensation plans, the Company believes that the Global Compensation Plan is among the most financially rewarding plans offered to distributors by network marketing companies. There are two fundamental ways in which distributors can earn money: (i) through retail markups, for which the Company recommends a range from

43% to 60%; and (ii) through a series of commissions on product sales, which can result in commissions to distributors aggregating up to 58% of such product's wholesale price. On a global basis, however, commissions have averaged from 40% to 42% of revenue from commissionable sales for each of the last seven years. See "Risk Factors--Potential Increase in Distributor Compensation Expense."

Each product carries a specified number of sales volume points. Commissions are based on total personal and group sales volume points per month. Sales volume points are essentially based upon a product's wholesale cost, net of any point of sale taxes. As a distributor's retail business expands and as he or she successfully sponsors other distributors into the business who in turn expand their own businesses, he or she receives a higher percentage of commissions.

Once a distributor becomes an executive ("Executive"), the distributor can begin to take full advantage of the benefits of commission payments on personal and group sales volume. To achieve Executive status, a distributor must submit a qualifying letter of intent and achieve specified personal and group sales volumes for a four-month period of time. To maintain Executive status, a distributor must generally also maintain specified personal and group sales volumes each month. An Executive's commissions increase substantially as multiple downline distributors achieve Executive status. In determining commissions, the number of levels of downline distributors that can be included in an Executive's group increases as the number of executive distributorships directly below the Executive increases.

As of the dates indicated below, the Company had the following number of Executive distributors.

TOTAL NUMBER OF EXECUTIVE DISTRIBUTORS

| EXECUTIVE DISTRIBUTORS | AS OF DECEMBER 31, | | | | AS OF |
|------------------------|--------------------|-------|-------|-------|-----------------------|
| | 1992 | 1993 | 1994 | 1995 | SEPTEMBER 30, 1996 |
| Japan..... | -- | 2,459 | 3,613 | 4,017 | 8,937 |
| Taiwan..... | 551 | 1,170 | 2,093 | 3,014 | 4,346 |
| Hong Kong..... | 164 | 275 | 377 | 519 | 520 |
| South Korea..... | -- | -- | -- | -- | 4,006 |
| Total..... | 715 | 3,904 | 6,083 | 7,550 | 17,809 |

On a monthly basis, the Company and NSI evaluate requests for exemptions to the Global Compensation Plan to determine whether technical exemptions should be granted. While the general policy is to discourage exceptions, management believes that the flexibility to grant such exceptions is critical in retaining distributor loyalty and dedication. In each market, distributor services personnel evaluate each such instance and appropriate recommendations are made to NSI.

DISTRIBUTOR SUPPORT. The Company is committed to providing a high level of support services tailored to the needs of its distributors in each market. The Company meets the needs and builds the loyalty of its distributors with personalized distributor service, a support staff that assists distributors as they build networks of downline distributors, and a liberal product return policy. Because many distributors have only a limited number of hours each week to concentrate on their Nu Skin business, management believes that maximizing a distributor's efforts through effective support of each distributor has been and will continue to be important to the success of the Company.

Through training meetings, annual conventions, distributor focus groups, regular telephone conference calls and personal contacts with distributors, the Company seeks to understand and satisfy the needs of each distributor. The Company provides walk-in, telephonic and computerized product fulfillment and tracking services that result in user-friendly, timely product distribution. In addition, the Company is committed to evaluating new ideas in technology and services, such as automatic product reordering, that the Company can provide to distributors. The Company currently utilizes voicemail, teleconferencing and fax services. Global Internet access (including Company and product information, ordering abilities and group and personal sales volume inquiries) is anticipated to be provided to distributors in the future. Each walk-in center maintains meeting rooms which distributors may utilize in training and sponsoring activities.

RULES AFFECTING DISTRIBUTORS. NSI's standard distributor agreement, policies and procedures, and compensation plan contained in every starter and/or introductory kit outline the scope of permissible distributor marketing activities. The Company's distributor rules and guidelines are designed to provide distributors with maximum flexibility and opportunity within the bounds of governmental regulations regarding network marketing. Distributors are independent contractors and are thus prohibited from representing themselves as agents or employees of NSI or the Company. Distributors are obligated to present the Company's products and business opportunity ethically and professionally. Distributors agree that the presentation of the Company's business opportunity must be consistent with, and limited to, the product claims and representations made in literature distributed by the Company. No medical claims may be made regarding the products, nor may distributors prescribe any particular product as suitable for any specific ailment. Even though sponsoring activities can be conducted in many countries, distributors are prohibited from conducting marketing activities outside of countries in which NSI and the Company conduct business and are not allowed to export products from one country to another. Prior to the commencement of Company operations in a new country, distributor activity is restricted to discussions of the product line and business opportunity with personal acquaintances. See "Risk Factors--Potential Negative Impact of Distributor Actions."

Distributors must represent that the receipt of commissions is based on substantial efforts. Exhibiting commission statements or checks is prohibited. Sales aids such as videotapes, promotional clothing, pens, stationary and other miscellaneous items must be produced or pre-approved by the Company or NSI.

Distributors may not use any form of media advertising to promote products. Products may be promoted only by personal contact or by literature produced or approved by the Company. Generic business opportunity advertisements (without using either the Company or the NSI names) may be placed in accordance with certain guidelines in some countries. NSI logos and names may not be permanently displayed on physical premises. Distributors may not use NSI trademarks or other intellectual property of NSI without NSI's consent.

Products may not be sold, and the business opportunity may not be promoted, in traditional retail environments such as food markets, pharmacies and drugstores. Nor may business be conducted at conventions, trade shows, flea markets, swap meets, and similar events. Distributors who own or are employed by a service-related business such as a doctor's office, hair salon, or health club, may make products available to regular customers as long as products are not displayed visibly to the general public in such a way as to attract the general public into the establishment to purchase products.

Generally, distributors can receive commission bonuses only if, on a monthly basis (i) the distributor achieves at least 100 points (approximately U.S. \$100) in personal sales volume, (ii) the distributor documents retail sales to at least five retail customers, (iii) the distributor sells and/or consumes at least 80% of personal sales volume, and (iv) the distributor is not in default of any material policies or procedures.

NSI systematically reviews alleged reports of distributor misbehavior. If NSI determines that a distributor has violated any of the distributor policies or procedures, it may either terminate the distributor's rights completely or impose sanctions such as warnings, probation, withdrawal or denial of an award, suspension of privileges of a distributorship, fines or penalties, withholding commissions until specified conditions are satisfied, or other appropriate injunctive relief. Distributor terminations based on violations of NSI's policies and procedures have aggregated less than 1% of the Company's distributor force since inception. Distributors may voluntarily terminate their distributorship at any time.

PAYMENT. Distributors pay for products prior to or shortly after shipment. Accordingly, the Company carries minimal accounts receivable. Distributors pay for products in one of several ways. Cash, which represents a large portion of all payments, is received by order takers in the distribution center when orders are personally picked up by a distributor. In addition, in Japan cash is sent through the mail using a postal cash envelope. The Company also accepts payment through the use of credit cards. This method of payment is very popular in Hong Kong and Taiwan and is expected to increase in popularity in South Korea. Another form of payment utilized in Japan is a Tososhin card, which is essentially a distributor credit card utilized to place orders. Bank wire transfers are also popular throughout Asia, particularly in Japan.

PRODUCT SUMMARY

The Company offers products in two distinct categories: personal care products, marketed under the trademark "Nu Skin," and nutritional products, marketed under the trademark "Interior Design Nutritionals" (IDN). The Company is entitled to distribute NSI products in specified Asian countries pursuant to a Regional Distribution Agreement. See "--Relationship with NSI" and "Risk Factors--Relationship with and Reliance on NSI; Potential Conflicts of Interest." NSI markets 80 different personal care and 30 different nutritional products, of which 69 and 13, respectively, are available in the Company's current markets. Nearly all products sold by the Company are purchased from NSI, with the exception of a line of 11 personal care products which are produced locally in Japan. In addition to products, the Company offers a variety of sales aids, including items such as starter kits, introductory kits, brochures, product catalogs, videotape and personal care accessories. See "Risk Factors--Product Liability."

The following chart indicates how many of the NSI personal care and IDN products available as of September 30, 1996, in each of the Company's current markets.

PERSONAL CARE AND IDN PRODUCT OFFERINGS

| PRODUCT CATEGORIES /PRODUCT LINES ----- | TOTAL PRODUCTS OFFERED BY | | PRODUCTS OFFERED | | |
|---|---------------------------|----------|------------------|-----------|-------------|
| | NSI | JAPAN | TAIWAN | HONG KONG | SOUTH KOREA |
| | | | | ----- | ----- |
| Personal Care: | | | | | |
| Facial Care..... | 17 | 10 (/1/) | 13 | 15 | 10 |
| Body Care..... | 12 | 9 | 9 | 12 | 7 |
| Hair Care..... | 14 | 13 | 13 | 13 | 10 |
| Color Cosmetics..... | 11 | 11 | 10 | 10 | - |
| Specialty..... | 26 | 9 | 15 | 24 | - |
| | --- | --- | --- | --- | --- |
| Total..... | 80 | 52 | 60 | 74 | 27 |
| | === | === | === | === | === |
| IDN: | | | | | |
| Nutritional Supplements..... | 18 | 8 | 5 | 10 | - |
| Weight Management Products and Nutritious Snacks..... | 8 | 1 | 2 | 3 | - |
| Sports Nutrition..... | 4 | 1 | - | - | - |
| | --- | --- | --- | --- | --- |
| Total..... | 30 | 10 | 7 | 13 | - |
| | === | === | === | === | === |

(1) In Japan, the Company also sells 11 locally sourced facial care products.

Presented below are the dollar amount and percentage of revenue of each of the two product categories and other sales aid revenue for the years ended December 31, 1994 and 1995, and for the nine months ended September 30, 1996.

REVENUE BY PRODUCT CATEGORY

| PRODUCT CATEGORY ----- | YEAR ENDED DECEMBER 31, 1994 | | YEAR ENDED DECEMBER 31, 1995 | | NINE MONTHS ENDED SEPTEMBER 30, 1996 | |
|---------------------------|---------------------------------|--------|---------------------------------|--------|---|--------|
| | \$ | % | \$ | % | \$ | % |
| | (DOLLARS IN THOUSANDS) | | | | | |
| Personal care... | \$ 241,188 | 91.2% | \$ 308,145 | 85.9% | \$ 345,069 | 73.2% |
| Nutritional..... | 5,464 | 2.1 | 16,298 | 4.5 | 92,241 | 19.6 |
| Sales aids..... | 17,788 | 6.7 | 34,166 | 9.6 | 34,002 | 7.2 |
| | ----- | ----- | ----- | ----- | ----- | ----- |
| Total..... | \$ 264,440 | 100.0% | \$ 358,609 | 100.0% | \$ 471,312 | 100.0% |
| | ===== | ===== | ===== | ===== | ===== | ===== |

PERSONAL CARE PRODUCTS

The Company's current personal care products category is divided into the following lines: facial care, body care, hair care and color cosmetics, as well as specialty products, such as sun protection, oral hygiene and fragrances. Each of the Subsidiaries markets a variety of the 80 personal care products currently offered by NSI. The Company also offers product sets that include a variety of products in each product line as well as small, sample-size packages to facilitate product sampling by potential consumers. The product sets are especially popular during the opening phase of a new country, where distributors and consumers are anxious to purchase a variety of products, and during holiday and gift giving seasons in each market. The Company anticipates the introduction of additional personal care products into each market, based on the likelihood of the particular product's success in the market as well as applicable regulatory approvals. See "Risk Factors-- Government Regulation of Products and Marketing."

The personal care products offered in Taiwan and Hong Kong are substantially the same formulations of the products offered by NSI in the U.S. In Japan and South Korea, however, most of the products have been reformulated to satisfy certain regulatory requirements with respect to product ingredients and preservatives and to meet the preferences of Japanese and South Korean consumers.

The following is a brief description of each line within the personal care product category offered by the Company as of September 30, 1996:

FACIAL CARE. The goal of the facial care line is to allow users to cleanse thoroughly without causing dryness and to moisturize with effective humectants that allow the skin to attract and retain vital water. The Company's facial care line currently consists of 17 different products: Cleansing Lotion, Facial Scrub, Exfoliant Scrub, Facial Cleansing Bar, Clay Pack, pH Balance Facial Toner, NaPCA Moisturizer, Rejuvenating Cream, Celltrex (called Hylatrex in Japan and South Korea), Intensive Eye Complex, HPX Hydrating Gel, Face Lift and Activator (two formulas for sensitive and normal skin), Jungamals Lip Balm, Clarifex Cleansing Scrub, Clarifex Mud, Alpha Extra Face and Nu Colour Eye Makeup Remover.

BODY CARE. The Company's line of body care products relies on premium quality ingredients to cleanse and condition skin. The cleansers are uniquely formulated without soap, and the moisturizers contain light but effective humectants and emollients. The Company's body care line currently consists of 12 products: Antibacterial Body Cleansing Gel, Liquid Body Lufra, Body Smoother, Hand Lotion, NaPCA Moisture Mist, Body Bar, Body Cleansing Gel, Enhancer, Glacial Marine Mud (Original), Jungamals Crazy Crocodile Cleaner, Jungamals Rhino Ray Resister and Alpha Extra Body. Glacial Marine Mud (Original) is exclusively licensed to NSI for sale in the direct selling channel.

HAIR CARE. The Company's hair care line, HairFitness, is designed to meet the needs of people with all types of hair and hair problems. Focusing on the condition of the scalp and its impact on hair quality, the Company's hair care products use water-soluble conditioners like panthenol to reduce build-up on the scalp and to promote healthy hair. HairFitness includes 12 products featuring ceregen, a revolutionary wheat hydrocolloid complex of conditioning molecules that have been shown to have dramatic hair repair and moisture control aspects: 3 in 1 Shampoo, Moisturizing Shampoo, Balancing Shampoo, Vital Shampoo, Deep Clarifying Shampoo, Glacial Therapy, Weightless Conditioner, Luxurious Conditioner, Conditioning Detangler Spray, Styling Gel, Holding Spray and Mousse (Styling Foam). The Company also carries Dermanator Shampoo and Jungamals Tiger Tangle Tamer Shampoo.

COLOR COSMETICS. In the latter part of 1995, the Company introduced Nu Colour, a new line of color cosmetics, in Hong Kong, Taiwan and Japan. The Nu Colour line consists of 11 products with 72 sku's including MoistureShade Liquid Finish (10), MoistureShade Pressed Powder (4), Blush Duo (5), Eye Shadow Trio (6), Mascara (2), Eyeliner (3), Lip Liner (5), Lipstick (20), DraMATTEics Lip Pencils (6), Nu Colour Moisture Finish (10), and Lip Gloss.

SPECIALTY PRODUCTS. The Company recently introduced a product line labeled Epoch, a unique line of ethnobotanical personal care products created in cooperation with well known ethnobotanists. These products,

which unite natural compounds used by indigenous cultures with advanced scientific ingredients, include Glacial Marine Mud, Deodorant with Citrisomes, Polishing Bar, LeafClean Hand Wash, Everglide Foaming Shave Gel, Desert Breeze Aftershave and Post Shave Lotion for Women. Epoch was launched in October of 1996 in Hong Kong and Taiwan and is currently expected to be launched, subject to regulatory approval, in the spring of 1997 in Japan and South Korea. Glacial Marine Mud is exclusively licensed to NSI for sale in the direct selling channel.

Nutriol, a line of products exclusively licensed to NSI for sale in the direct selling channel and manufactured in Europe, consists of five products: Nutriol Hair Fitness Preparation, Nutriol Shampoo, Nutriol Mascara, Nutriol Nail and Nutriol Eyelash. Nutriol represents a product designed to replenish the hair's vital minerals and elements. Each Nutriol product uses mucopolysaccharide, a patented ingredient.

The Company's line of Sunright products is designed to provide a variety of sun screen protection with non-irritating and non-greasy products. The sun protection line includes a sun preparation product that prepares the skin for the drying impact of the sun, five sun screen alternatives with various levels of SPF, and a sun screen lip balm. In the Asian market, the Company's sun care line is currently available in Hong Kong and Japan. At present, Sunright Prime Pre & Post Sun Moisturizer and Sunright Lip Balm are not available in Japan.

AP-24, a line of oral health care products which incorporates anti-plaque technology designed to help prevent plaque build-up 24 hours a day, is exclusively licensed to the Company, together with the associated trademark, for sale in the direct selling channel under the trademark AP-24. This product line includes AP-24 Anti-Plaque Toothpaste, AP-24 Anti-Plaque Mouthwash, AP-24 Triple Action Dental Floss and AP-24 Anti-Plaque Breath Spray. These products are currently available in Hong Kong and Taiwan. The Company currently intends to launch this product line, subject to regulatory approval, in South Korea and Japan in 1997. The AP-24 oral health care products for kids offers products designed to make oral care fun for children, including Jungamal's Tough Tusk Toothpaste and Jungamal's Fluffy Flamingo Floss.

The Company offers a men's and a women's fragrance under the Nu Skin trademark Safiro.

PRODUCT SETS. The Company currently offers product sets that include a sampling of products from a given product line. These package configurations are intended to encourage increased product trials.

INTERIOR DESIGN NUTRITIONALS

The IDN product category is comprised of 30 products in the following lines: nutritional supplements, weight management products and nutritious snacks, and sports nutrition. IDN is designed to promote healthy, active lifestyles and general well-being through proper diet, exercise and nutrition. Although less developed in the Asian market than the personal care category, each of the Subsidiaries, except Nu Skin Korea, markets a variety of the IDN products offered by NSI. In the United States, the IDN division is an official licensee of the U.S. Olympic Committee.

The Company believes that the nutritional supplement market is expanding in Asia because of changing dietary patterns, a health-conscious population and recent reports supporting the benefits of using vitamin and mineral nutritional supplements. This product line is particularly well suited to network marketing because the average consumer is often uneducated regarding nutritional products. The Company believes that network marketing is a more efficient method than traditional retailing channels in educating consumers regarding the benefits of nutritional products. Because of the numerous over-the-counter vitamin and mineral supplements in Asia, the Company is confident that individual attention and testimonials by distributors will provide information and comfort to a potential consumer.

IDN products generally require reformulation to satisfy the strict regulatory requirements of each Asian market. While each product's concept and positioning are generally the same, regulatory differences between U.S. and Asian markets result in some product ingredient differences. See "Risk Factors--Government Regulation of Products and Marketing." In addition, Asian preferences and regulations favor tablets instead of gel caps, which are typically used in the U.S.

The following is a brief description of each of the IDN product lines:

NUTRITIONAL SUPPLEMENTS. LifePak, the core IDN nutritional supplement, is designed to provide an optimum mix of nutrients including vitamins, minerals, antioxidants and phytonutrients (natural chemical extracts from plants). The introduction of LifePak in Japan in October 1995 resulted in a significant increase in revenue and currently represents 17% of the Company's revenue in Japan. LifePak was launched in Taiwan in October of 1996.

Additional nutritional supplements include: Vitox, which incorporates beta carotene and other important vitamins for overall health; Metabotrim, which provides B vitamins necessary to convert food to energy and chromium chelate which has been shown to help in the body's normal metabolic process; Optimum Omega, a pure source of omega 3 fatty acids aimed to assist cardiovascular health; Image HNS, an all-around vitamin and antioxidant supplement; and Optigar Q, a blend of co-enzyme Q10 and deodorized garlic. The IDN Masters Wellness Supplement provides nutrition specifically for an aging generation. Jungamals Children's Chewables combine natural flavors and colors and contain a unique blend of antioxidants, chelated minerals, and vitamins specifically tailored for children. NutriFi contains four grams of soluble and insoluble fibers per serving in a powder that can be added to liquids and foods to supplement the recommended daily amounts of fiber.

The Company also offers a number of nutritional drinks. Hot & Healthy, unlike traditional hot drinks, is 100% caffeine-free and contains beneficial ingredients such as Korean Panax Ginseng and grape seed extract. Splash C with juice crystals is a healthy beverage providing significant doses of vitamins C and E as well as calcium in each serving. Real fruit juice crystals are added to create orange or lemon flavor.

IDN's botanical line contains phytonutrients for those who seek natural ingredients in dietary supplements and is designed to address specific areas of need. The botanicals, offered in eight different dietary supplements, provide natural ingredients without sugar, salt, wheat, dairy products, artificial colors, chemicals or preservatives.

WEIGHT MANAGEMENT PRODUCTS AND NUTRITIOUS SNACKS. As part of the Company's mission to promote a healthy lifestyle and long-term wellness, IDN includes a HealthTrim Lifestyle System (which includes LifePak Trim, Fiberry Fat-Free Snack Bars and Appeal Lite, a nutritional drink containing chelated minerals and vitamins), and instructional assessment materials with a counseling program. The Company also offers Breakbars, a nutritious snack which provides carbohydrates, protein and fiber.

SPORTS NUTRITION. To cater to health conscious individuals with active lifestyles, the IDN Sports Nutrition System offers a comprehensive, flexible program for individuals who desire to optimize performance on an individual basis. The system includes LifePak, OverDrive, a sports supplement licensed by the U.S. Olympic Committee that features antioxidants, B vitamins and chromium chelate, GlycoBar energy bars, and Sportalyte performance drink to help supply the necessary carbohydrates, electrolytes and chelated minerals to optimize performance. AminoBuild is a low fat high protein drink mix that is designed to replace nutrients before and after workouts.

SALES AIDS

The Company provides an assortment of sales aids to facilitate the sales of its products. Sales aids include videotapes, promotional clothing, pens, stationary, business cards, brushes, combs, cotton pads, tissues, and other miscellaneous items to help create consumer awareness of the Company and its products. Sales aids are priced at the Company's approximate cost and are not commissionable items (i.e., distributors do not receive commissions on purchases of sales aids).

PRODUCT GUARANTEES

The Company believes that it is among the most consumer protective companies in the direct selling industry. For 30 days from the date of purchase, the Company's product return policy allows a retail purchaser to return any product to the distributor through whom the product was purchased for a full refund. After 30 days

from the date of purchase, the return privilege is in the discretion of the distributor. Because distributors may return unused and resalable products to the Company for a refund of 90% of the purchase price for one year, they are encouraged to provide consumer refunds beyond 30 days. In addition, the product return policy is a material aspect of the success of distributors in developing a retail customer base. The Company's experience with actual product returns to date has averaged approximately 1.5% of annual revenue through 1995.

PRODUCT DEVELOPMENT AND PRODUCTION

PRODUCT DEVELOPMENT PHILOSOPHY. The Company is committed to building its brand name and distributor and customer loyalty by selling premium quality, innovative personal care and nutritional products that appeal to broad markets. This commitment is illustrated by the Company's personal care products slogan "All of the Good and None of the Bad" and its nutritional products slogan "Adding Life to Years." The Company's product philosophy is to combine the best of science and nature and to include in each of its products the highest quality ingredients. For example, NSI avoids soaps and other harsh cleansers that can dry and irritate skin, undesirable oils such as lanolin, elements known to be irritating and pore clogging, volatile alcohols such as ethyl alcohol, and conditioning agents that leave heavy residues. This philosophy has led to the Company being one of the only personal care companies in Japan to disclose every ingredient to consumers. This philosophy has also led to the Company's commitment to avoid any ingredients in nutritional supplements that are reported to have any long-term addictive or harmful effects, even if short-term effects may be desirable. Independent distributors need to have confidence that they are distributing the best products available in order to have a sense of pride in their association with the Company and to have products that are distinguishable from "off the shelf" products. NSI and the Company are committed to developing and providing quality products that can be sold at an attractive retail price and allow the Company to maintain reasonable profit margins.

NSI is also committed to constantly improving its evolving product formulations to incorporate innovative and proven ingredients into its product line. Whereas many consumer product companies develop a formula and stay with that formula for years, and sometimes decades, NSI believes that it must stay current with product and ingredient evolution to maintain its reputation for innovation to retain distributor and consumer attention and enthusiasm. For this reason, NSI continuously evaluates its entire line of products for possible enhancements and improvements.

In addition, the Company believes that timely and strategic product introductions are critical to maintaining the growth of independent distribution channels. Distributors become enthusiastic about new products and are generally excited to share new products with their customer base. An expanding product line helps to attract new distributors and generate additional revenues.

NSI maintains a laboratory and a staff of approximately 90 individuals involved in product development. NSI also relies on an advisory board comprised of recognized authorities in various disciplines. In addition, NSI and the Company evaluate a significant number of product ideas that are presented by distributors and other outside sources. NSI believes that strategic relationships with certain vendors also provide important access to innovative product concepts. The Company will continue to develop products tailored to appeal to the particular needs of the Company's markets.

Historically, one of the reasons for the success of the Company's personal care product line has been its gender neutral positioning. This product positioning substantially expands the size of the traditional skin and hair care market. NSI's IDN line of products has historically been positioned to be age neutral. However, with a substantial distributor and user base established, the Company believes that it can further increase its market share in both the personal care and the nutritional products categories by introducing age and gender specific products, including LifePak for Women, additional vitamin products targeted to seniors, and personal care products targeted to either men or women.

PRODUCTION. All the Company's products are produced by unaffiliated manufacturers primarily through NSI. The Company currently has little or no direct contact with these manufacturers. The Company's profit

margins and its ability to deliver its existing products on a timely basis are dependent upon the ability of NSI's outside manufacturers to continue to supply products in a timely and cost-efficient manner. Furthermore, the Company's ability to enter new markets and sustain satisfactory levels of sales in each market is dependent in part upon the ability of suitable outside manufacturers to reformulate existing products, if necessary to comply with local regulations or market environments, for introduction into such markets. Finally, the development of additional new products in the future will likewise be dependent in part on the services of suitable outside manufacturers.

The Company currently acquires products or ingredients from sole suppliers or suppliers that are considered by the Company to be the superior suppliers of such ingredients. The Company believes that, in the event it is unable to source any products or ingredients from its current suppliers, the Company could produce such products or replace such products or substitute ingredients without great difficulty or prohibitive increases in the cost of goods sold. However, there can be no assurance that the loss of such a supplier would not have a material adverse effect on the Company's business and results of operations.

With respect to sales to the Company, NSI currently relies on two unaffiliated manufacturers to produce approximately 70% and 80% of its personal care and nutritional products, respectively. NSI has a written contract with the primary supplier of the Company's personal care products that expires at the end of 1997. An extension to such contract is currently being negotiated. NSI does not currently have a written contract with the primary supplier of the Company's nutritional products. The Company believes that in the event that NSI's relationship with either of these manufacturers is terminated, NSI will be able to find suitable replacement manufacturers. However, there can be no assurance that the loss of either manufacturer would not have a material adverse effect on the Company's business and results of operations. See "Risk Factors--Reliance on and Concentration of Outside Manufacturers."

RELATIONSHIP WITH NSI

Upon the consummation of the Offerings, approximately 98.8% of the combined voting power of the outstanding shares of Common Stock (approximately 98.7% if the Underwriters' over-allotment options are exercised in full) will be held by the Shareholders of NSI. In addition, the Company has entered into, or, upon consummation of the Offerings will enter into, the Operating Agreements with NSI and with NSIMG, a Delaware corporation also controlled by the shareholders of NSI, summary descriptions of which are set forth below. Such summaries are qualified in their entirety by reference to the Operating Agreements, which are filed as exhibits to the Registration Statement of which this Prospectus forms a part. In the future the Company may enter into amendments to the Operating Agreements or additional agreements with NSI or NSIMG. The Company intends to seek the approval of a majority of its independent directors for any amendment to the Operating Agreements and any new agreement which the Company believes to be of material importance to the Company and as to which the Company and NSI or NSIMG have conflicting interests. See "Risk Factors--Relationship with and Reliance on NSI; Potential Conflicts of Interest."

DISTRIBUTION AGREEMENTS. The Company has entered into a regional distribution agreement (the "Regional Distribution Agreement") with NSI, through Nu Skin Hong Kong, pursuant to which NSI has granted to the Company the exclusive right to sell and distribute NSI products and sales aids in the Company's markets. Nu Skin Japan, Nu Skin Taiwan and Nu Skin Korea have each entered into wholesale distribution agreements (the "Wholesale Distribution Agreements") with Nu Skin Hong Kong, pursuant to which each such Subsidiary has been granted the right to sell and distribute NSI products in its respective country.

The Company has the right to purchase any of NSI's products, subject to unavailability due to local regulatory requirements. See "--Government Regulation." Purchases are made by submission of a purchase order to NSI, which NSI must accept unless it has insufficient inventory to fill the order. In determining whether it has sufficient inventory to fill a given order, NSI is required to treat the Company on a parity basis with its other affiliates.

The prices for products are governed by a price schedule which is subject to change by NSI from time to time upon at least 30 days advance notice. NSI pays ordinary freight and the Company pays handling, excise taxes and customs duties on the products the Company orders. In order to assist NSI in planning its inventory and pricing, the Company is required to provide NSI with certain business plans and reports of its sales and prices to independent distributors.

The Company purchases virtually all of its products from NSI through Nu Skin Hong Kong. Nu Skin Hong Kong pays for its purchases from NSI under the Regional Distribution Agreement in U.S. dollars, while the other Subsidiaries pay for their purchases from Nu Skin Hong Kong under the Wholesale Distribution Agreements in their local currency. Nu Skin Hong Kong therefore bears significant currency exchange risk as a result of purchases from NSI on behalf of the other Subsidiaries. See "Risk Factors--Operations Outside the United States; Currency Risks."

The Company is responsible for paying for and obtaining government approvals and registrations necessary for importation of NSI's products into its markets. In addition, the Company is responsible for obtaining any government approvals, including any filings and notifications, necessary for the effectiveness of the Regional Distribution Agreement and the Wholesale Distribution Agreements or for the parties performance thereunder. See "Risk Factors--Government Regulation of Products and Marketing."

NSI is generally responsible for paying for the research, development and testing of the products sold to the Company, including any product reformulations needed to comply with local regulatory requirements. NSI warrants as to the merchantability of, and its title to, such products. NSI has further indemnified the Company from losses and liability relating to claims arising out of alleged or actual defects in the design, manufacture or content of its products. NSI is required to maintain insurance covering claims arising from the use of its products and to cause each Subsidiary to be a named insured on such insurance policy. The Subsidiaries are also required to maintain insurance policies covering the business to be conducted by them pursuant to the Regional Distribution Agreement and the Wholesale Distribution Agreements. See "Risk Factors--Product Liability."

The Company is prohibited from selling NSI products outside of the countries for which it has an exclusive distribution license, except that the Company may sell certain NSI products to NSI affiliates in Australia and New Zealand. In addition, the Company is prohibited from selling products which directly or indirectly compete with NSI products in any country without NSI's prior consent, which consent will not be unreasonably withheld or delayed. The Company may sell non-competing products without restriction.

The Company may manufacture products which do not compete with NSI products without restriction but may not manufacture products which compete directly or indirectly with NSI products without NSI's prior consent, which consent will not be unreasonably withheld or delayed. Any products manufactured by the Company carrying an NSI trademark will be subject to the Trademark/Tradenname License Agreements with NSI described below and will require the payment to NSI of certain royalties as set forth therein. If NSI discontinues a product that the Company would like to continue to sell, the Company may elect to manufacture the product itself or through a third party manufacturer unless NSI has a competing product. In this event, NSI has agreed to license the product formulation and any associated trademarks and tradenames to the Company pursuant to the Trademark/Tradenname License Agreements described below.

When the Company determines to commence operations in Thailand, Indonesia, Malaysia, the Philippines, the PRC, Singapore or Vietnam, NSI has agreed under the Regional Distribution Agreement to enter into new Trademark/Tradenname License Agreements and Licensing and Sales Agreements and to cause NSIMG to enter into new Management Services Agreements, in each case substantially similar to those described below, with the Company or subsidiaries operating in such countries. See "Risk Factors--Entering New Markets."

TRADEMARK/TRADENAME LICENSE AGREEMENTS. Pursuant to the Trademark/Tradenname License Agreements, NSI has granted to each Subsidiary an exclusive license to use in its market the NSI and IDN trademarks, the individual product trademarks used on NSI products and any NSI tradenames. Each of the Subsidiaries may thus use the licensed trademarks and tradenames on products and commercial materials not purchased from NSI, including locally sourced products and commercial materials and products and commercial materials manufactured by such subsidiary and may grant a sub-license, with the consent of NSI, for the licensed

trademarks and tradenames in its market. In addition, each Subsidiary has the right to export such products and commercial materials into other Company markets with NSI's consent, which consent shall not be unreasonably withheld or delayed.

The Company pays a royalty to NSI for use of the licensed trademarks and tradenames on products, starter and introductory kits and commercial materials not purchased from NSI, including locally sourced products and commercial materials and products and commercial materials manufactured by the Company. The royalty is paid monthly and is equal to 5% of the Company's revenues from such products and commercial materials for such month generally and a total of 8% where NSI owns the formula or has exclusive rights in the subject market for such products or commercial materials.

NSI has the right to inspect the premises where products using its trademarks are manufactured in order to ensure that the products meet its quality standards. The Company's labels, packaging, advertising and promotional materials using NSI's trademarks must conform with NSI's published standards and NSI has the right of prior approval. The Company is responsible for correcting any manufacturing defects in locally sourced products or products it manufactures that are brought to the Company's attention by NSI or otherwise.

NSI is responsible for securing and maintaining trademark registrations in the territory covered by each Trademark/Tradenname Agreement. NSI has agreed to take such actions as the Company may reasonably request to protect its and the Company's rights to the licensed trademarks from infringement and related claims and has indemnified the Company from losses and liability resulting from such claims.

LICENSING AND SALES AGREEMENTS. Currently, all distributor agreements are entered into between the distributor and NSI rather than with the Company. Therefore, the Company does not own the distributor lists or the distribution system, the Global Compensation Plan, copyrights and related intangibles. Consequently, each of the Subsidiaries has entered into a Licensing and Sales Agreement with NSI which includes a license to the Company to use the distributor lists, the Global Compensation Plan, know how, distributor system and related intellectual property exclusively in its markets. The Company pays a license fee to NSI of 4% of the Company's revenue from product sales (excluding starter and introductory kits) to NSI distributors for the use of such licensed property. The Company may not grant a sublicense for the licensed property.

The Company is required to use the Global Compensation Plan to distribute any products, except as NSI may agree to modify the plan in accordance with local requirements. The Company must comply with all policies implemented by NSI under the Global Compensation Plan. This is necessary to ensure global consistency in NSI's operations. The Company must also employ all NSI policies relating to commissions payable to, and other relationships with, NSI distributors.

The Company has agreed to incur a distributor commission expense of 42% of commissionable product sales (with the exception of South Korea where, due to government regulations, the Company satisfies this obligation by using a formula based upon a maximum payout of 35% of commissionable product sales). The Licensing and Sales Agreements provide that the Company is to satisfy this obligation by paying commissions owed to local distributors. In the event that these commissions exceed 42% of commissionable product sales, the Company is entitled to receive the difference from NSI. In the event that the commissions paid are lower than 42%, the Company must pay the difference to NSI. Under this formulation, the Company's total commission expense is fixed at 42% of commissionable product sales in each country (except for South Korea). The 42% figure has been set on the basis of NSI's experience over the past seven years which indicates that actual commissions paid in a given year together with the cost of administering the Global Compensation Plan average approximately 42% of commissionable product sales for such year. In the event that actual commissions payable to distributors from sales in the Company's markets vary from these historical results, whether as a result of changes in distributor behavior or changes to the Global Compensation Plan or in the event that NSI's cost of administering the Global Compensation Plan increases or decreases, the Licensing and Sales Agreements provide that the intercompany settlement figure may be modified to more accurately reflect actual results. See "Risk Factors-- Potential Increase in Distributor Compensation Expense."

In addition to payments to local distributors, the Company is generally responsible for distributor support and relations within Japan, Taiwan, Hong Kong and South Korea. The Company has agreed to use its best efforts to support the development of NSI's distributor network in its markets by purchasing starter or introductory kits from NSI and selling them to potential NSI distributors.

NSI has agreed to take such actions as the Company may reasonably request to protect its and the Company's rights to the property licensed under the Licensing and Sales Agreements from infringement and related claims and has indemnified the Company from losses and liability resulting from such claims. Both NSI and the Company are required to maintain insurance coverage adequate to insure their assets and financial stability. NSI is responsible for ensuring that the property licensed under the Licensing and Sales Agreements complies with local laws and regulations, including direct selling laws. See "Risk Factors--Government Regulation of Direct Selling Activities."

MANAGEMENT SERVICES AGREEMENTS. Upon consummation of the Offerings, the Subsidiaries will enter into Management Services Agreements with NSIMG, pursuant to which NSIMG has agreed to provide a variety of management and support services to each Subsidiary. These services will likely include management, legal, financial, marketing and distributor support/training, public relations, international expansion, human resources, strategic planning, product development and operations administration services. Most of NSI's senior management personnel and most employees who deal with international issues are employees of NSIMG.

Generally, the management and support services will be provided by employees of NSI and NSIMG acting through NSIMG either (i) on a temporary basis in a specific consulting role or (ii) on a full-time basis in a management position in the country in which the services are required. The Management Services Agreements do not cover the services of many of the Company's executive officers. See "Management--Executive Compensation."

GENERAL PROVISIONS. The Operating Agreements are each for a term ending on December 31, 2016, and, after December 31, 2001, will be subject to renegotiation in the event that members of the families of, or trusts or foundations established by or for the benefit of the Existing Stockholders of NSI on a combined basis no longer beneficially own a majority of the combined voting power of the outstanding shares of common stock of the Company or of NSI. See "Risk Factors--Anti-Takeover Effects of Certain Charter, Contractual and Statutory Provisions." Each Operating Agreement is subject to termination by either party in the event of: (i) a material breach by the other party which remains uncured for a period of 60 days after notice thereof; (ii) the bankruptcy or insolvency of the other party; or (iii) entry of a judgment by a court of competent jurisdiction against the other party in excess of \$25,000,000. Each Operating Agreement is further subject to termination by NSI upon 30 days notice in the event of a change of control of the Subsidiary party thereto and by such subsidiary upon 30 days notice in the event of a change of control of NSI. Each Operating Agreement provides that neither party may assign its rights thereunder without the consent of the other party. Each Operating Agreement is governed by Utah law. Any dispute arising under an Operating Agreement is to be settled by arbitration conducted in Utah in accordance with the applicable rules of the American Arbitration Association, as supplemented by the commercial arbitration procedures for international commercial arbitration.

MUTUAL INDEMNIFICATION AGREEMENT. Prior to or concurrently with the Offerings, the Company and NSI will enter into a mutual indemnification agreement pursuant to which NSI will indemnify the Company for certain claims, losses and liabilities relating to the operations of the Subsidiaries prior to the Reorganization and the Company will indemnify NSI for certain claims, losses and liabilities relating to the operations of the Subsidiaries after the Reorganization.

COMPETITION

PERSONAL CARE AND NUTRITIONAL PRODUCTS. The markets for personal care and nutritional products are large and intensely competitive. The Company competes directly with companies that manufacture and market personal care and nutritional products in each of the Company's product categories. The Company competes with other companies in the personal care and nutritional products industry by emphasizing the value and premium

quality of the Company's products and the convenience of the Company's distribution system. Many of the Company's competitors have much greater name recognition and financial resources than the Company. In addition, personal care and nutritional products can be purchased in a wide variety of channels of distribution. While the Company believes that consumers appreciate the convenience of ordering products from home through a sales person or through a catalog, the buying habits of many consumers accustomed to purchasing products through traditional retail channels are difficult to change. The Company's product offerings in each product category are also relatively small compared to the wide variety of products offered by many other personal care and nutritional product companies. There can be no assurance that the Company's business and results of operations will not be affected materially by market conditions and competition in the future.

NETWORK MARKETING COMPANIES. The Company also competes with other direct selling organizations, some of which have a longer operating history and higher visibility, name recognition and financial resources. The leading network marketing company in the Company's markets is Amway Corporation and its affiliates. The Company competes for new distributors on the basis of the Global Compensation Plan and its premium quality products. Management envisions the entry of many more direct selling organizations into the marketplace as this channel of distribution expands over the next several years. The Company has been advised that certain large, well-financed corporations are planning to launch direct selling enterprises which will compete with the Company in certain of its product lines. There can be no assurance that the Company will be able to successfully meet the challenges posed by this increased competition. See "Risk Factors--Competition."

GOVERNMENT REGULATION

DIRECT SELLING ACTIVITIES. Direct selling activities are regulated by various governmental agencies. These laws and regulations are generally intended to prevent fraudulent or deceptive schemes, often referred to as "pyramid" or "chain sales" schemes, that promise quick rewards for little or no effort, require high entry costs, use high pressure recruiting methods and/or do not involve legitimate products. In Japan, the Company's distribution system is regulated under the "Door-to-Door" Sales Law, which requires the submission of specific information concerning the Company's business and products and which provides certain cancellation and cooling-off rights for consumers and new distributors. In Taiwan, the Fair Trade Law (and the Enforcement Rules and Supervisory Regulations of Multi-Level Sales) requires the Company to comply with registration procedures and also provides distributors with certain rights regarding cooling-off periods and product returns. The Company also complies with South Korea's strict Door-to-Door Sales Act, which requires, among other things, the regular reporting of revenue, the registration of distributors together with the issuance of a registration card, and the maintaining of a current distributor registry. This law also limits the amount of sponsoring bonuses that a registered multi-level marketing company can pay to its distributors to 35% of revenue in a given month. As is the case with most network marketing companies, NSI and the Company have from time to time received inquiries from various government regulatory authorities regarding the nature of their business and other issues such as compliance with local business opportunity and securities laws. Although to date none of these inquiries has resulted in a finding materially adverse to the Company or NSI, adverse publicity resulting from inquiries into NSI's operations by certain government agencies in the early 1990's, stemming in part out of inappropriate product and earnings claims by distributors, materially adversely affected NSI's business and results of operations. There can be no assurance that the Company or NSI will not face similar inquiries in the future which, either as a result of findings adverse to the Company or NSI or as a result of adverse publicity resulting from the instigation of such inquiries, could have a material adverse effect on the Company's business and results of operations. See "Risk Factors--Potential Effects of Adverse Publicity."

Based on research conducted in opening its existing markets (including assistance from local counsel), the nature and scope of inquiries from government regulatory authorities and the Company and NSI's history of operations in such markets to date, the Company and NSI believe that their method of distribution is in compliance in all material respects with the laws and regulations relating to direct selling activities of the countries in which the Company and NSI currently operate. Even though management believes that laws governing direct selling are generally becoming more permissive, many countries, including Singapore, one of

the Company's potential markets, currently have laws in place that would prohibit the Company and NSI from conducting business in such markets. There can be no assurance that the Company will be allowed to conduct business in each of the new markets or continue to conduct business in each of its existing markets licensed from NSI. See "Risk Factors--Entering New Markets."

REGULATION OF PRODUCTS AND MARKETING. The Company and NSI are subject to or affected by extensive governmental regulations not specifically addressed to network marketing. Such regulations govern, among other things, (i) product formulation, labeling, packaging and importation, (ii) product claims and advertising, whether made by the Company, NSI or NSI distributors, (iii) fair trade and distributor practices, and (iv) taxes, transfer pricing and similar regulations that affect foreign taxable income and customs duties.

The Japanese Ministry of Health and Welfare ("MOHW") requires the Company to possess an import business license and to register each personal care product imported into the country. Packaging and labeling requirements are also specified. The Company has had to reformulate many products to satisfy MOHW regulations. In Japan, nutritional foods, drugs and quasi-drugs are all strictly regulated. The chief concern involves the types of claims and representations that can be made regarding the efficacy of nutritional products. The Company's successful introduction of IDN products in Japan was achieved by utilizing the combined efforts of NSI's technical staff as well as external consultants.

In Taiwan, all "medicated" cosmetic and pharmaceutical products, including PharmAssist, require registration. Non-medicated cosmetic products, such as shampoo and hair conditioner, require no registration.

In Hong Kong, cosmetic products not classified as "drugs" nor as "pharmaceutical products" are not subject to statutory registrations, packaging and labeling requirements apart from the Trade Descriptions Ordinance. In Macau, "pharmaceutical" products are strictly regulated; general products are not subject to registration requirements.

In South Korea, the Company has obtained the mandatory certificate of confirmation as a qualified importer of cosmetics under the Pharmaceutical Affairs Law as well as additional product approvals for each of the 45 categories of cosmetic products which it imports. Each new cosmetic product undergoes a 60 day post-customs inspection where, in addition to compliance with ingredient requirements, each product is inspected for compliance with South Korean labeling requirements.

Based on the Company and NSI's experience and research (including assistance from counsel) and the nature and scope of inquiries from government regulatory authorities, the Company and NSI believe that they are in material compliance with all regulations applicable to them. Despite this belief, either the Company or NSI could be found not to be in material compliance with existing regulations as a result of, among other things, the considerable interpretative and enforcement discretion given to regulators or misconduct by independent distributors. In 1994, NSI and three of its distributors entered into a consent decree with the Federal Trade Commission (the "FTC") with respect to its investigation of certain product claims and distributor practices. NSI is currently in discussions with the FTC regarding its compliance with such consent decree and other product issues raised by the FTC. Pursuant to which NSI paid approximately \$1 million to settle the FTC investigation. There can be no assurances that the Company will not be subject to similar inquiries and regulatory investigations or disputes and the effects of any adverse publicity resulting therefrom. Any assertion or determination that either the Company, NSI or any NSI distributors are not in compliance with existing laws or regulations could have a material adverse effect on the Company's business and results of operations. In addition, in any country or jurisdiction, the adoption of new laws or regulations or changes in the interpretation of existing laws or regulations could generate negative publicity and/or have a material adverse effect on the Company's business and results of operations. The Company cannot determine the effect, if any, that future governmental regulations or administrative orders may have on the Company's business and results of operations. Moreover, governmental regulations in countries where the Company plans to commence or expand operations may prevent, delay or limit market entry of certain products or require the reformulation of such products. Regulatory action, whether or not it results in a final determination adverse to the Company or NSI, has the potential to create negative publicity, with detrimental effects on the motivation and recruitment of distributors and, consequently, on the Company's sales and earnings. See "Risk Factors--Potential Effects of Adverse Publicity" and "--Entering New Markets."

EMPLOYEES

As of September 30, 1996, the Company had approximately 825 full-time and part-time employees. None of the employees is represented by a union or other collective bargaining group. The Company believes its relationship with its employees is good, and does not currently foresee a shortage in qualified personnel needed to operate the business. Each Subsidiary is directed by an experienced manager.

PROPERTIES

In each of its current markets, the Company has established a central office for the local administrative staff who is directed by a general manager. These offices also have a training room for distributor and employee use and an adjoining distribution center where distributors can place, pay for, and pick up orders. In Japan, Taiwan, and South Korea additional pick up centers have been added to provide better service to distributors and meet the increasing demand for product. In Hong Kong, the Company maintains a distributor business center where established distributors can use office space for training and sponsoring activities at cost.

In addition to the Company's corporate headquarters in Provo, Utah, the following table summarizes, as of September 30, 1996, the Company's leased office and distribution facilities in each country where the Company currently has operations.

PROPERTIES LEASED

| LOCATION ----- | FUNCTION ----- | LEASE TOTAL ----- |
|------------------------------|--|----------------------|
| Tokyo, Japan..... | Central office/ distribution center | 35,000 square feet |
| Osaka, Japan..... | Distribution center/office | 13,400 square feet |
| Taipei, Taiwan..... | Central office/distribution center | 22,000 square feet |
| Kaohsiung, Taiwan..... | Distribution center/office | 9,500 square feet |
| Taichung, Taiwan..... | Distribution center/office | 17,000 square feet |
| Taoyuan, Taiwan..... | Warehouse/distribution center | 36,000 square feet |
| Causeway Bay, Hong Kong..... | Central office/distribution center/distributor business center/regional office | 19,000 square feet |
| Tsing Yi, Hong Kong..... | Warehouse | 10,000 square feet |
| Macau..... | Distribution center/office | 2,000 square feet |
| Seoul, South Korea..... | Central office/distribution center | 20,000 square feet |
| Seoul, South Korea..... | Distribution center | 7,000 square feet |
| Kyungki-Do, South Korea..... | Warehouse | 16,000 square feet |
| Pusan, South Korea..... | Distribution Center | 10,000 square feet |

LEGAL PROCEEDINGS

The Company is not a party to any litigation or other legal proceedings or investigations which is expected to have a material adverse effect on its financial condition or results of operations, nor are any such proceedings known to be contemplated.

MANAGEMENT

DIRECTORS AND EXECUTIVE OFFICERS

The following table sets forth certain information regarding the Company's directors and executive officers.

| NAME | AGE | POSITION |
|--------------------------|-----|--|
| ---- | --- | ----- |
| Blake M. Roney..... | 38 | Chairman of the Board |
| Steven J. Lund..... | 42 | President, Chief Executive Officer and Director |
| Renn M. Patch..... | 46 | Chief Operating Officer |
| Corey B. Lindley..... | 32 | Vice President of Finance |
| Michael D. Smith..... | 50 | Vice President of Operations |
| M. Truman Hunt..... | 37 | Vice President of Legal Affairs and Investor Relations |
| Keith R. Halls..... | 38 | Secretary and Director |
| Takashi Bamba..... | 61 | President, Nu Skin Japan |
| John Chou..... | 50 | President, Nu Skin Taiwan |
| S.T. Han..... | 54 | President, Nu Skin Korea |
| George Mak..... | 42 | President, Nu Skin Hong Kong |
| Mark L. Adams..... | 44 | Controller |
| Sandie N. Tillotson..... | 39 | Director |
| Brooke B. Roney..... | 34 | Director |
| Kirk V. Roney..... | 42 | Director |
| Max L. Pinegar..... | 65 | Director |
| Max E. Esplin..... | 53 | Director |

Blake M. Roney has served as the Chairman of the Board since the Company's inception and is a founder of NSI. He has also served as President, Chief Executive Officer and Chairman of the Board of NSI and its affiliated entities since their respective inceptions. He received a B.S. degree from Brigham Young University. He is the brother of Kirk V. Roney and Brooke B. Roney.

Steven J. Lund has been the President, Chief Executive Officer and a Director of the Company since its inception. Mr. Lund has also served as Executive Vice President and a Director of NSI since its inception and as Vice President and Secretary of certain NSI affiliated entities since their respective inceptions. Mr. Lund previously worked as an attorney in private practice. He received a B.A. degree from Brigham Young University and a J.D. degree from Brigham Young University's J. Reuben Clark Law School.

Renn M. Patch has been the Chief Operating Officer of the Company since its inception. Since 1992 he has been Vice President of Global Operations and Assistant General Manager of NSI. From 1991 to 1992, he served as Director of Government Affairs of NSI. Prior to joining NSI in 1991, Mr. Patch was associated with the Washington, D.C. consulting firm of Parry and Romani Associates. Mr. Patch earned a B.A. degree from the University of Minnesota, a J.D. degree from Hamline University School of Law and an L.L.M. degree from Georgetown University.

Corey B. Lindley has been the Vice President of Finance of the Company since its inception. From 1993 to 1996, he served as Managing Director, International of NSI. Mr. Lindley worked as the International Controller of NSI from 1991 to 1994 and lived in Hong Kong and Japan during that time. From 1990 to 1991, he served as Assistant Director of Finance of NSI. Mr. Lindley is a Certified Public Accountant. Prior to joining NSI in 1990, he worked for the accounting firm of Deloitte and Touche. He earned a B.S. degree from Brigham Young University and an M.B.A. degree from Utah State University.

Michael D. Smith has been the Vice President of Operations for the Company since its inception. He has also served as Vice President of Asian Operations of NSI since February 1996. Prior to that time, he served as General Counsel of NSI from 1992 to 1996 and as Director of Legal Affairs of NSI from 1989 to 1992. He earned B.S. and M.A. degrees from Brigham Young University and a J.D. degree from the University of Utah.

M. Truman Hunt has served as the Vice President of Legal Affairs and Investor Relations since the Company's inception. He has also served as Counsel to the President of NSI since 1994. From 1991 to 1994, Mr. Hunt served as President and Chief Executive Officer of Better Living Products, Inc., an NSI affiliate involved in the manufacture and distribution of houseware products sold through traditional retail channels. Prior to that time, he was a securities and business attorney in private practice. He received a B.S. degree from Brigham Young University and a J.D. degree from the University of Utah.

Keith R. Halls has served as the Secretary and a Director of the Company since its inception. He has also served as General Vice President and a Director of NSI since 1992. He served as Director of Finance of NSI from 1986 to 1992. Mr. Halls is a Certified Public Accountant. Mr. Halls received a B.A. degree from Stephen F. Austin State University and a B.S. degree from Brigham Young University.

Takashi Bamba has served as the President of Nu Skin Japan since 1993. Prior to joining Nu Skin Japan in 1993, Mr. Bamba served five years as President and CEO of Avon Products Co., Ltd., the publicly traded Japanese subsidiary of Avon Products, Inc. Prior to working at Avon Products Co., Ltd., he spent 17 years at Avon Products, Inc. He received a B.A. degree from Yokohama National University.

John Chou has served as the President of Nu Skin Taiwan since 1991. Prior to joining Nu Skin Taiwan in 1991, he spent twenty-one years in international marketing and management with 3M Taiwan Ltd., Amway Taiwan and Universal PR Co. Mr. Chou is a standing director of the Taiwan ROC Direct Selling Association. He is also a member of the Kiwanis International, and the Taiwan American Chamber of Commerce. He received a B.A. degree from Tan Kang University in Taipei, Taiwan.

S.T. Han has served as the President of Nu Skin Korea since 1995. Prior to joining Nu Skin Korea in 1995, Mr. Han spent four years as the Executive Managing Director of Woosung Film Co., the exclusive distributor of Konica film in South Korea. He also worked for Amway Korea, Ltd. during that company's start-up phase of operations in 1991. Mr. Han graduated with a B.A. degree from ChungAng University.

George Mak has served as the President of Nu Skin Hong Kong since 1991. Prior to joining Nu Skin Hong Kong in 1991, Mr. Mak worked for Johnson & Johnson as a personnel and administration manager for Hong Kong and Shanghai from 1989 to 1991. Prior to joining Johnson & Johnson he worked for 10 years in the human resources and accounting fields. He earned an M.B.A. degree from the University of East Asia, Macau.

Mark L. Adams has served as the Controller since the Company's inception. He has also served as International Controller of NSI since 1994. Prior to joining NSI in 1994, he was an audit manager with Arthur Andersen & Co. and served as Chief Financial Officer and a Director of Sanyo Icon, a subsidiary of Sanyo Electric Co. Ltd. He received an M.A. degree from Brigham Young University and has been a Certified Public Accountant since 1978.

Sandie N. Tillotson has served as a Director of the Company since its inception. She was a founder of NSI and has also served as General Vice President since 1992 and a Director of NSI since its inception. She served as Vice President of Corporate Services of NSI from 1984 to 1992. She earned a B.S. degree from Brigham Young University.

Brooke B. Roney has served as a Director of the Company since its inception. He was a founder of NSI and has also served as General Vice President and a Director of NSI since 1992. He served as Vice President of Distribution of NSI from 1984 to 1992. He is the brother of Blake M. Roney and Kirk V. Roney.

Kirk V. Roney has served as a Director of the Company since its inception. He has also served as General Vice President of NSI since 1992 and a Director of NSI since 1984. He served as Vice President of Planning and Development of NSI from 1984 to 1992. He earned an M.I.M. degree from the American Graduate School

of International Management. He earned an M.A. degree from Central Michigan University and a B.A. from Brigham Young University. He is the brother of Blake M. Roney and Brooke B. Roney.

Max L. Pinegar has served as a Director of the Company since September 1996. He has also served as General Manager of NSI since 1989 and as Vice President of NSI since 1992. He received a B.A. degree from Brigham Young University and an M.B.A. degree from the University of Utah.

Max E. Esplin has served as a Director of the Company since September 1996. He has also served as Vice President of Finance of NSI since 1993. He served as Controller of NSI from 1989 until 1993. Mr. Esplin is a Certified Public Accountant. He received a B.S. degree from Brigham Young University.

Following completion of the Offerings, the Company's Board of Directors intends to appoint at least two additional directors who will not be officers or employees of NSI or the Company. It is expected that these outside directors will receive annual retainer and per meeting fees in connection with these directorships. See "--Compensation of Directors."

COMMITTEES OF THE BOARD OF DIRECTORS

Within 90 days after the closing of the Offerings, the Company's Board of Directors will establish an Audit Committee consisting of at least two directors, none of whom will be an officer or employee of the Company or NSI. The duties of the Audit Committee will be to recommend to the Company's Board of Directors the selection of independent certified public accountants to audit annually the books and records of the Company, to review the activities and the reports of the independent certified public accountants and to report the results of such review to the Company's Board of Directors. The Audit Committee will also consider the adequacy of the Company's internal controls and internal auditing methods and procedures. Within 90 days after the closing of the Offerings, the Company's Board of Directors will establish a Compensation Committee consisting of at least two directors, none of whom will be an officer or employee of the Company, the duties of which are to make recommendations to the Company's Board of Directors with respect to the salaries, bonuses and other compensation to be paid to the Company's officers. The Company's Board of Directors also intends to establish an Executive Committee consisting of Messrs. Blake M. Roney, Steven J. Lund and Keith R. Halls. The duties of the Executive Committee are, to the extent authorized by the Company's Board of Directors, to exercise all the powers and authority of the Company's Board of Directors with respect to the management of the business and affairs of the Company.

COMPENSATION OF DIRECTORS

Following the Offerings, directors who do not receive compensation as officers or employees of the Company, NSI or its affiliates will be paid an annual fee of \$25,000 and a fee of \$1,000 for each meeting of the Company's Board of Directors or any committee meeting thereof that they attend.

COMPENSATION COMMITTEE INTERLOCKS AND INSIDER PARTICIPATION

The Company's Board of Directors does not currently have a compensation committee but anticipates establishing one within 90 days following the closing of the Offerings. Several members of the Company's Board of Directors are also directors of NSI and have set or will set compensation for certain executive officers of the Company who have been or will be following the Offerings, executive officers of NSI.

EXECUTIVE COMPENSATION

The Company was formed in September 1996, and consequently paid no compensation to the executive officers named in the table below during the year ended December 31, 1995. However, salary, bonus and other compensation is presented in the table below for the year ended December 31, 1995 based on payments by NSI and the Subsidiaries to the named executive officers as if the Company had been in existence during that period. During 1995, Messrs. Bamba, Chou, and Mak were employed full time as the Presidents of Nu Skin Japan, Nu Skin Taiwan and Nu Skin Korea, respectively. During 1995, Messrs. Lund and Patch were, and after the

Offerings will continue to be, executive officers of NSI and the Company. The compensation presented in the table below reflects an allocation of the time spent by Messrs. Lund and Patch providing services to the Subsidiaries during 1995. During 1996, the Company will pay Messrs. Lund and Patch annual salaries commensurate with their 1995 salaries in return for their services to the Company. These salaries and bonuses will be in addition to any amounts received by these officers from NSI in return for their services to NSI. During 1996, the Company, through the Subsidiaries, will pay Messrs. Bamba, Chou and Mak salaries of approximately \$361,000, \$211,000 and \$111,000, respectively. In addition, Messrs. Bamba, Chou and Mak will be eligible to participate in the Bonus Incentive Plan which is intended to be modeled after NSI's cash bonus long term incentive plan which was in effect for these individuals in 1995. See "--Bonus Incentive Plan." It is anticipated that Messrs. Bamba, Chou and Mak will continue to receive all of their compensation from the Company through the Subsidiaries.

SUMMARY COMPENSATION TABLE

| NAME AND PRINCIPAL POSITION | YEAR | ANNUAL COMPENSATION | | OTHER ANNUAL COMPENSATION | ALL OTHER COMPENSATION |
|---|------|---------------------|----------------|---------------------------|------------------------|
| | | SALARY | BONUS | | |
| Steven J. Lund..... President and Chief Executive Officer | 1995 | \$236,364 | \$85,529 (/1/) | \$ -- | \$ -- |
| Takashi Bamba..... President, Nu Skin Japan | 1995 | 361,028 | 105,563 (/2/) | 98,063 (/3/) | 3,297 (/4/) |
| John Chou..... President, Nu Skin Taiwan | 1995 | 185,370 | 75,786 (/2/) | 63,730 (/5/) | -- |
| Renn M. Patch..... Chief Operating Officer | 1995 | 97,175 | 104,765 (/6/) | 18,750 (/7/) | -- |
| George Mak..... President, Nu Skin Hong Kong | 1995 | 102,564 | 17,535 (/2/) | 9,645 (/8/) | -- |

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- (1) Cash bonus paid to Mr. Lund not pursuant to a formal bonus plan.
 - (2) Cash bonus paid during 1995 pursuant to NSI's cash bonus long term incentive plan for the Presidents of the Subsidiaries.
 - (3) Includes deferred portion of a bonus accrued during 1995 pursuant to NSI's cash bonus long term incentive plan for the Presidents of the Subsidiaries and annual lease payments for a Company-provided automobile.
 - (4) Annual premium for disability and accidental death insurance policy.
 - (5) Includes deferred portion of a bonus accrued during 1995 pursuant to NSI's cash bonus long term incentive plan for the Presidents of the Subsidiaries and annual payments for a Company-provided automobile and club dues.
 - (6) Noncash bonus paid to Mr. Patch, not pursuant to a formal bonus plan.
 - (7) Includes \$16,500 of accrued deferred compensation and \$2,250 of vested deferred compensation awarded to Mr. Patch under NSI's deferred compensation plan.
 - (8) Deferred portion of a bonus accrued during 1995 pursuant to NSI's cash bonus long term incentive plan for the Presidents of the Subsidiaries.

EMPLOYMENT AGREEMENTS

Messrs. Bamba, Chou and Han have entered into employment agreements with Nu Skin Japan, Nu Skin Taiwan and Nu Skin Korea, respectively. Under these agreements, these individuals are paid an annual salary and receive various other benefits. These individuals, together with Mr. Mak, are also entitled to participate in the Bonus Incentive Plan to be adopted by the Company prior to or concurrently with the Offerings. See "--Bonus Incentive Plan."

Mr. Bamba is employed as the President of Nu Skin Japan at an annual salary of approximately \$361,000. This salary is subject to annual review by Nu Skin Japan. Under the terms of his employment agreement, Mr. Bamba is entitled to reimbursement of business-related expenses, the use of an automobile provided by Nu

Skin Japan, and participation in any retirement plan offered by Nu Skin Japan. Mr. Bamba also has the right under his employment agreement to have Nu Skin Japan purchase a country club membership and pay related dues, although he has not exercised this right. Mr. Bamba is also provided with a private insurance plan paid for by Nu Skin Japan provided the premium for such private insurance plan does not exceed (Yen)300,000 per year. Mr. Bamba has agreed to certain confidentiality obligations. The term of Mr. Bamba's employment is indefinite, subject to termination by Mr. Bamba or Nu Skin Japan upon three months' notice.

Mr. Chou is employed as the President of Nu Skin Taiwan at an annual salary of approximately \$211,000. Under the terms of his employment agreement, Mr. Chou is entitled to health insurance paid for in part by Nu Skin Taiwan. Nu Skin Taiwan also provides Mr. Chou with a monthly car allowance. The term of Mr. Chou's employment agreement currently extends until June 1997. Under his employment agreement, Mr. Chou has agreed to certain confidentiality obligations.

Mr. Han is employed as the President of Nu Skin Korea at an annual salary of approximately \$110,000. Under the terms of his employment agreement, Mr. Han is entitled to the use of an automobile and driver provided by Nu Skin Korea, as well as medical insurance and pension benefits. Mr. Han's employment is for a three year term ending January 1, 1999, subject to the right of Nu Skin Korea or Mr. Han to terminate the agreement on 60 days' advance notice. Once Mr. Han has been employed by Nu Skin Korea for 12 months, he will become entitled to receive, upon termination, severance pay equal to two months' salary for each consecutive year of service. Mr. Han has agreed to certain confidentiality and noncompetition obligations.

1996 STOCK INCENTIVE PLAN

The Board of Directors of the Company has adopted the Nu Skin Asia Pacific, Inc. 1996 Stock Incentive Plan (the "Plan"). The purpose of the Plan is to attract and retain executives, other employees, independent consultants and directors who are important to the success and growth of the Company and to ensure that their interests are aligned with the interests of the stockholders of the Company. The Company expects that the Existing Stockholders will approve the Plan prior to consummation of the Offerings.

ADMINISTRATION. The Plan is administered by the 1996 Stock Incentive Plan Committee (the "Plan Committee"). Initially, the Plan Committee will consist of the members of the Company's Board of Directors, and later of the members of the Compensation Committee of the Board of Directors, once the Compensation Committee has been established. The Plan Committee will determine, from time to time, the individuals to whom awards shall be made, the type of awards, and the amount, size and terms of each award. The Plan Committee will make all other determinations necessary or advisable for the administration of the Plan.

AWARDS. Awards under the Plan may be in the form of options (both nonqualified stock options ("NQSOs") and incentive stock options ("ISOs")), contingent stock, restricted stock, and stock appreciation rights ("SARs"), or such other forms as the Plan Committee in its discretion may deem appropriate. The maximum number of awards that may be issued to any one person during the life of the Plan shall be limited to 10% of the shares reserved for issuance under the Plan. The number of shares which may be issued under the Plan as well as the terms of any outstanding awards may be equitably adjusted by the Plan Committee in the event of a stock split, stock dividend, recapitalization, merger, consolidation, combination or similar events. In general, any shares subject to an option or right which for any reason expires or is terminated unexercised shall again be available under the Plan. No awards may be granted more than ten years after the effective date of the Plan.

NUMBER OF SHARES. A total of 4,000,000 shares of the Company's Class A Common Stock has been authorized to be issued pursuant to the Plan. The Company anticipates issuing stock bonus awards for 1.8% of these shares to executive officers of the Company prior to the Offerings. Messrs. Renn M. Patch, Corey B. Lindley, Michael D. Smith, Takashi Bamba, John Chou, S.T. Han, George Mak, and Mark Adams, will receive stock bonus awards of 13,000, 9,000, 13,000, 10,400, 13,000, 1,800, 9,000 and 3,500 shares of Class A Common Stock, respectively. These awards vest ratably over four years following the date of grant, provided the executive officer remains in the employment of the Company.

PLAN AMENDMENT. The Board of Directors may amend the Plan, without stockholder approval, anytime in any respect unless stockholder approval of the amendment in question is required under Delaware law, the Code, certain exemptions from Section 16 of the Securities Exchange Act of 1934, as amended (the "1934 Act"), any national securities exchange system on which the shares are then listed or reported, by any regulatory body having jurisdiction with respect to the Plan, or other applicable laws, rules or regulations. No amendment to the Plan may alter or impair any award granted under the Plan without the consent of the holders thereof. The Plan may be terminated at any time by the Board of Directors.

OPTIONS. The Plan provides for the grant of ISOs to employees and NQSOs to employees and independent consultants. In the case of ISOs, the exercise price of an option may not be less than 100% of the fair market value of a share of Class A Common Stock at the time of grant (or 110% of such fair market value if the optionee owns more than 10% of the total voting power of all classes of Company stock outstanding at the time of grant). In the case of NQSOs, the exercise price of an option may not be less than 85% of the fair market value of a share of Class A Common Stock at the time of grant. The Plan Committee may provide for a reduction in the exercise price of a NQSO by dividends paid on a share of Class A Common Stock while the NQSO is outstanding. Options will be exercisable for a term determined by the Plan Committee provided such exercise shall occur not earlier than six months and not later than ten years (five years if the optionee owns more than ten percent of the total voting power of all classes of Company Stock outstanding at the time of grant) after the grant of the option. The aggregate fair market value of ISO's (determined at the time of grant) granted to an employee which may become first exercisable in any one calendar year shall not exceed \$100,000. If any option is not granted, exercised, or held pursuant to the provisions applicable to an ISO, it will be considered to be an NQSO to the extent that any or all of the grant is in conflict with such provisions. The Plan Committee has the power to permit acceleration of previously determined exercise terms under certain circumstances and upon such terms and conditions as the Plan Committee deems appropriate. See "Risk Factors--Anti-Takeover Effects of Certain Charter, Contractual and Statutory Provisions."

CONTINGENT STOCK. The Plan Committee will determine the amount of contingent stock to be granted to a participant based on the past or expected impact the participant has had or can have on the financial well being of the Company and other factors determined by the Plan Committee to be appropriate. A participant receiving an award of contingent stock will receive the stock upon the satisfaction of certain objectives. Contingent stock awards made pursuant to the Plan will be subject to such terms, conditions and restrictions, including obtainment of performance objectives, for such period or periods as may be determined by the Plan Committee at the time of grant. The Plan Committee in its discretion may permit acceleration of the expiration of the applicable restriction period with respect to part or all of the award to any participant. See "Risk Factors--Anti-Takeover Effects of Certain Charter, Contractual and Statutory Provisions."

RESTRICTED STOCK. The Plan Committee will determine the amount of restricted stock to be granted to a participant based on the past or expected impact the participant has had or can have on the financial well being of the Company and other factors deemed by the Plan Committee to be appropriate. Restricted stock is issued to the participant subject to forfeiture if certain objectives are not met. Restricted stock awards made pursuant to the Plan shall be subject to the terms, conditions and restrictions, including the payment of performance objectives, and for such period or periods as will be determined by the Plan Committee at the time of grant. The Plan Committee in its discretion may permit acceleration of the expiration of the applicable restriction period with respect to part or all of the award to any participant. See "Risk Factors--Anti-Takeover Effects of Certain Charter, Contractual and Statutory Provisions." Shares of restricted stock may not be sold, assigned, transferred, pledged, hypothecated or otherwise disposed of, except by will or the laws of descent and distribution, for such period provided in the participant's award agreement.

SARS. SARS are rights to receive cash or shares of Company stock, or a combination thereof, as the Plan Committee may determine in an amount equal to the excess of (i) the fair market value of the stock with respect to which the SAR is exercised, or (ii) 100% of the fair market value of such stock at the time the SAR was granted, less any dividends paid on such shares while the SAR was outstanding. No cash consideration will be received by the Company for the grant of any SAR. No SAR may be granted for a period of less than one year

or greater than ten years. SARs may be exercised at such time and subject to such terms and conditions as are prescribed by the Plan Committee at the time of grant, subject to certain limitations (including that no SAR shall be exercisable within one year after the date of grant).

FEDERAL INCOME TAX CONSEQUENCES. The participant recognizes no taxable gain or loss when an incentive stock option is granted or exercised. If the shares acquired upon the exercise of an incentive stock option are held for at least one year after exercise and two years after grant (the "Holding Period"), the participant recognizes any gain or loss recognized upon such sale as long-term capital gain or loss and the Company is not entitled to a deduction. If the shares are not held for the Holding Period, the gain is ordinary income to the participant to the extent of the difference between the exercise price and the fair market value of the Class A Common Stock on the date the option is exercised and any excess is capital gain. Also, in such circumstances, the Company is entitled to a deduction equal to the amount of any ordinary income recognized by the participant.

The participant recognizes no taxable income and the Company receives no deduction when a nonqualified stock option is granted. Upon exercise of a nonqualified stock option, the participant recognizes ordinary income and the Company is entitled to a deduction equal to the difference between the exercise price and the fair market value of the shares on the date of exercise. The participant recognizes as a capital gain or loss any subsequent profit or loss realized on the sale or exchange of any shares disposed of or sold.

A participant granted restricted stock or contingent stock is not required to include the value of such shares in income until the first time such participant's rights in the shares are transferable or are not subject to substantial risk of forfeiture, whichever occurs earlier, unless such participant timely files an election under Code Section 83(b) to be taxed on the receipt of the shares. In either case, the amount of such ordinary income will be equal to the excess of the fair market value of the shares at the time the income is recognized over the amount (if any) paid for the shares. The Company is entitled to a deduction, in the amount of the ordinary income recognized by the participant, for the Company's taxable year in which the participant recognizes such income.

Upon the grant of an SAR, the participant recognizes no taxable income and the Company receives no deduction. The participant recognizes ordinary income and the Company is entitled to a deduction at the time of exercise equal to the cash and the fair market value of shares payable upon such exercise.

Under certain circumstances, an accelerated vesting or cash out of stock options, or accelerated lapse of restrictions on other awards, in connection with a change in control of the Company might be deemed an "excess parachute payment" for purposes of the golden parachute tax provisions of Code Section 280G. To the extent it is so considered, the participant may be subject to a 20% excise tax and the Company may be denied a tax deduction.

Code Section 162(m) limits to \$1,000,000 per year the federal income tax deduction available to a public company for compensation paid to any of its chief executive officer and four other highest paid executive officers. However, Section 162(m) provides an exception from its limitation for certain "performance based" compensation if various requirements are satisfied. The Plan contains provisions which are intended to satisfy these requirements for awards made at the time the Company is considered a public company and which otherwise are "performance based" compensation.

BONUS INCENTIVE PLAN

Concurrent with the Offerings, the Company intends to adopt a bonus incentive plan for the Presidents of the Subsidiaries. This bonus incentive plan will be patterned after a similar plan under which Messrs. Bamba, Chou, Han and Mak were compensated by NSI prior to the Reorganization and the Offerings. Under the contemplated bonus incentive plan, Messrs. Bamba, Chou, Han and Mak will be entitled to receive an annual cash bonus based upon the prior year's operating results of the Subsidiary for which they are responsible. Under this bonus incentive plan, participants would be able to receive a bonus equal to 100% of their respective salaries, conditioned on meeting certain performance criteria and subject to cash availability and approval of the Board of Directors of the Company. One half of this bonus would be payable by February 15 of the year following the year in which the bonus is earned and the remaining one half would be deferred and would vest ratably over 10 years or at age 65, whichever occurs first.

CERTAIN RELATIONSHIPS AND RELATED TRANSACTIONS

Prior to or concurrently with the Offerings, the Existing Stockholders, who are also the stockholders of Nu Skin Japan, Nu Skin Taiwan, Nu Skin Korea and Nu Skin Hong Kong, will contribute their shares of capital stock in such entities to the Company in exchange for shares of Class B Common Stock. See "The Reorganization and S Corporation Distribution."

Upon the consummation of the Offerings, approximately 98.8% of the combined voting power of the outstanding shares of Common Stock will be held by the Selling Stockholders (approximately 98.7% if the Underwriters' over-allotment options are exercised in full). Consequently, the Selling Stockholders will have the ability, acting in concert, to elect all directors of the Company and approve any action requiring approval by a majority of the stockholders of the Company. The Selling Stockholders also own, and following the Offerings will continue to own, 100% of the outstanding shares of NSI. As a result of this ownership, the Selling Stockholders will consider the short-term and the long-term impact of all stockholder decisions on the consolidated financial results of NSI and the Company. The interests of NSI, on the one hand, and of the Company, on the other hand, may differ from time to time. See "Risk Factors--Control by Existing Stockholders; Anti-Takeover Effect of Dual Classes of Common Stock" and "--Relationship with and Reliance on NSI; Conflict of Interest."

The Operating Agreements were approved by the present Board of Directors of the Company, which is composed entirely of officers and shareholders of NSI. It is expected that, subsequent to the closing of the Offerings, the composition of the Board of Directors of the Company will be changed so that at least two of its members will be persons unaffiliated with NSI. In addition, most of the executive officers of the Company are also executive officers of NSI. It is expected that a number of the Company's executive officers will continue to spend a portion of their time on the affairs of NSI, for which they will continue to receive compensation from NSI. See "Risk Factors--Relationship with and Reliance on NSI; Conflict of Interest" and "Business--Relationship with NSI."

Virtually all of the products sold by the Company are purchased from NSI pursuant to distribution agreements with NSI. The Company also manufactures itself, or through third-party manufacturers, certain products and commercial materials which it then sells using NSI trademarks or tradenames licensed under trademark/tradename license agreements with NSI. In addition, the Company does not have its own sales or distribution network but licenses the right to use NSI's distribution network and the Global Compensation Plan pursuant to licensing and sales agreements with NSI. During 1995, the Company paid NSI approximately \$99.2 million for goods and services provided to the Company under the Operating Agreements. NSIMG also provides a broad range of management, administrative and technical support to the Company pursuant to management services agreements with the Company. During 1995, the Company paid NSIMG approximately \$2.1 million for services provided to the Company under a management service agreement. For a summary of the terms of these agreements, see "Business--Relationship with NSI." See also Combined Financial Statements and footnotes thereto.

During 1995, Nu Skin Japan paid NSI a royalty of 8% of the revenue from sales of products manufactured by a third party manufacturer under a license agreement between Nu Skin Japan and NSI. In fiscal 1995, Nu Skin Japan paid NSI \$2.3 million in royalties pursuant to this license agreement.

Pursuant to wholesale distribution agreements, Nu Skin Hong Kong distributes certain NSI products to Nu Skin Personal Care Australia, Inc. and Nu Skin New Zealand, Inc. Pursuant to these agreements, Nu Skin Hong Kong was paid approximately \$4.6 million in fiscal 1995 by Nu Skin Personal Care Australia, Inc. and Nu Skin New Zealand, Inc.

Prior to or concurrently with the Offerings, the Company will purchase from NSI for \$25.0 million, the exclusive rights to distribute NSI products in Thailand, Indonesia, Malaysia, the Philippines, the PRC, Singapore and Vietnam. See "Risk Factors--Entering New Markets." The Company will pay \$15 million of this amount out of proceeds of the Offerings. See "Use of Proceeds." In addition the Company and NSI will enter into a mutual indemnification agreement pursuant to which NSI will indemnify the Company for certain claims, losses

and liabilities relating to the operations of the Subsidiaries prior to the Reorganization and the Company will indemnify NSI for certain claims, losses and liabilities relating to the operations of the Subsidiaries after the Reorganization. See "Business--Relationship with NSI."

Craig Bryson and Craig S. Tillotson are major stockholders of the Company and have been NSI distributors since 1984. Messrs. Bryson and Tillotson are partners in an entity (the "Partnership") which receives substantial commissions from NSI, including commissions on sales generated within the Company's markets. For the fiscal year ended December 31, 1995, total commissions paid to the Partnership on sales originating in the Company's then open markets (Japan, Taiwan and Hong Kong) was approximately \$1.1 million. By agreement, NSI pays commissions to the Partnership at the highest level of commissions available to distributors. Management believes that this arrangement allows Messrs. Bryson and Tillotson the flexibility of using their expertise and reputations in network marketing circles to sponsor, motivate and train distributors to benefit NSI's distributor force generally, without having to focus solely on their own organizations.

The Existing Stockholders will enter into a stockholders agreement with the Company (the "Stockholders' Agreement"). The Existing Stockholders will in the aggregate own shares having 98.8% of the voting power of the Company immediately after the Offerings (approximately 98.7% of the Underwriters over-allotment options are exercised in full.) In order to ensure the qualification of the Reorganization under Section 351 of the Code, the Existing Stockholders have agreed not to transfer any shares they own for 365 days after the Offerings without the consent of the Company except for certain transfers relating to the funding of the Distributor Options and the grant of the employee stock bonus awards. See "Shares Eligible for Future Sale." After the expiration of this 365-day period, no such stockholder is permitted to transfer in any one-year period a number of shares greater than the lesser of (i) the amount that could be sold under Rule 144 during that period, or (ii) 1.25% of the total Common Stock owned by Existing Stockholders and as of the date of the Stockholders Agreement. The Existing Stockholders have been granted registration rights by the Company permitting each of such Existing Stockholder to register his or her shares of Class A Common Stock, subject to certain restrictions, on any registration statement filed by the Company until such Existing Stockholder has sold a specified value of shares of Class A Common Stock. See "Certain Relationships and Related Transactions."

Prior to the Offerings, the Company will enter into indemnification agreements with its officers and directors indemnifying them against liability incurred by them in the course of their service to the Company. The Company has granted certain of its executive officers options to purchase shares of Class A Common Stock. In January 1994, NSI stockholders agreed to grant M. Truman Hunt an option to purchase 267,500 shares of capital stock of the Company at an aggregate exercise price of \$500,000 which reflects the agreed upon fair market value of this equity interest in January 1994. This option is immediately exercisable, upon consummation of the Reorganization.

Prior to the Offerings, the Existing Stockholders intend to contribute to the Company 1,605,000 of the outstanding shares of the Company's Common Stock. The Company intends to grant to NSI the Distributor Options to purchase such shares of Common Stock and NSI intends to assign the Distributor Options to qualifying distributors of NSI in connection with the Offerings. The Distributor Options will be subject to certain conditions related to distributor performance and will vest on December 31, 1997. The Company will record distributor incentive expense for the Distributor Options. See "Shares Eligible for Future Sale."

The Company has employment agreements with certain of its executive officers. See "Management--Employment Agreements."

PRINCIPAL AND SELLING STOCKHOLDERS

The following table sets forth, as of September 30, 1996, certain information regarding the beneficial ownership of the Class A Common Stock and Class B Common Stock after giving effect to the Reorganization and as adjusted to give effect to (i) the contribution to the Company by the Existing Stockholders of 1,605,000 shares of Class A Common Stock which the Company has reserved for issuance upon exercise of the Distributor Options; (ii) the contribution of 1,250,000 shares of Class A Common Stock by the Existing Stockholders to NSI and its affiliates (other than the Company) for issuance in connection with certain employee stock bonus awards; and (iii) the sales of shares of Class A Common Stock in the Offerings (assuming no exercise of the Underwriters' over-allotment options) by (a) each person known by the Company to own beneficially more than 5% of either the outstanding shares of Class A Common Stock or Class B Common Stock; (b) each of the Company's directors; (c) each of the executive officers whose names appear in the summary compensation table; and (d) all directors and executive officers as a group. The business address of the 5% stockholders is 75 West Center Street, Provo, Utah 84601.

| DIRECTORS, EXECUTIVE OFFICERS, 5% STOCKHOLDERS AND SELLING STOCKHOLDERS | CLASS A COMMON STOCK (/1/) (/2/) | | CLASS B COMMON STOCK (/1/) (/2/) | | TOTAL COMMON STOCK | |
|---|---------------------------------------|--------------------------------|---------------------------------------|--|--------------------------|------|
| | TO | | OWNED PRIOR TO AND | | VOTING | |
| | OWNED PRIOR TO THE OFFERINGS | BE SOLD IN THE OFFERINGS | TO BE OWNED AFTER THE OFFERINGS | OWNED PRIOR TO AND AFTER THE OFFERINGS (/3/) | POWER AFTER OFFERINGS | |
| | NUMBER | NUMBER | % | NUMBER | % | % |
| Blake M. Roney (/4/) | 215,369 | 215,369 | -- -- | 21,493,060 | 28.8 | 28.5 |
| Nedra D. Roney (/5/) | 453,949 | 453,949 | -- -- | 14,813,507 | 19.9 | 19.7 |
| Sandie N. Tillotson (/6/) | 403,751 | 403,751 | -- -- | 8,997,985 | 12.1 | 11.9 |
| Craig S. Tillotson (/7/) | 201,874 | 201,874 | -- -- | 4,619,795 | 6.2 | 6.1 |
| R. Craig Bryson (/8/) | 201,874 | 201,874 | -- -- | 5,127,483 | 6.9 | 6.8 |
| Steven J. Lund (/9/) | 142,500 | 142,500 | -- -- | 4,387,069 | 5.9 | 5.8 |
| The WFA Trust and The All R's Trust (/1//0/) | 649,133 | 649,133 | -- -- | -- | -- | -- |
| Brooke B. Roney (/1//1/) | 142,500 | 142,500 | -- -- | 3,639,168 | 4.9 | 4.8 |
| Kirk V. Roney (/1//2/) | 142,500 | 142,500 | -- -- | 3,389,168 | 4.5 | 4.5 |
| Keith R. Halls (/1//3/) | 28,500 | 28,500 | -- -- | 1,227,640 | 1.6 | 1.6 |
| The MAR Trust and The Nedra Roney Fixed Charitable Trust (/1//4/) | 251,583 | 251,583 | -- -- | -- | -- | -- |
| Renn M. Patch (/1//5/) | -- | -- | -- -- | -- | -- | -- |
| Takashi Bamba (/1//6/) | -- | -- | -- -- | -- | -- | -- |
| John Chou (/1//7/) | -- | -- | -- -- | -- | -- | -- |
| George Mak (/1//8/) | -- | -- | -- -- | -- | -- | -- |
| Rick Roney (/1//9/) | 6,333 | 6,333 | -- -- | 854,299 | 1.1 | 1.1 |
| Burke Roney (/2//0/) | 5,067 | 5,067 | -- -- | 614,093 | * | * |
| Park Roney (/2//1/) | 5,067 | 5,067 | -- -- | 614,093 | * | * |
| BNASIA Limited (/2//2/) | -- | -- | -- -- | 21,339,850 | 28.6 | 28.3 |
| RCKASIA Limited (/2//3/) | -- | -- | -- -- | 5,054,117 | 6.8 | 6.7 |
| All directors and officers as a group (17 persons) (/2//4/) | 1,991,753 | 1,724,253 | 267,500 * | 43,134,090 | 57.9 | 57.2 |

* Less than 1%

(1) Each share of Class B Common Stock is convertible at any time at the option of the holder into one share of Class A Common Stock and each share of Class B Common Stock is automatically converted into one share of Class A Common Stock upon the transfer of any share of Class B Common Stock to any person who is not a Permitted Transferee as defined in the Stockholders Agreement entered into by the Existing Stockholders prior to the Offerings. See "Certain Relationships and Related Transactions."

(2) Prior to the Offerings, the Selling Stockholders will convert shares of Class B Common Stock to Class A Common Stock to be sold in the Offerings.

(3) Reflects the conversion prior to the Offerings by the Existing Stockholders of approximately 2,855,000 shares of Class B Common Stock into 2,855,000 shares of Class A Common Stock which were contributed by the Existing Stockholders pro rata to NSI and its affiliates (other than the Company) for distribution to distributors of NSI and employees of NSI and its affiliates (other than the Company) pursuant to the Distributor Options and employee stock bonus awards. See "Shares Eligible For Future Sale." Does not reflect the option granted by the Selling Stockholders to the U.S. Underwriters and the International Managers (on a pro rata basis, based on the number of shares sold by such Selling Stockholders in the Offerings) exercisable for 30 days after the date of this Prospectus to purchase up to 884,317 and 255,683 additional shares of Class A Common Stock, respectively, to cover over-allotments, if any, at the initial public offering price, less the underwriting discount.

(4) Includes shares beneficially owned or deemed to be owned beneficially by

Blake M. Roney prior to the Offerings as follows: 65,369 shares of Class A Common Stock directly and with respect to which he has sole voting and investment power; 21,316,895 shares of Class B Common Stock as the general partner of BNASIA Limited, a limited partnership and with respect to which he shares voting and investment power with his wife Nancy L. Roney; 176,165 shares of Class B Common Stock as trustee and with respect to which he has sole voting and investment

power with his wife Nancy L. Roney; 150,000 shares of Class A Common Stock as a co-trustee and with respect to which he shares voting and investment power with his wife Nancy L. Roney. Blake M. Roney is the Chairman of the Company's Board of Directors, the Chief Executive Officer and a stockholder of the Company and Chairman of the Board of Directors, an executive officer and a stockholder of NSI.

- (5) Includes shares beneficially owned or deemed to be owned beneficially by Nedra D. Roney prior to the Offerings as follows: 328,949 shares of Class A Common Stock directly and with respect to which she has sole voting and investment power; 14,813,507 shares of Class B Common Stock directly with respect to which she has sole voting and investment power; 125,000 shares of Class A Common Stock as co-trustee and with respect to which she shares voting and investment power with Evan Schmutz. Nedra D. Roney is a Director and stockholder of NSI.
- (6) Includes shares beneficially owned or deemed to be owned beneficially by Sandie N. Tillotson prior to the Offerings as follows: 49,583 shares of Class A Common Stock and 8,080,209 shares of Class B Common Stock directly and with respect to which she has sole voting and investment power; 354,168 shares of Class A Common Stock and 417,776 shares of Class B Common Stock as trustee and with respect to which she has sole voting and investment power; 500,000 shares of Class B Common Stock as manager of a limited liability company and with respect to which she has sole voting and investment power. Sandie N. Tillotson is a Director of the Company and a Director, executive officer and stockholder of NSI.
- (7) Includes shares beneficially owned or deemed to be owned beneficially by Craig S. Tillotson prior to the Offerings as follows: 24,792 shares of Class A Common Stock and 3,255,631 shares of Class B Common Stock directly and with respect to which he has sole voting and investment power; 177,082 shares of Class A Common Stock and 112,500 shares of Class B Common Stock, as trustee and with respect to which he has sole voting and investment power; 251,664 shares of Class B Common Stock as co-trustee with respect to which he shares voting and investment power; 1,000,000 shares of Class B Common Stock, as manager of a limited liability company with respect to which he has sole voting and investment power. Craig S. Tillotson is a stockholder of the Company and NSI.
- (8) Includes shares beneficially owned or deemed to be owned beneficially by R. Craig Bryson prior to the Offerings as follows: 26,874 shares of Class A Common Stock directly and with respect to which he has sole voting and investment power; 5,052,483 shares of Class B Common Stock as general partner of RCKASIA Limited, a limited partnership with respect to which he shares voting and investment power with his wife Kathleen D. Bryson; 175,000 shares of Class A Common Stock and 75,000 shares of Class B Common Stock as co-trustee and with respect to which he shares voting and investment power with Kathleen D. Bryson. R. Craig Bryson is a stockholder of the Company and NSI.
- (9) Includes shares beneficially owned or deemed to be owned beneficially by Steven J. Lund prior to the Offerings as follows: 67,500 shares of Class A Common Stock directly and with respect to which he has sole voting and investment power; 3,414,168 shares of Class B Common Stock as general partner of a limited partnership and with respect to which he shares voting and investment power with his wife Kalleen Lund; 897,901 shares of Class B Common Stock as trustee and with respect to which he has sole voting and investment power; 75,000 shares of Class A Common Stock and 75,000 shares of Class B Common Stock as co-trustee and with respect to which he shares voting and investment power with Kalleen Lund. Excludes 649,133 shares of Class A Common Stock held as trustee of The WFA Trust and The All R's Trust and with respect to which he has sole voting and investment power as set forth in footnote 10 below. Steven J. Lund is a Director, executive officer and stockholder of both the Company and NSI.
- (10) Includes shares of Class A Common Stock owned beneficially by Steven J. Lund as trustee and with respect to which he has sole voting and investment power.
- (11) Includes shares beneficially owned or deemed to be owned beneficially by Brooke B. Roney prior to the Offerings as follows: 127,500 shares of Class A Common Stock directly and with respect to which he has sole voting and investment power; 3,639,168 shares of Class B Common Stock as general partner of a limited partnership and with respect to which he shares voting and investment power with his wife Denise R. Roney; 15,000 shares of Class A Common Stock as co-trustee and with respect to which he shares voting and investment power with Denise B. Roney. Brooke B. Roney is a Director of the Company and a Director, executive officer and stockholder of NSI.
- (12) Includes shares beneficially owned or deemed to be owned beneficially by Kirk V. Roney prior to the Offerings as follows: 17,500 shares of Class A Common Stock directly and with respect to which he has sole voting and investment power; 3,314,168 shares of Class B Common Stock as general partner of a limited partnership and with respect to which he shares voting and investment power with his wife Melanie R. Roney; 125,000 shares of Class A Common Stock and 75,000 shares of Class B Common Stock as co-trustee and with respect to which he shares voting and investment power with Melanie K. Roney and Lee S. McCullough. Kirk V. Roney is a Director of the Company and a Director, executive officer and stockholder of NSI.

- (13) Includes shares beneficially owned or deemed to be owned beneficially by Keith R. Halls prior to the Offerings as follows: 12,250 shares of Class A Common Stock directly and with respect to which he has sole voting and investment power; 662,241 shares of Class B Common Stock as general partner of a limited partnership and with respect to which he shares voting and investment power with his wife Anna Lisa Massaro Halls; 50,000 shares of Class B as the manager of a limited liability company with respect to which he has sole voting and investment power; 542,899 shares of Class B Common Stock as trustee and with respect to which he has sole voting and investment power; 16,250 shares of Class A Common Stock; and 12,500 shares of Class B Common Stock as co-trustee and with respect to which he shares voting and investment power. Excludes 251,583 shares of Class A Common Stock held as trustee of The MAR Trust and with respect to which he has sole voting and investment power as set forth in footnote 14 below. Keith R. Halls is a Director and an executive officer of the Company and is a Director, executive officer and a stockholder of NSI.
- (14) Includes shares of Class A Common Stock owned beneficially by Keith R. Halls as trustee and with respect to which he has sole voting and investment power.
- (15) Excludes employee stock bonus awards of 13,000 shares of Class A Common Stock awarded to Mr. Patch and which will not vest within 60 days of the Offerings.
- (16) Excludes employee stock bonus awards of 10,400 shares of Class A Common Stock awarded to Mr. Bamba and which will not vest within 60 days of the Offerings.
- (17) Excludes employee stock bonus awards of 13,000 shares of Class A Common Stock awarded to Mr. Chou and which will not vest within 60 days of the Offerings.
- (18) Excludes employee stock bonus awards of 9,000 shares of Class A Common Stock granted to Mr. Mak and which will not vest within 60 days of the Offerings.
- (19) Includes shares beneficially owned or deemed to be owned beneficially by Rick Roney prior to the Offerings as follows: 6,333 shares of Class A Common Stock to be sold in the Offerings and 767,617 shares of Class B Common Stock directly and with respect to which he has sole voting and investment power; 86,682 shares of Class B Common Stock as trustee and with respect to which he has sole voting and investment power.
- (20) Includes shares beneficially owned or deemed to be owned beneficially by Burke Roney prior to the Offerings as follows: 5,067 shares of Class A Common Stock and 614,093 shares of Class B Common Stock directly and with respect to which he has sole voting and investment power.
- (21) Includes shares beneficially owned or deemed beneficially owned by Park Roney prior to the Offerings as follows: 5,067 shares of Class A Common Stock and 614,093 shares of Class B Common Stock directly and with respect to which he has sole voting and investment power. Park Roney is a brother of Blake M. Roney, Nedra D. Roney, Brooke B. Roney, Kirk V. Roney and Burke Roney.
- (22) Includes 21,339,850 shares of Class B Common Stock owned by BNASIA Limited of which Blake M. Roney and his wife Nancy L. Roney are the general partners and have shared voting and investment power.
- (23) Includes 5,054,117 shares of Class B Common Stock owned by RCKASIA Limited of which R. Craig Bryson and his wife Kathleen D. Bryson are the general partners and have shared voting and investment power.
- (24) Class A Common Stock owned prior to the Offerings includes 267,500 shares of Class A Common Stock subject to a stock option which has been granted to an executive officer of the Company and which is exercisable within 60 days of the Offerings.

SHARES ELIGIBLE FOR FUTURE SALE

GENERAL. Prior to the Offerings, there has been no public market for the Common Stock and no prediction can be made that an active trading market will develop or as to the effect, if any, that market sales of shares or the availability of such shares for sale will have on the market price of the Common Stock prevailing from time to time. Future sales of substantial amounts of Common Stock in the public market could adversely affect prevailing market prices.

Upon completion of the Offerings, the Company will have 8,850,000 shares of Class A Common Stock issued and outstanding. This number includes (i) 7,600,000 shares of Class A Common Stock to be sold in the Offerings and (ii) 1,250,000 shares of Class B Common Stock converted into Class A Common Stock prior to the Offerings and contributed by the Existing Stockholders to NSI and its affiliates (other than the Company) for issuance to employees of NSI and its affiliates (other than the Company) as employee stock bonus awards and excludes (a) 1,605,000 shares of Class B Common Stock converted into Class A Common Stock prior to the Offerings and contributed by the Existing Stockholders to the Company and held by the Company in reserve as treasury shares for issuance upon the exercise of the Distributor Options, (b) 267,500 shares of Class A Common Stock subject to a stock option which has been granted to an executive officer of the Company, and (c) 109,000 shares reserved for issuance by the Company to its employees as employee stock bonus awards. In addition, upon completion of the Offerings and the aforementioned conversions, the Company will have 74,545,000 shares of Class B Common Stock issued and outstanding, each share of which is convertible at any time into one share of Class A Common Stock. The 74,545,000 shares of Class B Common Stock and the 267,500 shares of Class A Common Stock subject to the aforementioned executive option are "restricted" shares within the meaning of Rule 144 under the 1933 Act ("Rule 144"). Restricted shares may not be resold in the public market except in compliance with the registration requirements of the 1933 Act or pursuant to an exemption therefrom, including the exemption provided by Rule 144. The 7,600,000 shares of Class A Common Stock to be sold in the Offerings, the 1,605,000 shares underlying the Distributor Options and the 1,250,000 and 109,000 shares of Class A Common Stock reserved for issuance as employee stock bonus awards have been registered under the 1933 Act and are, accordingly, freely tradeable without restriction or further registration under the 1933 Act, unless held by "affiliates" of the Company, as that term is defined in Rule 144. The shares underlying the Distributor Options and the employee stock bonus awards are, however, subject to certain vesting and resale limitations, as described below.

Prior to the Offerings, the Company anticipates granting stock bonus awards under the 1996 Stock Incentive Plan to certain of its executive officers and employees for 109,000 shares of Class A Common Stock. These awards will vest ratably over four years following the date of grant. See "Certain Relationships and Related Transactions." After such grants, an aggregate of approximately 3,891,000 shares will remain available for future option grants and other equity awards under the Plan. See "Management--1996 Stock Incentive Plan." Shares granted or issuable upon exercise of options granted pursuant to the Plan are "restricted" shares within the meaning of Rule 144. The Company intends to file a registration statement on Form S-8 under the 1933 Act to register all of the shares of Class A Common Stock reserved for issuance under the Plan. Such registration statement is expected to be filed as soon as practicable after the date of the Offerings and will become automatically effective upon filing. Shares issued under the Plan after such registration statement is filed may thereafter be sold in the open market, subject to the Rule 144 volume limitations applicable to affiliates and any transfer restrictions imposed on the date of the grant.

Generally, as currently in effect, Rule 144 provides that beginning 90 days after the date of this Prospectus, a person (or persons whose shares are aggregated) who has beneficially owned "restricted" shares of the Common Stock for at least two years will be entitled to sell on the open market in broker's transactions within any three-month period a number of shares that does not exceed the greater of (i) 1% of the then outstanding shares of the Common Stock (1% is expected to be equal to approximately 885,000 shares immediately following the Offerings) or (ii) the average weekly trading volume in the Common Stock on the open market during the four calendar weeks preceding such sale. Sales under Rule 144, as currently in effect, are also subject to certain notice requirements and the availability of current public information about the Company. Under the provisions of Rule 144, the Existing Stockholders will be deemed to have acquired beneficial ownership of the shares of

Common Stock currently held by them on the date of the issuance of such shares by the Company in the Reorganization. The Commission has recently proposed to reduce the Rule 144 holding periods. If enacted, such modification will have a material effect on the timing of when shares of the Common Stock become eligible for resale.

Upon completion of the Offerings, the Existing Stockholders will hold 74,545,000 shares of the Class B Common Stock (which Class B shares are convertible into Class A shares). See "Risk Factors--Control by Existing Stockholders; Anti-Takeover Effect of Dual Classes of Common Stock." The Existing Stockholders have entered into a stockholders agreement (the "Stockholders Agreement") which restricts the extent to which any Existing Stockholder can dispose of its shares of Common Stock following the Offerings. Among other things, in order to ensure the qualification of the Reorganization under Section 351 of the Code, such stockholders have agreed not to transfer any shares they own for 365 days after the Offerings without the consent of the Company except for the funding of the Distributor Options and the grant of the employee stock bonus awards. After the expiration of the 365-day period, no such stockholder is permitted to transfer in any one-year period a number of shares greater than the lesser of (i) the amount that could be sold under Rule 144 during that period, or (ii) 1.25% of the total Common Stock owned by Existing Stockholders as of the date of the Stockholders Agreement. The Existing Stockholders have been granted "piggyback" registration rights by the Company permitting each of such Existing Stockholders to register his or her shares of Class A Common Stock, subject to certain restrictions, on any registration statement filed by the Company until such Existing Stockholder has sold a specified value of shares of Class A Common Stock. See "Certain Relationships and Related Transactions."

The Company, its directors and officers, and the Existing Stockholders of NSI have agreed or will agree prior to the Offerings not to sell or otherwise dispose of any shares of Common Stock or securities convertible into or exchangeable or exercisable for Common Stock, without the prior consent of Merrill Lynch & Co., for a period of 180 days after the date of this Prospectus, except that the Company and the Existing Stockholders may, without such consent, grant options or issue shares of Common Stock pursuant to certain equity incentives, including, without limitation, the Distributor Options and the employee stock bonus awards. See "Risk Factors--Shares Eligible for Future Sale" and "Underwriting."

DISTRIBUTOR OPTIONS AND EMPLOYEE STOCK BONUS AWARDS. Prior to the Offerings, the Existing Stockholders intend to convert 1,605,000 shares of Class B Common Stock to Class A Common Stock and contribute such shares of Class A Common Stock to the Company. The Company intends to grant to NSI the Distributor Options to purchase such shares of Class A Common Stock, and NSI intends to assign these Distributor Options to qualifying distributors of NSI in connection with the Offerings pursuant to the NSI 1996 Distributor Stock Option Plan. The vesting of and the right to exercise the Distributor Options are subject to certain conditions, and the Distributor Options are being registered along with the shares of Class A Common Stock underlying such Distributor Options concurrently with the Offerings pursuant to Rule 415 under the 1933 Act.

Prior to the date of this Prospectus, the Existing Stockholders will also contribute an aggregate of 1,250,000 shares of the Company's Class A Common Stock to NSI and its affiliates (other than the Company) for issuance in connection with the employee stock bonus awards to be made by NSI and its affiliates (other than the Company) to their respective employees. The shares of Class A Common Stock underlying each such employee stock bonus award will be issued to the employee recipient at a rate of 25% per year commencing one year following the date of the award, provided the employee recipient is still employed by NSI or one of its affiliates (other than the Company). The Company also intends to issue 109,000 shares of Class A Common Stock to its employees in connection with employee stock bonus awards to be made to the Company's employees on the same terms as described above pursuant to the Nu Skin Asia Pacific, Inc. 1996 Stock Incentive Plan.

The Distributor Options, the shares of Class A Common Stock underlying the Distributor Options and the employee stock bonus awards will be registered pursuant to Rule 415 under the 1933 Act. The Distributor Options will be issued pursuant to this Prospectus upon the grant of the Distributor Options. The shares of Class A Common Stock will be issued by the Company or sold by the Rule 415 Selling Stockholders, as applicable, upon the exercise of the Distributor Options and upon the grant of the employee stock bonus awards.

DESCRIPTION OF CAPITAL STOCK

GENERAL

As of the date of this Prospectus (and after consummation of the Reorganization), the authorized capital stock of the Company consists of 500,000,000 shares of Class A Common Stock, par value \$.001 per share and 100,000,000 shares of Class B Common Stock, par value \$.001 per share, and 25,000,000 shares of Preferred Stock, par value \$.001 per share ("Preferred Stock"). Upon completion of the Offerings, the Company will have 8,850,000 shares of Class A Common Stock issued and outstanding. This number includes (i) 7,600,000 shares of Class A Common Stock to be sold in the Offerings and (ii) 1,250,000 shares of Class B Common Stock converted into Class A Common Stock prior to the Offerings and contributed by the Existing Stockholders to NSI and its affiliates (other than the Company) for issuance to employees of NSI and its affiliates (other than the Company) as employee stock bonus awards and excludes (a) 1,605,000 shares of Class B Common Stock converted into Class A Common Stock prior to the Offerings and contributed by the Existing Stockholders to the Company and held by the Company in reserve as treasury shares for issuance upon the exercise of the Distributor Options, (b) 267,500 shares of Class A Common Stock subject to a stock option which has been granted to an executive officer of the Company and (c) 109,000 shares reserved for issuance by the Company to its employees as employee stock bonus awards. In addition, upon completion of the Offerings, the Company will have 74,545,000 shares of Class B Common Stock issued and outstanding, all of which are held of record by the Existing Stockholders. Of the authorized shares of Preferred Stock, no shares of Preferred Stock are outstanding. The following description is a summary and is subject to and qualified in its entirety by reference to the provisions of the Company's Amended and Restated Certificate of Incorporation (the "Certificate of Incorporation") filed as an exhibit to the Registration Statement of which this Prospectus forms a part.

COMMON STOCK

The shares of Class A Common Stock and Class B Common Stock are identical in all respects, except for voting rights and certain conversion rights and transfer restrictions regarding the shares of the Class B Common Stock, as described below.

VOTING RIGHTS. Each share of Class A Common Stock entitles the holder to one vote on each matter submitted to a vote of the Company's stockholders and each share of Class B Common Stock entitles the holder to ten votes on each such matter, including the election of directors. There is no cumulative voting. Except as required by applicable law, holders of Class A Common Stock and holders of Class B Common Stock will vote together on all matters submitted to a vote of the stockholders. With respect to certain corporate changes, such as liquidations, reorganizations, recapitalizations, mergers, consolidations and sales of substantially all of the Company's assets, holders of Class A Common Stock and holders of Class B Common Stock will vote together as a single class and the approval of 66 2/3% of the outstanding voting power is required to authorize or approve such transactions. See "Risk Factors--Control by Existing Stockholders; Anti-Takeover Effect of Dual Classes of Common Stock" and "--Anti-Takeover Effects of Certain Charter, Contractual and Statutory Provisions."

Any action that can be taken at a meeting of the stockholders may be taken by written consent in lieu of a meeting if the Company receives consents signed by stockholders having the minimum number of votes that would be necessary to approve the action at a meeting at which all shares entitled to vote on the matter were present. This could permit holders of Class B Common Stock to take all actions required to be taken by the stockholders without providing the other stockholders an opportunity to make nominations or raise other matters at a meeting. The right to take action by less than unanimous written consent expires at such time as there are no shares of Class B Common Stock outstanding.

DIVIDENDS. Holders of Class A Common Stock and holders of Class B Common Stock are entitled to receive dividends at the same rate if, as and when such dividends are declared by the Board of Directors of the Company out of assets legally available therefor after payment of dividends required to be paid on shares of Preferred Stock, if any.

If a dividend or distribution payable in Class A Common Stock is made on the Class A Common Stock, the Company must also make a pro rata and simultaneous dividend or distribution on the Class B Common Stock payable in shares of Class B Common Stock. Conversely, if a dividend or distribution payable in Class B

Common Stock is made on the Class B Common Stock, the Company must also make a pro rata and simultaneous dividend or distribution on the Class A Common Stock payable in shares of Class A Common Stock. See "Risk Factors--Absence of Dividends" and "Dividend Policy."

RESTRICTIONS ON TRANSFER. If a holder of Class B Common Stock transfers such shares, whether by sale, assignment, gift, bequest, appointment or otherwise, to a person other than a permitted transferee (as defined in the Company's Certificate of Incorporation) such shares will be converted automatically into shares of Class A Common Stock. In the case of a pledge of shares of Class B Common stock to a financial institution, such shares will not be deemed to be transferred unless and until a foreclosure occurs.

CONVERSION. The Class A Common Stock has no conversion rights. The Class B Common Stock is convertible into shares of Class A Common Stock, in whole or in part, at any time and from time to time at the option of the holder, on the basis of one share of Class A Common Stock for each share of Class B Common Stock converted. In the event of a transfer of shares of Class B Common Stock to any person other than a Permitted Transferee each share of Class B Common Stock so transferred automatically will be converted into one share of Class A Common Stock. Each share of Class B Common Stock will also automatically convert into one share of Class A Common Stock if, on the record date for any meeting of the stockholders, the number of shares of Class B Common Stock then outstanding is less than 10% of the aggregate number of shares of Class A Common Stock and Class B Common Stock then outstanding.

LIQUIDATION. In the event of liquidation, after payment of the debts and other liabilities of the Company and after making provision for the holders of Preferred Stock, if any, the remaining assets of the Company will be distributable ratably among holders of Class A Common Stock and holders of Class B Common Stock treated as a single class.

MERGERS AND OTHER BUSINESS COMBINATIONS. Upon the merger or consolidation of the Company, holders of each class of Common Stock are entitled to receive equal per share payments or distributions, except that in any transaction in which shares of capital stock are distributed, such shares may differ as to voting rights to the extent and only to the extent that the voting rights of the Class A Common Stock and the Class B Common Stock differ at that time. The Company may not dispose of all or any substantial part of the assets of the Company to, or merge or consolidate with, any person, entity or "group" (as defined in Rule 13-d-5 of the 1934 Act), which beneficially owns in the aggregate 10% or more of the outstanding Common Stock of the Company (a "Related Person") without the affirmative vote of the holders, other than such Related Person, of not less than 66 2/3% of the voting power of outstanding Class A Common Stock and Class B Common Stock voting as a single class. For the sole purpose of determining the 66 2/3% vote, a Related Person will also include the seller or sellers from whom the Related Person acquired, during the preceding six months, at least 5% of the outstanding shares of Class A Common Stock in a single transaction or series of related transactions pursuant to one or more agreements or other arrangements (and not through a brokers' transaction), but only if such seller or sellers have beneficial ownership of shares of Common Stock having a fair market value in excess of \$10 million in the aggregate following such disposition to such Related Person. This 66 2/3% voting requirement is not applicable, however, if (i) the proposed transaction is approved by a vote of not less than a majority of the directors of the Company who are neither affiliated nor associated with the Related Person (or the seller of shares to the Related Person as described above) or (ii) in the case of a transaction pursuant to which the holders of Common Stock are entitled to receive cash, property, securities or other consideration, the cash or fair market value of the property, securities or other consideration to be received per share in such transaction is not less than the higher of (A) the highest price per share paid by the Related Person for any of its holdings of Common Stock within the two-year period immediately prior to the announcement of the proposed transaction or (B) the highest closing sale price during the 30-day period immediately preceding such date or during the 30-day period immediately preceding the date on which the Related Person became a Related Person, whichever is higher. See "Risk Factors--Anti-Takeover Effects of Certain Charter, Contractual and Statutory Provisions."

OTHER PROVISIONS. Holders of the Class A Common Stock and holders of Class B Common Stock are not entitled to preemptive rights. Neither the Class A Common Stock nor the Class B Common Stock may be subdivided or combined in any manner unless the other class is subdivided or combined in the same proportion.

TRANSFER AGENT AND REGISTRAR. The Transfer Agent and Registrar for the Class A Common Stock is American Stock Transfer and Trust Company.

LISTING. The Company has made application to list the Class A Common Stock has been approved for listing on the New York Stock Exchange under the trading symbol "NUS," subject to official notice of issuance.

PREFERRED STOCK

The Board of Directors is authorized, subject to any limitations prescribed by the DGCL or the rules of the New York Stock Exchange or other organizations on whose systems stock of the Company may be quoted or listed, to provide for the issuance of additional shares of Preferred Stock in one or more series, to establish from time to time the number of shares to be included in each such series, to fix the rights, powers, preferences and privileges of the shares of each wholly unissued series and any qualifications, limitations or restrictions thereon, and to increase or decrease the number of shares of such series, without any further vote or action by the stockholders. The approval of the holders of at least 66 2/3% of the combined voting power of the outstanding shares of Common Stock, however, is required for the issuance of shares of Preferred Stock that have the right to vote for the election of directors under ordinary circumstances or to elect 50% or more of the directors under any circumstances. Depending upon the terms of the Preferred Stock established by the Company's Board of Directors, any or all series of Preferred Stock could have preference over the Common Stock with respect to dividends and other distributions and upon liquidation of the Company or could have voting or conversion rights that could adversely affect the holders of the outstanding Common Stock. In addition, the Preferred Stock could delay, defer or prevent a change of control of the Company. See "Risk Factors--Anti-Takeover Effects of Certain Charter, Contractual and Statutory Provisions." The Company has no present plans to issue any shares of Preferred Stock.

OTHER CHARTER AND BYLAW PROVISIONS

Special meetings of stockholders may be called only by the majority stockholders, the Company's Board of Directors, the President or the Secretary. Except as otherwise required by law, stockholders, in their capacity as such, are not entitled to request or call a special meeting of the stockholders.

Stockholders of the Company are required to provide advance notice of nominations of directors to be made at, and of business proposed to be brought before, a meeting of the stockholders. The failure to deliver proper notice within the periods specified in the Company's Amended and Restated Bylaws (the "Bylaws") will result in the denial of the stockholder of the right to make such nominations or propose such action at the meeting. See "Risk Factors--Anti-Takeover Effects of Certain Charter, Contractual and Statutory Provisions."

SECTION 203 OF THE DELAWARE GENERAL CORPORATION LAW

Upon consummation of the Offerings, the Company will be subject to the provisions of Section 203 of the DGCL (the "Anti-Takeover Law") regulating corporate takeovers. The Anti-Takeover Law prevents certain Delaware corporations, including those whose securities are listed on the New York Stock Exchange, from engaging, under certain circumstances, in a "business combination" (which includes a merger of not more than 10% of the corporations' assets) with an "interested stockholder" (a stockholder who, together with affiliates and associates, within the prior three years did own, 15% or more of the corporation's outstanding voting stock) for three years following the date that such stockholder became an "interested stockholder," unless the "business combination" or "interested stockholder" is approved in a prescribed manner. See "Risk Factors--Anti-Takeover Effects of Certain Charter, Contractual and Statutory Provisions."

INDEMNIFICATION AND LIMITATION OF LIABILITY OF DIRECTORS AND OFFICERS

To the fullest extent permitted by the DGCL, the Company's Certificate of Incorporation and Bylaws provide that the Company shall indemnify and advance expenses to each of its directors, officers, employees and

agents. The Company believes the foregoing provisions are necessary to attract and retain qualified persons as directors and officers. Prior to the consummation of the Offerings, the Company intends to enter into separate indemnification agreements with each of its directors and executive officers in order to effectuate such provisions. See "Certain Relationships and Related Transactions." The Company's Certificate of Incorporation also provides for, to the fullest extent permitted by the DGCL, elimination or limitation of liability of directors for breach of their fiduciary duty to the Company or its stockholders.

REGISTRATION RIGHTS

The Existing Stockholders have been granted "piggyback" registration rights by the Company permitting each of such Existing Stockholders to register his or her shares of Class A Common Stock, subject to certain restrictions, on any registration statement filed by the Company until such Existing Stockholder has sold a specified value of shares of Class A Common Stock. See "Certain Relationships and Related Transactions."

CERTAIN UNITED STATES TAX CONSEQUENCES TO NON-UNITED STATES HOLDERS

The following is a general discussion of certain United States federal income and estate tax consequences of the ownership and disposition of Class A Common Stock by a Non-U.S. Holder. For this purpose, a "Non-U.S. Holder" is any person who is, for United States federal income tax purposes, a foreign corporation, a non-resident alien individual, a foreign partnership or a foreign estate or trust. This discussion does not address all aspects of United States federal income and estate taxes and does not deal with foreign, state and local consequences that may be relevant to such Non-U.S. Holders in light of their personal circumstances. Furthermore, this discussion is based on provisions of the Code, existing and proposed regulations promulgated thereunder and administrative and judicial interpretations thereof, as of the date hereof, all of which are subject to change (possibly with retroactive effect). Each prospective purchaser of Class A Common Stock is advised to consult a tax advisor with respect to current and possible future tax consequences of acquiring, holding and disposing of Class A Common Stock as well as any tax consequences that may arise under the laws of any U.S. state, municipality or other taxing jurisdiction.

An individual may, subject to certain exceptions, be deemed to be a resident alien (as opposed to a non-resident alien) by virtue of being present in the United States on at least 31 days in the calendar year and for an aggregate of at least 183 days during a three-year period ending in the current calendar year (counting for such purposes all of the days present in the current year, one-third of the days present in the immediately preceding year, and one-sixth of the days present in the second preceding year). Resident aliens are subject to U.S. federal tax as if they were U.S. citizens.

DIVIDENDS

Dividends paid to a Non-U.S. Holder of Class A Common Stock generally will be subject to withholding of United States federal income tax either at a rate of 30% of the gross amount of the dividends or at such lower rate as may be specified by an applicable income tax treaty. However, dividends that are effectively connected with the conduct of a trade or business by the Non-U.S. Holder within the United States and, where a tax treaty applies, are attributable to a United States permanent establishment of the Non-U.S. Holder, are not subject to the withholding tax (provided the Non-U.S. Holder files appropriate documentation, including, under current law, IRS Form 4224, with the payor of the dividend), but instead are subject to United States federal income tax on a net income basis at applicable graduated individual or corporate rates. Any such effectively connected dividends received by a foreign corporation may, under certain circumstances, be subject to an additional "branch profits tax" at a 30% rate or such lower rate as may be specified by an applicable income tax treaty.

Under current law, dividends paid to an address outside the United States are presumed to be paid to a resident of such country (unless the payer has knowledge to the contrary) for purposes of the withholding discussed above and for purposes of determining the applicability of a tax treaty rate. However, under proposed Treasury regulations not currently in effect, in the case of dividends paid after December 31, 1997 (December 31, 1999 in the case of dividends paid to accounts in existence on or before the date that is 60 days after the proposed regulations are published as final regulations), a Non-U.S. Holder of Class A Common Stock who wishes to claim the benefit of an applicable treaty rate would be required to satisfy applicable certification and other requirements either directly or through an intermediary. In addition, backup withholding, as discussed below, may apply in certain circumstances if applicable certification and other requirements are not met.

A Non-U.S. Holder of Class A Common Stock eligible for a reduced rate of United States withholding tax pursuant to an income tax treaty may obtain a refund of any excess amounts withheld by filing an appropriate claim for refund with the Internal Revenue Service (the "IRS").

GAIN ON DISPOSITION OF COMMON STOCK

A Non-U.S. Holder will generally not be subject to United States federal income tax with respect to gain recognized on a sale or other disposition of Class A Common Stock unless (i) the gain is effectively connected with a trade or business of the Non-U.S. Holder in the United States, and, where a tax treaty applies, is attributable to a United States permanent establishment of the Non-U.S. Holder, (ii) in the case of a Non-U.S.

Holder who is an individual and holds the Class A Common Stock as a capital asset, such holder is present in the United States for 183 or more days in the taxable year of the sale or other disposition and certain other conditions are met, or (iii) the Company is or has been a "U.S. real property holding corporation" for United States federal income tax purposes. The Company believes it is not and does not anticipate becoming a "U.S. real property holding corporation" for United States federal income tax purposes.

If an individual Non-U.S. Holder falls under clause (i) above, he will, unless an applicable treaty provides otherwise, be taxed on his net gain derived from the sale under regular graduated United States federal income tax rates. If an individual Non-U.S. Holder falls under clause (ii) above, he will be subject to a flat 30% tax on the gain derived from the sale, which may be offset by certain United States capital losses.

If a Non-U.S. Holder that is a foreign corporation falls under clause (i) above, it will be taxed on its gain under regular graduated United States federal income tax rates and may be subject to an additional branch profits tax at a 30% rate, unless it qualifies for a lower rate under an applicable income tax treaty.

FEDERAL ESTATE TAX

Class A Common Stock held by an individual Non-U.S. Holder at the time of death will be included in such holder's gross estate for United States federal estate tax purposes, unless an applicable estate tax treaty provides otherwise.

INFORMATION REPORTING AND BACKUP WITHHOLDING TAX

The Company must report annually to the IRS and to each Non-U.S. Holder the amount of dividends paid to such holder and the tax withheld with respect to such dividends, regardless of whether withholding was required. Copies of the information returns reporting such dividends and withholding may also be made available to the tax authorities in the country in which the Non-U.S. Holder resides under the provisions of an applicable income tax treaty.

A backup withholding tax is imposed at the rate of 31% on certain payments to persons that fail to furnish certain identifying information to the payor. Under current law, backup withholding generally will not apply to dividends paid to a Non-U.S. Holder at an address outside the United States (unless the payer has knowledge that the payee is a U.S. person), but generally will apply to dividends paid on Class A Common Stock at addresses inside the United States to Non-U.S. Holders that fail to provide certain identifying information in the manner required. However, under proposed Treasury regulations not currently in effect, in the case of dividends paid after December 31, 1997 (December 31, 1999 in the case of dividends paid to accounts in existence on or before the date that is 60 days after the proposed regulations are published as final regulations), a Non-U.S. Holder generally would be subject to backup withholding at a 31% rate, unless certain certification procedures (or, in the case of payments made outside the United States with respect to an offshore account, certain documentary evidence procedures) are complied with, directly or through an intermediary or a Non-U.S. Holder otherwise establishes an exemption from backup withholding.

Payment of the proceeds of a sale of Class A Common Stock by or through a United States office of a broker is subject to both backup withholding and information reporting unless the beneficial owner provides the payor with its name and address and certifies under penalties of perjury that it is a Non-U.S. Holder, or otherwise establishes an exemption. In general, backup withholding and information reporting will not apply to a payment of the proceeds of a sale of Class A Common Stock by or through a foreign office of a foreign broker. If, however, such broker is, for United States federal income tax purposes a U.S. person, a controlled foreign corporation, or a foreign person that derives 50% or more of its gross income for certain periods from the conduct of a trade or business in the United States, such payments will be subject to information reporting, but not backup withholding, unless (i) such broker has documentary evidence in its records that the beneficial owner is a Non-U.S. Holder and certain other conditions are met, or (ii) the beneficial owner otherwise establishes an exemption.

Any amounts withheld under the backup withholding rules generally will be allowed as a refund or a credit against such holder's U.S. federal income tax liability provided the required information is furnished in a timely manner to the IRS.

UNDERWRITING

The U.S. Underwriters named below (the "U.S. Underwriters"), acting through their U.S. representatives, Merrill Lynch, Pierce, Fenner & Smith Incorporated ("Merrill Lynch"), Morgan Stanley & Co. Incorporated, Dean Witter Reynolds Inc. and Nomura Securities International, Inc. (collectively, the "U.S. Representatives"), have severally agreed, subject to the terms and conditions of a U.S. Purchase Agreement with the Company, the Selling Stockholders and Nu Skin Japan, as guarantor ("Guarantor") (the "U.S. Purchase Agreement"), to purchase from the Company and the Selling Stockholders the number of shares of Class A Common Stock set forth opposite their respective names below.

| U.S. UNDERWRITERS ----- | NUMBER OF SHARES ----- |
|--|------------------------------|
| Merrill Lynch, Pierce, Fenner & Smith Incorporated..... | |
| Morgan Stanley & Co. Incorporated..... | |
| Dean Witter Reynolds Inc. | |
| Nomura Securities International, Inc..... | |
| | ----- |
| Total..... | 4,600,000 ===== |

The Company, the Selling Stockholders and the Guarantor have also entered into an International Purchase Agreement (the "International Purchase Agreement") with certain underwriters outside the United States, Canada and Japan (the "International Managers"), for whom Merrill Lynch International, Morgan Stanley & Co. International Limited, Dean Witter International Ltd. and Nomura International Plc are acting as representatives (the "Lead International Managers"). Subject to the terms and conditions set forth in the International Purchase Agreement, the Company and the Selling Stockholders have agreed to sell to the International Underwriters, and the International Underwriters have severally agreed to purchase, an aggregate of 1,330,000 shares of Class A Common Stock pursuant to Regulation S under the Securities Act.

The Company, the Selling Stockholders and the Guarantor have also entered into a Japanese Underwriting Agreement (the "Japanese Underwriting Agreement" and, together with the U.S. Purchase Agreement and the International Purchase Agreement, the "Purchase Agreements") with The Nomura Securities Co., Ltd., Merrill Lynch Japan Incorporated and Morgan Stanley Japan Limited (the "Japanese Underwriters" and, together with the U.S. Underwriters and the International Managers, the "Underwriters"). Subject to the terms and conditions set forth in the Japanese Underwriting Agreement, the Selling Stockholders have agreed to sell to the Japanese Underwriters, and the Japanese Underwriters have jointly and severally agreed to purchase, an aggregate of 1,670,000 shares of Class A Common Stock pursuant to Regulation S under the Securities Act.

In each Purchase Agreement, the Underwriters named therein have agreed, subject to the terms and conditions set forth in such Purchase Agreement, to purchase all of the shares of Class A Common Stock being sold pursuant to such Purchase Agreement if any of the shares of Class A Common Stock being sold pursuant to such Purchase Agreement are purchased. Under certain circumstances, under the U.S. or International Purchase Agreements, the commitments of non-defaulting Underwriters may be increased. Each Purchase Agreement provides that the Company and the Selling Stockholders are not obligated to sell, and the U.S. Underwriters, International Managers and Japanese Underwriters are not obligated to purchase, the shares of Class A Common Stock under the terms of each Purchase Agreement unless the shares of Class A Common Stock to be sold pursuant to the Purchase Agreements are contemporaneously sold.

The initial public offering price per share and the total underwriting discount per share are identical under the U.S. Purchase Agreement, the International Purchase Agreement and the Japanese Underwriting Agreement.

All of the shares to be offered in connection with the Offerings have been registered under the Securities Act. With regards to the Japanese Offering, a filing of a securities registration statement and amendments thereto under the Securities and Exchange Laws of Japan has also been made with the Minister of Finance of Japan. The Japanese Underwriters have agreed that the Japanese Offering will be a public offering without listing in Japan and will be governed by the Japanese laws and regulations.

The Company has been informed that the U.S. Underwriters, the International Managers and the Japanese Underwriters have entered into an Intersyndicate Agreement dated the date hereof (the "Intersyndicate Agreement") which provides for the coordination of their activities. Under the terms of the Intersyndicate Agreement, the U.S. Underwriters, the International Managers and the Japanese Underwriters are permitted to sell shares of Class A Common Stock to each other.

The Company has been informed that, under the terms of the Intersyndicate Agreement (i) the U.S. Underwriters and any dealer to whom they sell shares of Class A Common Stock will not offer to sell or resell shares of Class A Common Stock to persons who are non-U.S. or non-Canadian persons or to persons they believe intend to resell to persons who are non-U.S. or non-Canadian persons, (ii) the International Managers and any dealer to whom they sell shares of Class A Common Stock will not offer to sell or resell shares of Class A Common Stock to U.S., Canadian or Japanese persons, or to persons they believe intend to resell to persons who are U.S., Canadian or Japanese persons, and (iii) the Japanese Underwriters and any sub-underwriter to whom they sell shares of Class A Common Stock will not offer to sell or resell shares of Class A Common Stock to non-Japanese persons, or to persons they believe intend to resell to persons who are non-Japanese persons, except in each case for transactions pursuant to the Intersyndicate Agreement, which, among other things, permits the Underwriters to purchase from each other and offer for resale such number of shares of Class A Common Stock as the selling Underwriter or Underwriters and the purchasing Underwriter or Underwriters may agree. As used in this section, "United States Person" shall mean any person who is a "United States Person," as such term is defined in Regulation S ("Regulation S") under the 1933 Act, which includes (i) any natural person resident in the United States, (ii) any estate or trust of which any executor, administrator or trustee is a United States Person, with certain exceptions relating to estates governed by foreign law and trusts of which no beneficiary is a United States Person, (iii) any agency or branch of a foreign entity located in the United States, (iv) any non-discretionary account (other than an estate or trust) held by a dealer or other fiduciary for the benefit or account of a United States Person, (v) any discretionary account incorporated in the United States, with certain exceptions relating to accounts held for the benefit or account of non-United States persons and (vi) any corporation or partnership incorporated or organized under the laws of any foreign jurisdiction by a United States Person principally for the purpose of investing in securities not registered under the 1933 Act, unless it is organized or incorporated, and owned, by accredited investors (as defined in Rule 501(a) under the 1933 Act) who are not natural persons, estates or trusts. In accordance with Regulation S, "United States Person" as used herein does not include (i) any agency or branch of a United States Person located outside of the United States that is engaged in the business of banking or insurance and is subject to substantive banking or insurance regulation in the jurisdiction where located or (ii) any employee benefit plan established and administered in accordance with the law and customary practice of a country other than the United States. "Japanese Person" or "Canadian Person" shall mean, respectively, any individual who is resident in Japan or Canada or any corporation, pension, profit-sharing or other trust or entity organized under or governed by the laws of Japan or Canada or any political subdivision thereof (other than a foreign branch or office of any Japanese or Canadian Corporation), and shall include, respectively, any Japanese or Canadian branch or office of a person other than a Japanese or Canadian Person. "United States" shall mean the United States of America, its territories, its possessions and all areas subject to its jurisdiction. "Canada" shall mean the provinces of Canada, its territories, its possessions and all areas subject to its jurisdiction. Japan shall mean the country of Japan, its territories, its possessions and all areas subject to its jurisdiction.

The Selling Stockholders have granted the U.S. Underwriters and the International Managers (on a pro rata basis in accordance with the number of shares sold by each such Selling Stockholders in the Offerings) options

exercisable for 30 days after the date of this Prospectus to purchase up to 884,317 and 255,683 additional shares of Class A Common Stock, respectively, to cover over-allotments, if any, at the initial public offering price, less the underwriting discount. To the extent that the U.S. Underwriters and International Managers exercise such options, each of the U.S. Underwriters and International Managers will have a firm commitment, subject to certain conditions, to purchase approximately the same percentage of the option shares that the number of shares to be purchased initially by that Underwriter is of the number of shares of Common Stock initially purchased by the U.S. Underwriters and International Managers. No over-allotment option has been granted under the Japanese Underwriting Agreement.

The U.S. Representatives have advised the Company and the Selling Stockholders that the U.S. Underwriters propose to offer the shares of Class A Common Stock to the public initially at the public offering price set forth on the cover page of this Prospectus, and to certain dealers at such price less a concession not in excess of \$ per share. The U.S. Underwriters may allow, and such dealers may reallow, a discount not in excess of \$ per share on sales to certain other dealers. After the initial public offering of the Class A Common Stock, the public offering price, concession and discount may be changed.

The Company and the Selling Stockholders have agreed to indemnify the U.S. Underwriters, the Japanese Underwriters and the International Managers against certain liabilities which may be incurred in connection with the offering of the Class A Common Stock and the exercise of the over-allotment options, including liabilities under the Securities Act and other applicable securities laws. In addition, the Company has agreed to reimburse the Japanese Underwriters for certain out-of-pocket expenses incurred in connection with the Japanese Offering.

Without the consent of Merrill Lynch, the Company, its executive officers and the Selling Stockholders have agreed that they will not, for a period of 180 days following the date of this Prospectus, directly or indirectly, offer to sell, grant any option for the sale of, or otherwise dispose of, any shares of Class A Common Stock or any securities convertible into or exchangeable or exercisable for any such shares. The foregoing agreements are subject to certain exceptions, including the contribution of shares of Class A Common Stock to the Company and NSI for use in connection with the granting of the Distributor Options and the employee stock bonus awards. See "Shares Eligible for Future Sale."

The Class A Common Stock has been approved for listing on the New York Stock Exchange under the symbol "NUS." In order to meet the requirements for listing of the Class A Common Stock on the NYSE subject to official notice of issuance, the U.S. Underwriters have undertaken to sell lots of 100 or more shares to a minimum of 2,000 beneficial owners. The shares of Class A Common Stock sold in the Offerings will not be listed on any stock exchange in Japan and will not be registered with the Japan Securities Dealers Association as shares to be traded in the Japanese over-the-counter market. Therefore, there will be no public market in Japan for the trading of such shares. Under the Securities and Exchange Law of Japan, if the offer of shares of Class A Common Stock is made to 50 or more persons in Japan on uniform terms and conditions and the aggregate offering price is (Yen)500 million or more, such offer will be subject to regulations applicable to secondary public offerings, the primary requirements of which are the filing of a notification with the MOF and the distribution of a prospectus.

At the request of the Company, the U.S. Underwriters and the International Managers have reserved up to 593,000 shares of Class A Common Stock for sale at the public offering price to certain employees of NSI and the Company and to certain distributors of NSI and the Company, who have expressed an interest in purchasing such shares. The number of shares available to the general public will be reduced to the extent these persons purchase the reserved shares. Any reserved shares that are not so purchased by such employees or distributors at the closing of the Offerings will be offered by the U.S. Underwriters and the International Underwriters to the general public on the same terms as the other shares offered hereby.

In order to comply with local securities laws in certain jurisdictions outside the United States, sales to certain employees and distributors will be made directly by the Company rather than through the Underwriters, and the total underwriting discount set forth on the cover page of this Prospectus will be reduced accordingly. In

addition, all shares sold to employees and distributors outside the United States will be shares offered by the Company, rather than by the Selling Stockholders.

Prior to the Offerings, there has been no established trading market for the shares of Class A Common Stock. The initial public offering price for the Class A Common Stock offered hereby has been determined by negotiation among the Company, the Selling Stockholders and the Underwriters. Among the factors considered in making such determination were the history of and the prospects for the industry in which the Company competes, an assessment of the Company's management, the past and present operations of the Company, the historical results of operations of the Company and the trend of its revenues and earnings, the prospects for future earnings of the Company, the general condition of the securities markets at the time of the Offerings, the prices of similar securities of generally comparable companies and other relevant factors. There can be no assurance that an active trading market will develop for the Class A Common Stock or that the Class A Common Stock will trade in the public market subsequent to the Offerings at or above the initial public offering price.

The U.S. Representatives have informed the Company that the U.S. Underwriters do not intend to confirm sales of Class A Common Stock offered hereby to any accounts over which they exercise discretionary authority.

LEGAL MATTERS

The validity of the issuance of the shares of Class A Common Stock offered hereby will be passed upon for the Company and the Selling Stockholders by LeBoeuf, Lamb, Greene & MacRae, L.L.P., a limited liability partnership including professional corporations, Salt Lake City, Utah. Certain other legal matters governed by Japanese law will be passed upon for the Company and the Selling Stockholders by Nagashima & Ohno, Tokyo, Japan. Certain legal matters will be passed upon for the U.S. and International Underwriters by Shearman & Sterling, San Francisco, California and for the Japanese Underwriters by Tomotsune Kimura & Mitomi, Tokyo, Japan.

EXPERTS

The combined financial statements of Nu Skin Asia Pacific, Inc. as of December 31, 1994 and 1995 and for the fiscal years ended September 30, 1993 and 1994, for the three month period ended December 31, 1994 and for the year ended December 31, 1995 and balance sheet of Nu Skin Asia Pacific, Inc. as of September 6, 1996 included in this Prospectus have been so included in reliance on the reports of Price Waterhouse LLP, independent accountants, given on the authority of said firm as experts in auditing and accounting.

ADDITIONAL INFORMATION

The Company has filed a Registration Statement on Form S-1, of which this Prospectus is a part, with the Securities and Exchange Commission (the "Commission") under the 1933 Act with respect to the shares of Common Stock offered hereby. This Prospectus does not contain all the information set forth in the Registration Statement and the exhibits and schedules thereto. For further information with respect to the Company and the Common Stock offered hereby, reference is made to the Registration Statement, including the financial schedules and exhibits filed therewith. Statements made in this Prospectus as to the contents of any contract, agreement or other documents are not necessarily complete, and, in each instance, reference is made to the copy of such document filed as an exhibit to the Registration Statement or otherwise with the Commission. Each such statement shall be deemed qualified in its entirety by such reference. Copies of the Registration Statement, including all exhibits and schedules thereto, may be obtained from the Commission's principal office at 450 Fifth Street, N.W., Washington, D.C. 20549 upon the payment of the fees prescribed by the Commission, or may be examined without charge at the public reference facilities maintained at the principal office of the Commission. The Commission maintains a Web site on the Internet at <http://www.sec.gov> that contains registration reports, proxy and information statements and other information regarding registrants that file with the Commission.

The Company intends to furnish holders of the Class A Common Stock with annual reports containing audited consolidated financial statements and a report thereon by its independent auditors, and quarterly reports containing unaudited consolidated financial information. Such audited financial statements and unaudited quarterly financial information will be prepared in accordance with United States generally accepted accounting principles.

NU SKIN ASIA PACIFIC, INC.

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All schedules are omitted because they are not applicable or the required information is shown in the combined financial statements or notes thereto.

REPORT OF INDEPENDENT ACCOUNTANTS

To the Board of Directors and Stockholders of
Nu Skin Asia Pacific, Inc.

In our opinion, the accompanying combined balance sheets and the related combined statements of income, of stockholders' equity and of cash flows present fairly, in all material respects, the financial position of Nu Skin Asia Pacific, Inc. at December 31, 1994 and 1995, and the results of its operations and its cash flows for the years ended September 30, 1993 and 1994, the three months ended December 31, 1994, and the year ended December 31, 1995, in conformity with generally accepted accounting principles. These financial statements are the responsibility of the Company's management; our responsibility is to express an opinion on these financial statements based on our audits. We did not audit the financial statements of Nu Skin Hong Kong, Inc.--Hong Kong Branch for the year ended September 30, 1993, which statements reflect 17% of revenue for the year then ended. Those statements were audited by other independent accountants whose report dated April 14, 1994 (except for Notes 2 and 8, as to which the date is August 30, 1996) expressed an unqualified opinion on those statements. Our opinion, as it relates to data of Nu Skin Hong Kong, Inc. for the year ended September 30, 1993, is based solely on the report of other independent accountants. We conducted our audits of these statements in accordance with generally accepted auditing standards which require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by management, and evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for the opinion expressed above.

/s/ Price Waterhouse LLP

Price Waterhouse LLP
Salt Lake City, Utah
September 10, 1996

NU SKIN ASIA PACIFIC, INC.

COMBINED BALANCE SHEETS
(IN THOUSANDS)

| | DECEMBER 31, | | SEPTEMBER 30, 1996 | PRO FORMA |
|--|--------------|-----------|-----------------------|-----------------------|
| | 1994 | 1995 | | AMOUNTS (NOTE 2) |
| | | | | SEPTEMBER 30, 1996 |
| | | | (UNAUDITED) | (UNAUDITED) |
| ASSETS | | | | |
| Current assets | | | | |
| Cash and cash equivalents..... | \$16,288 | \$ 63,213 | \$ 81,079 | |
| Accounts receivable..... | 1,068 | 3,242 | 8,151 | |
| Related parties receivable..... | 17,870 | 1,793 | 7,840 | |
| Inventories, net..... | 15,556 | 32,662 | 46,379 | |
| Prepaid expenses and other..... | 3,461 | 3,410 | 8,027 | \$10,636 |
| | 54,243 | 104,320 | 151,476 | |
| Property and equipment, net..... | 3,850 | 6,904 | 8,672 | |
| Other assets..... | 3,331 | 7,004 | 8,759 | 11,919 |
| | | | | |
| Total assets..... | \$61,424 | \$118,228 | \$168,907 | |
| LIABILITIES AND STOCKHOLDERS' EQUITY | | | | |
| Current liabilities | | | | |
| Accounts payable..... | \$ 3,630 | \$ 4,395 | \$ 5,019 | |
| Accrued expenses..... | 13,377 | 23,313 | 49,514 | |
| Related parties payable..... | 10,556 | 28,749 | 36,115 | |
| Notes payable to stockholders.. | -- | -- | -- | 81,893 |
| | 27,563 | 56,457 | 90,648 | |
| Commitments and contingencies (Notes 7 and 10) | | | | |
| Stockholders' equity | | | | |
| Capital stock..... | 1,300 | 4,550 | 4,550 | 80 |
| Cumulative foreign currency translation adjustment..... | 441 | (2,940) | (3,714) | (3,714) |
| Retained earnings..... | 32,120 | 60,161 | 77,423 | 5,769 |
| | 33,861 | 61,771 | 78,259 | \$ 2,135 |
| | | | | |
| Total liabilities and stock- holders' equity..... | \$61,424 | \$118,228 | \$168,907 | |

The accompanying notes are an integral part of these combined financial statements.

NU SKIN ASIA PACIFIC, INC.

COMBINED STATEMENTS OF INCOME

(IN THOUSANDS, EXCEPT PER SHARE AMOUNTS)

| | YEAR ENDED SEPTEMBER 30, | | THREE MONTHS ENDED DECEMBER 31, | | YEAR ENDED DECEMBER 31, | NINE MONTHS ENDED SEPTEMBER 30, | |
|--------------------------|-----------------------------|-----------|---------------------------------------|----------|----------------------------|------------------------------------|-------------|
| | 1993 | 1994 | 1993 | 1994 | 1995 | 1995 | 1996 |
| | (UNAUDITED) | | | | | (UNAUDITED) | (UNAUDITED) |
| Revenue..... | \$110,624 | \$254,637 | \$63,759 | \$73,562 | \$358,609 | \$241,412 | \$471,312 |
| Cost of sales..... | 38,842 | 86,872 | 24,238 | 19,607 | 96,615 | 64,110 | 133,592 |
| Gross profit..... | 71,782 | 167,765 | 39,521 | 53,955 | 261,994 | 177,302 | 337,720 |
| Operating expenses | | | | | | | |
| Distributor | | | | | | | |
| incentives..... | 40,267 | 95,737 | 22,315 | 27,950 | 135,722 | 91,893 | 175,149 |
| Selling, general and | | | | | | | |
| administrative..... | 27,150 | 44,566 | 9,358 | 13,545 | 67,475 | 44,099 | 69,970 |
| Total operating | | | | | | | |
| expenses..... | 67,417 | 140,303 | 31,673 | 41,495 | 203,197 | 135,992 | 245,119 |
| Operating income..... | 4,365 | 27,462 | 7,848 | 12,460 | 58,797 | 41,310 | 92,601 |
| Other income (expense), | | | | | | | |
| net..... | 133 | 443 | 24 | (813) | 511 | (408) | 1,530 |
| Income before provision | | | | | | | |
| for income taxes..... | 4,498 | 27,905 | 7,872 | 11,647 | 59,308 | 40,902 | 94,131 |
| Provision for income | | | | | | | |
| taxes (Note 8)..... | 417 | 10,226 | 2,885 | 2,730 | 19,097 | 13,170 | 33,810 |
| Net income..... | \$ 4,081 | \$ 17,679 | \$ 4,987 | \$ 8,917 | \$ 40,211 | \$ 27,732 | \$ 60,321 |
| Pro forma historical net | | | | | | | |
| income per share (Note | | | | | | | |
| 2)..... | | | | | \$.47 | | \$.71 |
| Pro forma weighted | | | | | | | |
| average common shares | | | | | | | |
| outstanding (Note 2)... | | | | | 84,802 | | 84,802 |
| Unaudited pro forma | | | | | | | |
| data: | | | | | | | |
| Income before pro forma | | | | | | | |
| provision for income | | | | | | | |
| taxes..... | 4,498 | 27,905 | 7,872 | 11,647 | 59,308 | 40,902 | 94,131 |
| Pro forma provision for | | | | | | | |
| income taxes (Note 8).. | 1,511 | 10,391 | 2,931 | 4,041 | 22,751 | 15,690 | 34,196 |
| Income after pro forma | | | | | | | |
| provision for income | | | | | | | |
| taxes..... | \$ 2,987 | \$ 17,514 | \$ 4,941 | \$ 7,606 | \$ 36,557 | \$ 25,212 | \$ 59,935 |
| Pro forma net income per | | | | | | | |
| share (Note 2)..... | | | | | \$.43 | | \$.71 |

The accompanying notes are an integral part of these combined financial statements.

NU SKIN ASIA PACIFIC, INC.

COMBINED STATEMENTS OF STOCKHOLDERS' EQUITY
(IN THOUSANDS)

| | CAPITAL STOCK | CUMULATIVE FOREIGN CURRENCY TRANSLATION ADJUSTMENT | RETAINED EARNINGS | TOTAL STOCKHOLDERS' EQUITY |
|---|------------------|--|----------------------|----------------------------------|
| | ----- | ----- | ----- | ----- |
| Balance at October 1, 1992..... | \$1,300 | \$ 6 | \$ 1,443 | \$ 2,749 |
| Net change in cumulative foreign currency translation adjustment.. | -- | 96 | -- | 96 |
| Net income..... | -- | -- | 4,081 | 4,081 |
| | ----- | ----- | ----- | ----- |
| Balance at September 30, 1993..... | 1,300 | 102 | 5,524 | 6,926 |
| Net change in cumulative foreign currency translation adjustment.. | -- | 329 | -- | 329 |
| Net income..... | -- | -- | 17,679 | 17,679 |
| | ----- | ----- | ----- | ----- |
| Balance at September 30, 1994..... | 1,300 | 431 | 23,203 | 24,934 |
| Net change in cumulative foreign currency translation adjustment.. | -- | 10 | -- | 10 |
| Net income..... | -- | -- | 8,917 | 8,917 |
| | ----- | ----- | ----- | ----- |
| Balance at December 31, 1994..... | 1,300 | 441 | 32,120 | 33,861 |
| Contributed capital..... | 3,250 | -- | -- | 3,250 |
| Dividends..... | -- | -- | (12,170) | (12,170) |
| Net change in cumulative foreign currency translation adjustment.. | -- | (3,381) | -- | (3,381) |
| Net income..... | -- | -- | 40,211 | 40,211 |
| | ----- | ----- | ----- | ----- |
| Balance at December 31, 1995..... | 4,550 | (2,940) | 60,161 | 61,771 |
| Dividends (unaudited)..... | -- | -- | (43,059) | (43,059) |
| Net change in cumulative foreign currency translation adjustment (unaudited)..... | -- | (774) | -- | (774) |
| Net income (unaudited)..... | -- | -- | 60,321 | 60,321 |
| | ----- | ----- | ----- | ----- |
| Balance at September 30, 1996 (unaudited)..... | \$4,550 | \$ (3,714) | \$77,423 | \$78,259 |
| | ===== | ===== | ===== | ===== |

The accompanying notes are an integral part of these combined financial statements.

NU SKIN ASIA PACIFIC, INC.

COMBINED STATEMENTS OF CASH FLOWS
(IN THOUSANDS)

| | YEAR ENDED | | THREE | | YEAR ENDED | NINE MONTHS ENDED | |
|---|---------------|-----------|--------------|----------|--------------|-------------------|-------------|
| | SEPTEMBER 30, | | MONTHS ENDED | | DECEMBER 31, | SEPTEMBER 30, | |
| | 1993 | 1994 | 1993 | 1994 | 1995 | 1995 | 1996 |
| | | | | | | | |
| | | | (UNAUDITED) | | | (UNAUDITED) | (UNAUDITED) |
| Cash flows from operating activities: | | | | | | | |
| Net income..... | \$ 4,081 | \$ 17,679 | \$ 4,987 | \$ 8,917 | \$ 40,211 | \$27,732 | \$ 60,321 |
| Adjustments to reconcile net income to net cash provided by (used in) operating activities: | | | | | | | |
| Depreciation..... | 813 | 1,401 | 466 | 358 | 2,012 | 1,504 | 2,104 |
| Loss on disposal of property and equipment..... | 1 | 90 | -- | 1,093 | 12 | 4 | -- |
| Changes in operating assets and liabilities: | | | | | | | |
| Accounts receivable.... | 36 | (1,006) | (4,141) | 165 | (2,174) | (2,595) | (4,909) |
| Related parties receivable..... | (3,615) | (25,288) | 100 | 11,108 | 16,077 | 15,185 | (6,047) |
| Inventories, net..... | (9,301) | 158 | 947 | (939) | (17,106) | (6,502) | (13,717) |
| Prepaid expenses and other..... | (587) | (890) | (3,530) | (836) | 51 | 758 | (4,617) |
| Other assets..... | (542) | 277 | 195 | (20) | (2,994) | 76 | (1,542) |
| Accounts payable..... | 1,544 | 884 | 1,928 | 279 | 765 | 3,004 | 624 |
| Accrued expenses..... | 2,216 | 13,106 | 3,457 | (4,384) | 9,936 | 3,976 | 26,201 |
| Related parties payable..... | 19,398 | 3,475 | (1,152) | (16,442) | 18,193 | 10,201 | 7,366 |
| Net cash provided by (used in) operating activities..... | 14,044 | 9,886 | 3,257 | (701) | 64,983 | 53,343 | 65,784 |
| Cash flows from investing activities: | | | | | | | |
| Purchase of property and equipment..... | (4,061) | (1,766) | (500) | (417) | (5,422) | (3,405) | (3,967) |
| Proceeds from disposal of property and equipment..... | 20 | 25 | -- | 14 | 48 | 3 | -- |
| Payments for lease deposits..... | (1,726) | (614) | (73) | (677) | (701) | (295) | (218) |
| Receipt of refundable lease deposits..... | 337 | 153 | 153 | -- | 22 | 3 | 5 |
| Net cash used in investing activities.. | (5,430) | (2,202) | (420) | (1,080) | (6,053) | (3,694) | (4,180) |
| Cash flows from financing activities: | | | | | | | |
| Proceeds from related party loans..... | 4,350 | -- | -- | -- | -- | -- | -- |
| Payments on related party loans..... | -- | (4,350) | -- | -- | -- | -- | -- |
| Proceeds from capital contributions..... | -- | -- | -- | -- | 3,250 | -- | -- |
| Dividends paid..... | -- | -- | -- | -- | (12,170) | (4,197) | (43,059) |
| Net cash provided by (used in) financing activities..... | 4,350 | (4,350) | -- | -- | (8,920) | (4,197) | (43,059) |
| Effect of exchange rate changes on cash..... | 74 | 152 | (702) | (8) | (3,085) | 963 | (679) |
| Net increase (decrease) in cash and cash equivalents..... | 13,038 | 3,486 | 2,135 | (1,789) | 46,925 | 46,415 | 17,866 |
| Cash and cash equivalents, beginning of period..... | 1,553 | 14,591 | 14,591 | 18,077 | 16,288 | 16,288 | 63,213 |
| Cash and cash equivalents, end of period..... | \$14,591 | \$ 18,077 | \$16,726 | \$16,288 | \$ 63,213 | \$62,703 | \$ 81,079 |
| Supplemental cash flow information: | | | | | | | |
| Interest paid..... | \$ 207 | \$ 81 | \$ 42 | \$ 6 | \$ 119 | \$ 79 | \$ 25 |

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The accompanying notes are an integral part of these combined financial statements.

NOTES TO COMBINED FINANCIAL STATEMENTS

1. THE COMPANY

Nu Skin Asia Pacific, Inc. (the "Company") is a network marketing company involved in the distribution of premium quality, innovative personal care and nutritional products in Asia. The Company is the exclusive distribution vehicle for Nu Skin International, Inc. ("NSI") through the Company's subsidiaries in the countries of Japan, Taiwan, Hong Kong (including Macau) and South Korea (collectively referred to as the "Subsidiaries"). Additionally, the Company sells products to NSI affiliates in Australia and New Zealand. NSI was founded in 1984 and is one of the largest network marketing companies in the world. NSI owns the Nu Skin trademark and provides the products and marketing materials to each of its affiliates. Nu Skin Management Group, Inc. ("NSIMG"), an NSI affiliate, has provided, and will continue to provide, a high level of support services to the Company, including product development, marketing, legal, accounting and other managerial services. The operations of the Company, of NSI, of NSIMG and of other NSI affiliates are conducted by a variety of individual entities that are under the control of a group of common stockholders.

Inasmuch as the Subsidiaries are under common control, and in accordance with the planned reorganization discussed in Note 11, the Subsidiaries' historical balance sheets and related statements of income, of stockholders' equity and of cash flows are combined and presented as a single entity after elimination of intercompany transactions.

2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

CHANGE IN FISCAL YEAR

In October 1994, the Company's Board of Directors approved a change in the Company's fiscal year end from September 30 to December 31. The change became effective as of September 30, 1994.

USE OF ESTIMATES

The preparation of these financial statements in conformity with generally accepted accounting principles required management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Significant estimates include reserves for product returns, obsolete inventory and taxes. Actual results could differ from these estimates.

CASH AND CASH EQUIVALENTS

Cash equivalents are short-term, highly liquid instruments with original maturities of 90 days or less.

INVENTORIES

Inventories consist of merchandise purchased for resale and are stated at the lower of cost using the first-in, first-out method or market.

PROPERTY AND EQUIPMENT

Property and equipment are recorded at cost and depreciated using the straight-line method over the following estimated useful lives:

| | |
|------------------------------|--|
| Furniture and fixtures..... | 5 - 7 years |
| Computers and equipment..... | 3 - 5 years |
| Leasehold improvements..... | Shorter of estimated useful life or lease term |
| Vehicles..... | 3 - 5 years |

Expenditures for maintenance and repairs are charged to expense as incurred.

NOTES TO COMBINED FINANCIAL STATEMENTS--(CONTINUED)

OTHER ASSETS

Other assets consist primarily of deposits for noncancelable operating leases.

REVENUE RECOGNITION

Revenue is recognized when products are shipped and title passes to independent distributors who are the Company's customers. A reserve for product returns is accrued based on historical experience. The Company generally requires cash payment at the point of sale. The Company has determined that no allowance for doubtful accounts is necessary. Amounts received prior to shipment to distributors are recorded as deferred revenue.

INCOME TAXES

Effective October 1, 1993, the Company adopted Statement of Financial Accounting Standards No. 109 ("SFAS 109"), "Accounting for Income Taxes". Under SFAS 109, the liability method is used in accounting for income taxes. Under this method, deferred tax assets and liabilities are determined based on the differences between financial reporting and tax bases of assets and liabilities and are measured using the enacted tax rates and laws that will be in effect when the differences are expected to reverse.

The Company elected to be taxed as an S corporation whereby the U.S. Federal and state income tax effects of the Company's activities accrue directly to its stockholders. The cumulative affect of adopting SFAS No. 109 as of October 1, 1993 was not material to the Company's operations.

FOREIGN CURRENCY TRANSLATION

All business operations of the Company occur outside of the United States. Each Subsidiary's local currency is considered the functional currency. Since a substantial portion of the Company's inventories are purchased with U.S. dollars from the United States and since the Company is incorporated in the United States, its reporting currency is the U.S. dollar, and assets and liabilities are translated into U.S. dollars at exchange rates existing at the balance sheet dates. Revenues and expenses are translated at average exchange rates and stockholders' equity is recorded at historical exchange rates. The resulting foreign currency translation adjustments are recorded as a separate component of stockholders' equity in the combined balance sheets, and transaction gains and losses are included in other income in the combined statements of income.

INDUSTRY SEGMENT AND GEOGRAPHIC AREA

The Company operates in a single industry, which is the direct selling of personal care and nutritional products, and in a single geographic area, which is the Asia Pacific Region.

FAIR VALUE OF FINANCIAL INSTRUMENTS

The fair value of financial instruments including cash and cash equivalents, accounts receivable, related parties receivable, accounts payable, accrued expenses and related parties payable approximate their recorded values.

PRO FORMA AMOUNTS

The pro forma amounts reflect the Company's planned reorganization of the capital structure and the declaration of S Distribution Notes of \$81.9 million in connection with the Company's conversion from an S corporation to a C corporation prior to the Company's planned public offerings.

NOTES TO COMBINED FINANCIAL STATEMENTS--(CONTINUED)

PRO FORMA NET INCOME PER SHARE

Pro forma net income per share is computed based on the weighted average number of common and common equivalent shares outstanding after the Reorganization and is calculated as if \$81.9 million of the proceeds from the Company's planned public offerings were used to pay S Distribution Notes (assuming net proceeds of \$19.11 per share). Supplemental pro forma income per share, calculated as if \$25.0 million of the proceeds from the Company's planned public offerings were used to repay notes payable, have not been presented as they do not differ materially from pro forma net income per share.

INTERIM RESULTS (UNAUDITED)

The accompanying balance sheet as of September 30, 1996, the statement of stockholders' equity for the nine months ended September 30, 1996 and the statements of income and of cash flows for the three months ended December 31, 1993 and the nine months ended September 30, 1995 and 1996 are unaudited. In the opinion of management, these statements have been prepared on the same basis as the audited financial statements and include all normal recurring adjustments necessary for the fair statement of the results of interim periods. The data disclosed in these notes to the combined financial statements at such dates or for such periods are also unaudited.

3. RELATED PARTY TRANSACTIONS

SCOPE OF RELATED PARTY ACTIVITY

The Company has extensive and pervasive transactions with affiliated entities that are under the control of a group of common stockholders. These transactions are as follows: (1) The Company purchases virtually all of its products from NSI through Nu Skin Hong Kong under the terms of the Regional Distribution Agreement. The Company's purchase prices for NSI products and commercial materials are governed by a price schedule which is subject to negotiation between the Company and NSI. (2) The Company sells NSI products to each of its Subsidiaries and to NSI affiliates in Australia and New Zealand through Nu Skin Hong Kong under the terms of the Wholesale Distribution Agreements. (3) The Company pays a royalty to NSI for use of licensed trademarks and trade names on products and commercial materials not purchased from NSI, including products and commercial materials manufactured or locally sourced by each of the Subsidiaries under the terms of the Trademark/Tradename License Agreements. (4) Distributor agreements are entered into between the distributor and NSI rather than the Company. The Company pays license fees to NSI for the right to use NSI's distributor lists, the distribution system and other intangibles in the countries in which the Company maintains exclusive distribution rights under the terms of the Licensing and Sales Agreements. (5) The Company has agreed to incur a commission fee of 42% of commissionable product sales (with the exception of South Korea, where, due to government regulations, the Company satisfies this obligation by using a formula based upon a maximum payout of 35% of commissionable product sales) to fulfill NSI's obligation under the Global Compensation Plan as outlined in the Licensing and Sales Agreements. Such payment is compensation to NSI for the commissions which become payable by NSI to the independent distributors upon the Company's sales of product and covers the costs of such commissions and the administration of the Global Compensation Plan. The Company satisfies this liability by paying directly the commissions owed to distributors resident in the countries in which it operates and settling the difference with NSI. (6) The Company pays fees to NSIMG for management and support services under the terms of the Management Services Agreement. The Company's management believes that the fees charged by NSI and NSIMG are reasonable. In the event NSI and NSIMG are unable or unwilling to perform their obligations under the above agreements, or terminate the agreements as provided therein, the Company's business and results of operations will be adversely affected.

Total commission fees (including those paid directly to distributors within the Company's geographic territory) are recorded as distributor incentives in the combined statements of income. Trademark royalty fees, license fees and management fees are included in selling, general and administrative expenses in the combined statements of income.

NOTES TO COMBINED FINANCIAL STATEMENTS--(CONTINUED)

SUMMARY OF TRANSACTIONS

The following summarizes the Company's transactions with related parties (in thousands):

Product purchases

| | YEAR ENDED SEPTEMBER 30, | | THREE MONTHS ENDED | YEAR ENDED | NINE MONTHS ENDED |
|---|-----------------------------|-----------|-----------------------|----------------------|-----------------------|
| | 1993 | 1994 | DECEMBER 31, 1994 | DECEMBER 31, 1995 | SEPTEMBER 30, 1996 |
| | (UNAUDITED) | | | | |
| Beginning inventories... | \$ 5,474 | \$ 14,775 | \$14,617 | \$ 15,556 | \$ 32,662 |
| Inventory purchases from affiliates..... | 29,877 | 61,409 | 11,608 | 69,821 | 112,324 |
| Other inventory purchases, import duties and value added locally..... | 18,266 | 25,305 | 8,938 | 43,900 | 34,985 |
| Total products available for sale..... | 53,617 | 101,489 | 35,163 | 129,277 | 179,971 |
| Less: Cost of sales..... | (38,842) | (86,872) | (19,607) | (96,615) | (133,592) |
| Ending inventories..... | \$14,775 | \$ 14,617 | \$15,556 | \$ 32,662 | \$ 46,379 |

Related parties payable transactions

| | YEAR ENDED SEPTEMBER 30, | | THREE MONTHS ENDED | YEAR ENDED | NINE MONTHS ENDED |
|---|-----------------------------|-----------|-----------------------|----------------------|-----------------------|
| | 1993 | 1994 | DECEMBER 31, 1994 | DECEMBER 31, 1995 | SEPTEMBER 30, 1996 |
| | (UNAUDITED) | | | | |
| Beginning related parties payable..... | \$ 4,125 | \$ 27,873 | \$ 26,998 | \$ 10,556 | \$ 28,749 |
| Inventory purchases from affiliates..... | 29,877 | 61,409 | 11,608 | 69,821 | 112,324 |
| Distributor incentives.. | 40,267 | 95,737 | 27,950 | 135,722 | 175,149 |
| Less: Distributor incentives paid directly to distributors..... | (13,256) | (68,880) | (19,837) | (105,642) | (134,865) |
| License fees..... | 3,574 | 9,252 | 2,750 | 13,158 | 17,699 |
| Trademark royalty fees.. | -- | -- | 19 | 2,694 | 2,089 |
| Management fees..... | 794 | 1,449 | 499 | 2,066 | 2,225 |
| Proceeds from (payments for) related party loans..... | 4,350 | (4,350) | -- | -- | -- |
| Less: Payments to related parties..... | (41,858) | (95,492) | (39,431) | (99,626) | (167,255) |
| Ending related parties payable..... | \$ 27,873 | \$ 26,998 | \$ 10,556 | \$ 28,749 | \$ 36,115 |

RELATED PARTIES RECEIVABLE AND PAYABLE BALANCES

The Company has receivable and payable balances with affiliates in Australia and New Zealand, and with NSI and NSIMG. Related parties balances outstanding greater than 60 days bear interest at prime plus 2%. Since no significant balances have been outstanding greater than 60 days, no related parties interest income or interest expense has been recorded in the combined financial statements. Sales to related parties were \$7,426,000 and \$2,288,000 for the years ended September 30, 1993 and 1994, respectively, \$855,000 for the three months ended December 31, 1994, \$4,608,000 for the year ended December 31, 1995 and \$3,404,000 (unaudited) for the nine months ended September 30, 1996.

NOTES TO COMBINED FINANCIAL STATEMENTS--(CONTINUED)

Related parties receivable includes \$15,746,000 due from NSI at December 31, 1994 for excess payments made during 1994 relating to overpayments on inventory purchased from NSI during 1994. This balance was settled by amounts due for shipments of inventory from NSI during 1995. The Company has determined that no allowance is necessary for amounts due from related parties.

CERTAIN RELATIONSHIPS WITH STOCKHOLDER DISTRIBUTORS

Two major stockholders of the Company have been NSI distributors since 1984. These stockholders are partners in an entity which receives substantial commissions from NSI, including commissions relating to sales within the countries in which the Company operates. By agreement, NSI pays commissions to this partnership at the highest level of distributor compensation to allow the stockholders to use their expertise and reputations in network marketing to further develop NSI's distributor force, rather than focusing solely on their own distributor organizations. The commissions paid to this partnership relating to sales within the countries in which the Company operates were \$1,100,000 and \$1,100,000 for the years ended September 30, 1993 and 1994, respectively, \$270,000 for the three months ended December 31, 1994, \$1,100,000 for the year ended December 31, 1995 and \$1,200,000 (unaudited) for the nine months ended September 30, 1996.

4. PROPERTY AND EQUIPMENT

Property and equipment are comprised of the following (in thousands):

| | DECEMBER 31, | | SEPTEMBER 30, |
|-------------------------------------|--------------|----------|---------------|
| | 1994 | 1995 | 1996 |
| | | | (UNAUDITED) |
| Furniture and fixtures..... | \$ 982 | \$ 3,593 | \$ 4,734 |
| Computers and equipment..... | 3,772 | 5,060 | 7,117 |
| Leasehold improvements..... | 1,240 | 2,221 | 2,588 |
| Vehicles..... | 156 | 152 | 223 |
| | 6,150 | 11,026 | 14,662 |
| Less: accumulated depreciation..... | (2,300) | (4,122) | (5,990) |
| | \$ 3,850 | \$ 6,904 | \$ 8,672 |
| | ===== | ===== | ===== |

Depreciation of property and equipment totaled \$813,000 and \$1,401,000 for the years ended September 30, 1993 and 1994, respectively, \$358,000 for the three months ended December 31, 1994, \$2,012,000 for the year ended December 31, 1995 and \$2,104,000 (unaudited) for the nine months ended September 30, 1996.

5. ACCRUED EXPENSES

Accrued expenses consist of the following (in thousands):

| | DECEMBER 31, | | SEPTEMBER 30, |
|---------------------------|--------------|----------|---------------|
| | 1994 | 1995 | 1996 |
| | | | (UNAUDITED) |
| Income taxes payable..... | \$ 7,577 | \$17,463 | \$37,118 |
| Other taxes payable..... | 606 | 798 | 3,644 |
| Other accruals..... | 5,194 | 5,052 | 8,752 |
| | \$13,377 | \$23,313 | \$49,514 |
| | ===== | ===== | ===== |

NOTES TO COMBINED FINANCIAL STATEMENTS--(CONTINUED)

6. LINE OF CREDIT

During 1995, the Company entered into an \$8,000,000 revolving credit agreement with a financial institution in South Korea. Advances were available under the agreement through July 1, 1996. The credit facility bears interest at an annual rate of 12%. There were no outstanding balances under the credit facility at December 31, 1995.

7. LEASE OBLIGATIONS

The Company leases office space and computer hardware under noncancelable long-term operating leases. Most leases include renewal options of up to three years. Minimum future operating lease obligations at December 31, 1995 are as follows (in thousands):

| | |
|-----------------------------------|----------|
| Year ending December 31, | |
| 1996..... | \$ 7,189 |
| 1997..... | 2,766 |
| 1998..... | 1,088 |
| | ----- |
| Total minimum lease payments..... | \$11,043 |
| | ===== |

Rental expense for operating leases totaled \$3,941,000 and \$5,848,000 for the years ended September 30, 1993 and 1994, respectively, \$1,639,000 for the three months ended December 31, 1994, \$9,470,000 for the year ended December 31, 1995 and \$6,165,000 (unaudited) for the nine months ended September 30, 1996.

8. INCOME TAXES

Combined income before provision for income taxes consists of income earned solely from international operations. The provision for income taxes for the years ended September 30, 1993 and 1994, for the three months ended December 31, 1994, for the year ended December 31, 1995 and for the nine months ended September 30, 1996 (unaudited) primarily represents income taxes paid in or payable to foreign countries.

PRO FORMA PROVISION FOR INCOME TAXES

The combined statements of income include a pro forma presentation for income taxes which would have been recorded if the Company had not been an S corporation based upon the U.S. Federal and state tax laws. The unaudited pro forma provision for income taxes consists of the following (in thousands):

| | YEAR ENDED | | THREE | YEAR ENDED | NINE |
|--------------|---------------|----------|--------------|--------------|---------------|
| | SEPTEMBER 30, | | MONTHS ENDED | DECEMBER 31, | MONTHS ENDED |
| | 1993 | 1994 | DECEMBER 31, | DECEMBER 31, | SEPTEMBER 30, |
| | | | 1994 | 1995 | 1996 |
| | ----- | ----- | ----- | ----- | ----- |
| | (UNAUDITED) | | | | |
| Current: | | | | | |
| Federal..... | \$1,176 | \$ 870 | \$1,505 | \$ 5,113 | \$ 2,491 |
| State..... | -- | -- | -- | -- | -- |
| Foreign..... | 944 | 11,176 | 2,779 | 19,500 | 37,061 |
| Deferred: | | | | | |
| Federal..... | (82) | (705) | (194) | (1,459) | (2,105) |
| State..... | -- | -- | -- | -- | -- |
| Foreign..... | (527) | (950) | (49) | (403) | (3,251) |
| | ----- | ----- | ----- | ----- | ----- |
| | \$1,511 | \$10,391 | \$4,041 | \$22,751 | \$34,196 |
| | ===== | ===== | ===== | ===== | ===== |

NOTES TO COMBINED FINANCIAL STATEMENTS--(CONTINUED)

The principal components of U.S. pro forma deferred tax assets are as follows:

| | DECEMBER 31, | | SEPTEMBER 30, |
|--|--------------|---------|---------------|
| | 1994 | 1995 | 1996 |
| | (UNAUDITED) | | |
| Deferred tax assets: | | | |
| Product return reserve..... | \$ 54 | \$ 115 | \$ 933 |
| Inventory reserve..... | 14 | 414 | 1,464 |
| Depreciation..... | 979 | 866 | 1,128 |
| Exchange gains and losses..... | -- | 389 | -- |
| Accrued expenses not deductible until paid.... | 179 | 123 | 212 |
| Uniform capitalization..... | 897 | 1,696 | 1,945 |
| Minimum tax credit..... | -- | -- | 2,005 |
| Valuation allowance..... | -- | -- | (2,005) |
| Other..... | 82 | 61 | 87 |
| | ----- | ----- | ----- |
| | \$2,205 | \$3,664 | \$5,769 |
| | ===== | ===== | ===== |

A reconciliation of the Company's pro forma effective tax rate compared to the statutory U.S. Federal tax rate is as follows:

| | YEAR ENDED | | THREE | YEAR ENDED | NINE |
|--------------------------|---------------|---------------|--------------|--------------|---------------|
| | SEPTEMBER 30, | SEPTEMBER 30, | MONTHS ENDED | DECEMBER 31, | MONTHS ENDED |
| | 1993 | 1994 | DECEMBER 31, | DECEMBER 31, | SEPTEMBER 30, |
| | 1993 | 1994 | 1994 | 1995 | 1996 |
| | (UNAUDITED) | | | | |
| Income taxes at statu- | | | | | |
| tory rate..... | 34.00% | 35.00% | 35.00% | 35.00% | 35.00% |
| Foreign tax credit limi- | | | | | |
| tation (benefit)..... | (0.60) | 1.97 | (0.42) | 2.69 | (0.84) |
| Alternative minimum | | | | | |
| tax..... | -- | -- | -- | -- | 2.13 |
| Non-deductible ex- | | | | | |
| penses..... | 0.26 | 0.27 | 0.11 | 0.67 | 0.04 |
| Other..... | (0.05) | -- | -- | -- | -- |
| | ----- | ----- | ----- | ----- | ----- |
| | 33.61% | 37.24% | 34.69% | 38.36% | 36.33% |
| | ===== | ===== | ===== | ===== | ===== |

9. FINANCIAL INSTRUMENTS

The Subsidiaries enter into significant transactions with each other, NSI and third parties which may not be denominated in the respective entity's functional currency. The Company reduces its exposure to fluctuations in foreign exchange rates by creating offsetting positions through the use of foreign currency exchange contracts. The Company currently does not use such financial instruments for trading or speculative purposes. The Company regularly monitors its foreign currency risks and periodically takes measures to reduce the impact of foreign exchange fluctuations on the Company's operating results.

At December 31, 1994 and 1995, and September 30, 1996, the Company held foreign currency forward contracts with amounts totaling \$-0-, \$1,000,000 and \$13,150,000 (unaudited), respectively, to hedge certain foreign currency risks. These contracts all have maturities prior to December 31, 1996. At December 31, 1995 and September 30, 1996 and for the periods then ended, there were no significant unrealized gains or losses on these contracts.

NOTES TO COMBINED FINANCIAL STATEMENTS--(CONTINUED)

10. COMMITMENTS AND CONTINGENCIES

The Company is subject to governmental regulations pertaining to product formulation, labeling and packaging, product claims and advertising and to the Company's direct selling system. The Company is also subject to the jurisdiction of numerous foreign tax authorities. These tax authorities regulate and restrict various corporate transactions, including intercompany transfers. The Company believes that the tax authorities in Japan and South Korea are particularly active in challenging the tax structures and intercompany transfers of foreign corporations. Any assertions or determination that either the Company, NSI or any of NSI's distributors is not in compliance with existing statutes, laws, rules or regulations could potentially have a material adverse effect on the Company's operations. In addition, in any country or jurisdiction, the adoption of new statutes, laws, rules or regulations or changes in the interpretation of existing statutes, laws, rules or regulations could have a material adverse effect on the Company and its operations. Although management believes that the Company is in compliance, in all material respects, with the statutes, laws, rules and regulations of every jurisdiction in which it operates, no assurance can be given that the Company's compliance with applicable statutes, laws, rules and regulations will not be challenged by foreign authorities or that such challenges will not have a material adverse effect on the Company's financial position or results of operations or cash flows.

11. SUBSEQUENT EVENTS

PLANNED REORGANIZATION

Prior to or concurrently with the initial public offerings, the stockholders of the Subsidiaries will effectuate a tax-free reorganization whereby the stockholders will contribute their shares of capital stock to the Company in exchange for shares of the Company's Class B Common Stock intended to qualify as a tax free transfer under Section 351 of the Internal Revenue Code of 1986 (the "Reorganization"). The Reorganization will result in each of the Subsidiaries becoming a wholly-owned subsidiary of the Company. Prior to the Reorganization, each Subsidiary elected to be treated as an S corporation. As part of the Reorganization, each Subsidiary will terminate its S corporation status.

Inasmuch as the separate entities that will be reorganized to constitute the Company are under common control, the Reorganization will be accounted for in a manner similar to a pooling of interests. Accordingly, the individual Subsidiaries' historical balance sheets and related statements of income, of stockholders' equity and of cashflows are combined and presented as a single entity after elimination of intercompany transactions. The unaudited pro forma statements included elsewhere in this registration statement reflect the Reorganization and related accounting treatment.

REPORT OF INDEPENDENT ACCOUNTANTS

To the Board of Directors and Stockholders of
Nu Skin Asia Pacific, Inc.

In our opinion, the accompanying balance sheet presents fairly, in all material respects, the financial position of Nu Skin Asia Pacific, Inc. at September 6, 1996, in conformity with generally accepted accounting principles. This financial statement is the responsibility of the Company's management; our responsibility is to express an opinion on this financial statement based on our audit. We conducted our audit of this statement in accordance with generally accepted auditing standards which require that we plan and perform the audit to obtain reasonable assurance about whether the balance sheet is free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the balance sheet, assessing the accounting principles used and significant estimates made by management, and evaluating the overall balance sheet presentation. We believe that our audit provides a reasonable basis for the opinion expressed above.

/s/ Price Waterhouse LLP

Price Waterhouse LLP
Salt Lake City, Utah
September 10, 1996

NU SKIN ASIA PACIFIC, INC.

BALANCE SHEET

AS OF SEPTEMBER 6, 1996
 (IN THOUSANDS, EXCEPT SHARE AMOUNTS)

| ASSETS | |
|--|---------|
| Deferred offering costs..... | \$1,676 |
| | ----- |
| Total assets..... | \$1,676 |
| | ===== |
| LIABILITIES AND STOCKHOLDERS' EQUITY | |
| Current liabilities | |
| Accrued expenses..... | \$1,676 |
| | ----- |
| Total liabilities..... | 1,676 |
| | ----- |
| Stockholders' equity | |
| Preferred Stock--25,000,000 shares authorized, \$.001 par value..... | -- |
| Class A Common Stock--500,000,000 shares authorized, \$.001 par value... | -- |
| Class B Common Stock--100,000,000 shares authorized, \$.001 par value... | -- |
| | ----- |
| Total stockholders' equity..... | -- |
| | ----- |
| Total liabilities and stockholders' equity..... | \$1,676 |
| | ===== |

The accompanying notes are an integral part of this balance sheet.

NU SKIN ASIA PACIFIC, INC.

NOTES TO BALANCE SHEET

AS OF SEPTEMBER 6, 1996

NOTE 1--DESCRIPTION OF BUSINESS AND SIGNIFICANT ACCOUNTING POLICIES

Nu Skin Asia Pacific, Inc. (the "Company") is a network marketing company involved in the marketing, distribution and sale of premium quality, innovative personal care and nutritional products. The Company is the exclusive distribution vehicle of products produced by Nu Skin International, Inc. ("NSI") in Japan, Taiwan, Hong Kong, and South Korea, where the Company currently has operations, and in Thailand, Indonesia, Malaysia, the Philippines, the People's Republic of China, Singapore and Vietnam, where operations have not commenced. The Company belongs to a group of affiliated entities that are under the control of a group of common stockholders (the "Nu Skin Group"). The Nu Skin Group's affiliates include various entities that have exclusive Nu Skin marketing rights, distribution rights and trademark licenses in each of the markets in which the Company operates.

The Company was organized in September 1996 as a holding company in anticipation of a tax-free reorganization of the distribution and marketing entities operating in Japan, Taiwan, Hong Kong, and South Korea (collectively referred to as the "Subsidiaries"). The Reorganization will be undertaken in anticipation of the initial public offerings (the "Offerings").

The balance sheet should be read in conjunction with the historical Combined Financial Statements of Nu Skin Asia Pacific, Inc. included elsewhere in this registration statement.

USE OF ESTIMATES

The preparation of the balance sheet in conformity with generally accepted accounting principles required management to make estimates and assumptions that affect the reported amounts of certain assets and liabilities and disclosures of contingent assets and liabilities at the date of the balance sheet. Actual results could differ from those estimates. Management believes that the estimates are reasonable.

INCOME TAXES

Income taxes are computed using the asset and liability method. Under the asset and liability method, deferred income tax assets and liabilities are determined based on the difference between the financial and tax bases of assets and liabilities and are measured using the currently enacted tax rates and laws in accordance with Statement of Financial Accounting Standards No. 109, Accounting for Income Taxes.

STOCK-BASED COMPENSATION

The Company will adopt Statement of Financial Accounting Standards No. 123 (SFAS 123), Accounting for Stock-Based Compensation. SFAS 123 becomes effective during 1996. The Company will measure compensation expense for its stock-based employee compensation plans using the intrinsic value method prescribed by Accounting Principles Board Opinion No. 25 ("APB 25"), Accounting for Stock Issued to Employees, and will provide pro forma disclosures of net income and net income per share as if the fair value-based method prescribed by SFAS 123 had been applied in measuring compensation expense.

NOTE 2--DEFERRED OFFERING COSTS

The Company has incurred costs totaling \$1,676,000, as of September 6, 1996, in connection with the Offerings. These costs have been reflected as deferred offering costs in the accompanying balance sheet as of September 6, 1996. If the Offerings are successful, the costs will be deducted from the proceeds received from the Offerings. If the Offerings are not successful, the costs will be charged to expense in the period in which a decision is made to terminate the Offerings. In such event, the costs would be paid by NSI.

NOTES TO BALANCE SHEET--(CONTINUED)

AS OF SEPTEMBER 6, 1996

NOTE 3--CAPITAL STOCK

The Company's capital stock consists of Preferred Stock, Class A Common Stock, and Class B Common Stock. The shares of Class A Common Stock and Class B Common Stock are identical in all respects, except for voting rights and certain conversion rights and transfer restrictions, as follows: (1) each share of Class A Common Stock entitles the holder to one vote on matters submitted to a vote of the Company's stockholders and each share of Class B Common Stock entitles the holder to ten votes on each such matter; (2) stock dividends of Class A Common Stock may be paid only to holders of Class A Common Stock and stock dividends of Class B Common Stock may be paid only to holders of Class B Common Stock; (3) if a holder of Class B Common Stock transfers such shares to a person other than a permitted transferee, as defined in the Company's Certificate of Incorporation, such shares will be converted automatically into shares of Class A Common Stock; and (4) Class A Common Stock has no conversion rights; however, each share of Class B Common Stock is convertible into one share of Class A Common Stock, in whole or in part, at any time at the option of the holder.

STOCKHOLDER CONTROL

Subsequent to the Offerings, a group of common stockholders (the "Existing Stockholders") will own all of the outstanding shares of Class A Common Stock and Class B Common Stock, which will represent approximately 99% of the combined voting rights of all outstanding Common Stock. Accordingly, the Existing Stockholders, acting as a group, will control the election of the entire Board of Directors and decisions with respect to the Company's dividend policy, the Company's access to capital, mergers or other business combinations involving the Company, the acquisition or disposition of assets by the Company and any change in control of the Company.

CERTAIN RELATIONSHIPS WITH STOCKHOLDERS

Prior to or concurrent with the Offerings of the Company's shares, all of the Company's current stockholders will enter into a Stockholders' Agreement with the Company which will contain certain limitations on the transfer of shares of Class A Common Stock and Class B Common Stock. Additionally, each Existing Stockholder who is a party to the Stockholders' Agreement will grant the other parties (subject to certain exceptions) a right of first offer to purchase a pro rata (based on ownership percentages) portion of shares to be offered as well as any shares not purchased by the other parties.

DIVIDEND REPATRIATION

The Company will conduct all of its operations through the Subsidiaries. Accordingly, an important source of the Company's income will be dividends and other distributions from the Subsidiaries. The Company's ability to obtain dividends or other distributions is subject to, among other things, restrictions on dividends under applicable local statutes, laws, rules and regulations, and foreign currency exchange regulations of the countries in which the Subsidiaries operate. The Subsidiaries' ability to pay dividends or make other distributions to the Company is also subject to the Subsidiaries having sufficient funds from their operations which are legally available for the payment of such dividends or distributions and which are not required to fund future operations. Because the Company will be a stockholder of each of the Subsidiaries, the Company's claims will generally rank junior to all other creditors. Therefore, in the event of an entity's liquidation, there may not be assets sufficient for the Company to recoup its investment in such entity.

NOTE 4--EQUITY INCENTIVE PLANS (UNAUDITED)

The Company has reserved 4,000,000 of the outstanding shares of the Company's Class A Common Stock just prior to the Offerings for issuance as equity incentives to employees and other eligible participants under the Company's 1996 Stock Incentive Plan. The Company will account for employee equity incentives in accordance with APB 25.

NU SKIN ASIA PACIFIC, INC.

NOTES TO BALANCE SHEET--(CONTINUED)

AS OF SEPTEMBER 6, 1996

Prior to the Offerings, certain existing stockholders of the Company (the "Selling Stockholders") intend to contribute to the Company an aggregate of up to 1,605,000 of the outstanding shares of the Company's Class A Common Stock on the date of such contribution. The Company intends to grant to NSI options to purchase such shares of Common Stock, and NSI intends to assign these options (the "Distributor Options") to qualifying distributors of NSI in connection with the Offerings. The Distributor Options will vest subject to certain conditions related to distributor performance on December 31, 1997. The Company will record distributor incentive expense for the Distributor Options, calculated in accordance with SFAS 123.

In addition, prior to the Offerings, the Selling Stockholders will contribute to NSI and other members of the Nu Skin Group, shares equal to an aggregate of up to 1,250,000 of the outstanding shares of the Company's Class A Common Stock on the date of such contribution for issuance to employees of NSI and employees of other members of the Nu Skin Group as part of an employee equity incentive plan. Equity incentives granted or awarded under this plan will vest over the four year period following the grant or award date. Compensation expense related to equity incentives granted to employees of NSI and other members of the Nu Skin Group will be recorded by the entity that benefits from the employee's services.

In addition, in January 1994, NSI agreed to grant one of the Company's executives an option to purchase 267,500 of the Company's Class A Common Stock, to become exercisable upon the Reorganization. The exercise price of this option was set at the estimated fair market value of this equity interest in January 1994.

NU SKIN ASIA PACIFIC, INC.

UNAUDITED PRO FORMA CONSOLIDATED BALANCE SHEET

AS OF SEPTEMBER 30, 1996
(IN THOUSANDS, EXCEPT SHARE AMOUNTS)

| | NU SKIN ASIA PACIFIC, INC. | COMBINED SUBSIDIARIES | PRO FORMA ADJUSTMENTS FOR THE REORGANIZATION | PRO FORMA FOR THE REORGANIZATION | PRO FORMA ADJUSTMENTS FOR THE OFFERINGS | PRO FORMA FOR THE REORGANIZATION AND THE OFFERINGS |
|--|----------------------------------|--------------------------|---|--|--|--|
| ASSETS | | | | | | |
| Current assets | | | | | | |
| Cash and cash equivalents..... | \$ -- | \$ 81,079 | \$ -- | \$ 81,079 | \$70,765 (g) | \$151,844 |
| Accounts receivable... Related parties receivable..... | -- | 8,151 | -- | 8,151 | -- | 8,151 |
| Inventories, net..... | -- | 7,840 | -- | 7,840 | -- | 7,840 |
| Prepaid expenses and other..... | -- | 46,379 | -- | 46,379 | -- | 46,379 |
| | -- | 8,027 | 2,609 (b) | 10,636 | -- | 10,636 |
| | -- | 151,476 | 2,609 | 154,085 | 70,765 | 224,850 |
| Property and equipment, net..... | -- | 8,672 | -- | 8,672 | -- | 8,672 |
| Deferred offering costs..... | 1,676 | -- | -- | 1,676 | (1,676) (g) | -- |
| Deferred tax assets..... | -- | -- | 3,160 (b) | 3,160 | -- | 3,160 |
| Other assets..... | -- | 8,759 | -- | 8,759 | 25,000 (g) | 33,759 |
| Total assets..... | \$1,676 | \$168,907 | \$ 5,769 | \$176,352 | \$94,089 | \$270,441 |
| LIABILITIES AND STOCKHOLDERS' EQUITY | | | | | | |
| Current liabilities | | | | | | |
| Accounts payable..... | \$ -- | \$ 5,019 | \$ -- | \$ 5,019 | \$ -- | \$ 5,019 |
| Accrued expenses..... | 1,676 | 49,514 | -- | 51,190 | (1,676) (g) | 49,514 |
| Related parties payable..... | -- | 36,115 | -- | 36,115 | -- | 36,115 |
| Notes payable to stockholders..... | -- | -- | 81,893 (d) | 81,893 | (15,000) (g) | 66,893 |
| Note payable to NSI.... | -- | -- | -- | -- | 10,000 (g) | 10,000 |
| | 1,676 | 90,648 | 81,893 | 174,217 | (6,676) | 167,541 |
| Note payable to NSI..... | -- | -- | -- | -- | 10,000 (g) | 10,000 |
| Stockholders' equity | | | | | | |
| Capital Stock of | | | | | | |
| Combined | | | | | | |
| Subsidiaries..... | -- | 4,550 | (4,550) (a) | -- | -- | -- |
| Preferred Stock-- 25,000,000 shares authorized, \$.001 par value..... | -- | -- | -- | -- | -- | -- |
| Class A Common Stock-- 500,000,000 shares authorized, \$.001 par value, 8,850,000 shares issued and outstanding..... | -- | -- | -- | -- | 9 (g) | 9 |
| Class B Common Stock-- 100,000,000 shares authorized, \$.001 par value, 74,545,000 shares issued and outstanding..... | -- | -- | 80 (a) | 80 | (5) (g) | 75 |
| Additional paid-in capital..... | -- | -- | -- | -- | 126,692 (g) (h) | 126,692 |
| Cumulative foreign currency translation adjustment..... | -- | (3,714) | -- | (3,714) | -- | (3,714) |
| Retained earnings..... | -- | 77,423 | (77,423) (a) (d) 5,769 (b) | 5,769 | -- | 5,769 |
| Deferred compensation..... | -- | -- | -- | -- | (25,931) (h) | (25,931) |
| Note receivable from NSI..... | -- | -- | -- | -- | (10,000) (f) | (10,000) |
| | -- | 78,259 | (76,124) | 2,135 | 90,765 | 92,900 |
| Total liabilities and stockholders' equity..... | \$1,676 | \$168,907 | \$ 5,769 (b) | \$176,352 | \$94,089 | \$270,441 |

The accompanying notes are an integral part of these unaudited pro forma

NU SKIN ASIA PACIFIC, INC.

UNAUDITED PRO FORMA CONSOLIDATED STATEMENT OF INCOME

FOR THE YEAR ENDED DECEMBER 31, 1995
(IN THOUSANDS, EXCEPT PER SHARE AMOUNTS)

| | NU SKIN ASIA PACIFIC, INC. | COMBINED SUBSIDIARIES | PRO FORMA ADJUSTMENTS FOR THE REORGANIZATION | PRO FORMA FOR THE REORGANIZATION | PRO FORMA ADJUSTMENTS FOR THE OFFERINGS | PRO FORMA FOR THE REORGANIZATION AND THE OFFERINGS |
|---------------------------|----------------------------------|--------------------------|---|--|--|--|
| Revenue..... | \$ -- | \$358,609 | \$ -- | \$358,609 | \$ -- | \$358,609 |
| Cost of sales..... | -- | 96,615 | -- | 96,615 | -- | 96,615 |
| Gross profit..... | -- | 261,994 | -- | 261,994 | -- | 261,994 |
| Operating expenses | | | | | | |
| Distributor | | | | | | |
| incentives(f)..... | -- | 135,722 | -- | 135,722 | -- | 135,722 |
| Selling, general and | | | | | | |
| administrative..... | -- | 67,475 | 4,391 (c) | 71,866 | 2,452 (h) | 74,318 |
| Total operating | | | | | | |
| expenses..... | -- | 203,197 | 4,391 | 207,588 | 2,452 | 210,040 |
| Operating income..... | -- | 58,797 | (4,391) | 54,406 | (2,452) | 51,954 |
| Other income (expense) .. | -- | 511 | (2,676) (e) | (2,165) | (133) (i) | (2,298) |
| Income before provision | | | | | | |
| for income taxes..... | -- | 59,308 | (7,067) | 52,241 | (2,585) | 49,656 |
| Provision for income | | | | | | |
| taxes..... | -- | 19,097 | 944 (b) | 20,041 | (992) (j) | 19,049 |
| Net income..... | \$ -- | \$ 40,211 | \$ (8,011) | \$ 32,200 | \$ (1,593) | \$ 30,607 |
| Net income per share.... | | | | \$.40 | | \$.36 |
| Weighted average common | | | | 80,518 | | 85,377 |
| shares outstanding..... | | | | | | |

The accompanying notes are an integral part of these unaudited pro forma consolidated financial statements.

NU SKIN ASIA PACIFIC, INC.

UNAUDITED PRO FORMA CONSOLIDATED STATEMENT OF INCOME

FOR THE NINE MONTHS ENDED SEPTEMBER 30, 1996

(IN THOUSANDS, EXCEPT PER SHARE AMOUNTS)

| | NU SKIN ASIA PACIFIC, INC. | COMBINED SUBSIDIARIES | PRO FORMA ADJUSTMENTS FOR THE REORGANIZATION | PRO FORMA FOR THE REORGANIZATION | PRO FORMA ADJUSTMENTS FOR THE OFFERINGS | PRO FORMA FOR THE REORGANIZATION AND THE OFFERINGS |
|--|----------------------------------|--------------------------|---|--|--|--|
| Revenue..... | \$ -- | \$471,312 | \$ -- | \$471,312 | \$ -- | \$471,312 |
| Cost of sales..... | -- | 133,592 | -- | 133,592 | -- | 133,592 |
| Gross profit..... | -- | 337,720 | -- | 337,720 | -- | 337,720 |
| Operating expenses | | | | | | |
| Distributor incentives (f)..... | -- | 175,149 | -- | 175,149 | -- | 175,149 |
| Selling, general and administrative..... | -- | 69,970 | 3,293 (c) | 73,263 | 1,839 (h) | 75,102 |
| Total operating expenses..... | -- | 245,119 | 3,293 | 248,412 | 1,839 | 250,251 |
| Operating income..... | -- | 92,601 | (3,293) | 89,308 | (1,839) | 87,469 |
| Other income (expense).. | -- | 1,530 | -- | 1,530 | 467 (i) | 1,997 |
| Income before provision for income taxes..... | -- | 94,131 | (3,293) | 90,838 | (1,372) | 89,466 |
| Provision for income taxes..... | -- | 33,810 | (810) (b) | 33,000 | (498) (j) | 32,502 |
| Net income..... | \$ -- | \$ 60,321 | \$ (2,483) | \$ 57,838 | \$ (874) | \$ 56,964 |
| Net income per share.... | | | | \$.72 | | \$.67 |
| Weighted average common shares outstanding..... | | | | 80,518 | | 85,377 |

The accompanying notes are an integral part of these unaudited pro forma consolidated financial statements.

NU SKIN ASIA PACIFIC, INC.

NOTES TO UNAUDITED PRO FORMA
CONSOLIDATED BALANCE SHEET AND STATEMENTS OF INCOME

NOTE 1--BASIS OF PRESENTATION

Prior to or concurrently with the initial public offerings (the "Offerings"), the stockholders of Nu Skin Japan Company, Limited, Nu Skin Taiwan, Inc., Nu Skin Hong Kong, Inc. and Nu Skin Korea, Inc. (the "Subsidiaries") will contribute their shares of capital stock to the capital of Nu Skin Asia Pacific, Inc. (the "Company") in a reorganization which is a transaction intended to qualify under Section 351 of the Internal Revenue Code of 1986 as a tax free transfer in exchange for shares of the Company's Class B Common Stock (the "Reorganization"). The Reorganization will result in each of the Subsidiaries becoming a wholly-owned subsidiary of the Company. Prior to the Reorganization, each of the Subsidiaries elected to be taxed as an S corporation whereby the income tax effects of the Company's activities accrued directly to the stockholders.

Inasmuch as the Subsidiaries that will be reorganized are under common control, the Reorganization will be accounted for in a manner similar to a pooling of interests. Accordingly, the historical balance sheets and related statements of income, of stockholders' equity and of cash flows are combined and presented as a single entity after elimination of intercompany transactions.

The unaudited pro forma financial data reflect the Reorganization and the Offerings as if all conditions to these transactions had been completed as of September 30, 1996 for pro forma combined balance sheet data purposes and as of January 1, 1995 for pro forma combined statement of income data purposes. These data do not necessarily reflect the results of operations or financial position of the Company that would have resulted had such transactions actually been consummated as of such dates. Also, these data are not necessarily indicative of the future results of operations of future financial position of the Company.

NOTE 2--PRO FORMA ADJUSTMENTS

The pro forma adjustments reflect the following:

REORGANIZATION

a) Reflects the contribution by the existing stockholders of their interest in the Subsidiaries in exchange for all shares of the Class B Common Stock. As a result, the Company will become the parent company and the Subsidiaries will become wholly-owned subsidiaries of the Company.

b) Reflects the recognition of a net deferred tax asset of \$5.8 million. In connection with the Reorganization, the Company will make certain adjustments for U.S. Federal and state income taxes as if the Company had been taxed as a C corporation rather than as an S corporation since inception. Additionally, reflects the tax effect of pro forma adjustments on earnings.

c) Reflects additional management charges of \$4.4 million per year relating to certain support services provided to the Company by NSI and an NSI affiliate.

d) Reflects the distribution of \$81.9 million of notes (the "S Distribution Notes") to the existing stockholders of the Company in respect of the earned and undistributed taxable S corporation earnings at September 30, 1996 that would have been distributed had the Subsidiaries' S corporation status been terminated on September 30, 1996.

The adjustments reflect the distribution and the related issuance of promissory notes. The Company estimates that, at the Offerings, it will reserve between \$60.0 million and \$70.0 million of cash on hand for repayment of the S Distribution Notes. The balance of the S Distribution Notes will be repaid from cash generated by operations.

NOTES TO UNAUDITED PRO FORMA
CONSOLIDATED BALANCE SHEET AND STATEMENTS OF INCOME-- (CONTINUED)

e) Reflects the increase in interest expense for the promissory notes issued in connection with the distribution to the stockholders of the undistributed S corporation earnings, net of a \$15.0 million payment of such notes from the proceeds of the Offerings. The promissory notes will bear interest at 8% per annum and are due and payable within six months from the date of issuance.

OFFERING

f) Reflects an estimated \$10.0 million note receivable in connection with the sale of an option to purchase 481,500 shares of Class A Common Stock to NSI. The pro forma statements of income do not reflect the estimated compensation expense of \$21.1 million in connection with the one-time grant of stock options at 25% of the initial public offering price to independent distributors (non-employees) of the Company immediately prior to the Offerings. These options will include conditions related to the achievement of performance goals and will vest on December 31, 1997. The Company will record distributor stock incentive expense for these non-employee stock options.

g) Reflects the net proceeds to the Company from the Offerings of \$90,765,000 less a \$15.0 million payment of short term notes to the stockholders, the \$25.0 million purchase from NSI of the exclusive rights to distribute products in Thailand, Indonesia, Malaysia, the Philippines, the People's Republic of China, Singapore and Vietnam, which purchase consists of \$20.0 million in notes payable to NSI and a \$5.0 million payment to NSI, and the related adjustments to stockholders' equity. Also, reflects the conversion of 5,705,000 shares of Class B Common Stock into Class A Common Stock and the sale by the Company of 4,750,000 shares of Class A Common Stock.

h) The pro forma statements of income reflect the annual amortization of \$1.3 million for the distribution rights acquired from NSI. Amortization will be recorded on a straight-line basis over the estimated useful life of twenty years. Also reflects estimated annual compensation expense of \$1.2 million related to the employee stock bonus awards granted to employees of the Company, NSI and its affiliates. The pro forma balance sheet reflects estimated deferred compensation and additional paid-in capital of \$25.9 million, \$4.8 million of which represents the estimated compensation expense related to the employee stock bonus awards granted to employees of the Company, NSI and its affiliates which vest over a period of four years, and \$21.1 million in connection with the one-time grant of stock options at 25% of the initial public offering price to independent distributors of the Company immediately prior to the Offerings.

i) Reflects interest expense for the \$20.0 million in notes payable to NSI issued in connection with the purchase of exclusive distribution rights in certain Asian countries. The notes will bear interest at 8% per annum and are due and payable within 14 months from the date of issuance. Also reflects interest income for the estimated \$10.0 million note receivable from NSI issued in connection with the sale of an option to purchase 481,500 shares of Class A Common Stock. The note will bear interest at 8% per annum and is due and payable ten years from the date of issuance.

j) Reflects tax effect of pro forma adjustments on earnings.

NOTE 3--DEFERRED OFFERING COSTS

The Company has incurred costs totaling \$1,676,000 as of September 6, 1996 in connection with the Offerings of the Class A Common Stock. These costs have been reflected as deferred offering costs in the accompanying pro forma balance sheet as of September 30, 1996. If the Offerings are successful, the costs will be deducted from the proceeds received from the Offerings. If the Offerings are not successful, the costs will be charged to expense in the period in which a decision is made to terminate the Offerings. In such event, the costs would be paid by NSI.

NU SKIN ASIA PACIFIC, INC.

NOTES TO UNAUDITED PRO FORMA
CONSOLIDATED BALANCE SHEET AND STATEMENTS OF INCOME--(CONTINUED)

NOTE 4--PRO FORMA NET INCOME PER SHARE

For the Reorganization, pro forma per share data is computed based on 80,250,000 shares of Common Stock outstanding and Common Stock equivalents after giving effect to the Reorganization and an option granted to an executive officer of the Company to purchase 267,500 shares of Common Stock. For the Offerings, shares of Common Stock outstanding and Common Stock equivalents are increased by the sale of 4,750,000 shares of Common Stock assuming an offering price of \$21 per share and by the award of 109,000 shares of Common Stock to employees of the Company. Supplemental income per share, calculated as if \$25.0 million of the proceeds from the Offerings were used to pay down a note payable, had a dilutive effect of less than 2%, and therefore, is not presented.

[COMPANY LOGO WITH THE WORDS "BEAUTY, HEALTH & OPPORTUNITY" AND "BEAUTY,"
"HEALTH" AND "OPPORTUNITY."]

[PICTURE OF A WOMAN USING A NU SKIN NAIL CARE KIT.]

[PICTURE OF A COUPLE WALKING IN A FIELD.]

[PICTURE OF A MAN AND WOMAN BRUSHING A CHILD'S HAIR.]

[PICTURE OF CHRISTY BRINKLEY, A SPOKESPERSON FOR NU SKIN PRODUCTS, WITH A HORSE.]

[PICTURE OF A NU SKIN DISTRIBUTOR ON THE TELEPHONE AND CONSUMING A NU SKIN BEVERAGE PRODUCT.]

[PICTURE OF A MAN AND A WOMAN WHO IS APPLYING NU SKIN COSMETICS.]

[PICTURE OF A NU SKIN DISTRIBUTOR DEMONSTRATING PRODUCTS TO A CUSTOMER.]

[PICTURE OF CHRISTY BRINKLEY, A SPOKESPERSON FOR NU SKIN PRODUCTS, WITH A HORSE,

CONTINUED FROM PREVIOUS PAGE.]

 NO OTHER DEALER, SALESPERSON OR OTHER INDIVIDUAL HAS BEEN AUTHORIZED TO GIVE ANY INFORMATION OR TO MAKE ANY REPRESENTATIONS NOT CONTAINED IN THE PROSPECTUS. IF GIVEN OR MADE, SUCH INFORMATION OR REPRESENTATIONS MUST NOT BE RELIED UPON AS HAVING BEEN AUTHORIZED BY THE COMPANY, THE SELLING STOCKHOLDERS OR THE UNDERWRITERS. THIS PROSPECTUS DOES NOT CONSTITUTE AN OFFER TO SELL, OR A SOLICITATION OF AN OFFER TO BUY, THE CLASS A COMMON STOCK IN ANY JURISDICTION WHERE, OR TO ANY PERSON TO WHOM, IT IS UNLAWFUL TO MAKE SUCH OFFER OR SOLICITATION. NEITHER THE DELIVERY OF THIS PROSPECTUS NOR ANY SALE MADE HEREUNDER SHALL, UNDER ANY CIRCUMSTANCES, CREATE AN IMPLICATION THAT THERE HAS NOT BEEN ANY CHANGE IN THE FACTS SET FORTH IN THIS PROSPECTUS OR IN THE AFFAIRS OF THE COMPANY SINCE THE DATE HEREOF.

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UNTIL , 1996 (25 DAYS AFTER THE DATE OF THIS PROSPECTUS), ALL DEALERS EFFECTING TRANSACTIONS IN THE CLASS A COMMON STOCK, WHETHER OR NOT PARTICIPATING IN THIS DISTRIBUTION, MAY BE REQUIRED TO DELIVER A PROSPECTUS. THIS IS IN ADDITION TO THE OBLIGATION OF DEALERS TO DELIVER A PROSPECTUS WHEN ACTING AS UNDERWRITERS AND WITH RESPECT TO THEIR UNSOLD ALLOTMENTS OR SUBSCRIPTIONS.

 7,600,000 SHARES

LOGO
 CLASS A COMMON STOCK

 PROSPECTUS

MERRILL LYNCH & CO.

MORGAN STANLEY & CO.

INCORPORATED

DEAN WITTER REYNOLDS INC.

NOMURA SECURITIES INTERNATIONAL, INC.

, 1996

+++++
+INFORMATION CONTAINED HEREIN IS SUBJECT TO COMPLETION OR AMENDMENT. A +
+REGISTRATION STATEMENT RELATING TO THESE SECURITIES HAS BEEN FILED WITH THE +
+SECURITIES AND EXCHANGE COMMISSION. THESE SECURITIES MAY NOT BE SOLD NOR MAY +
+OFFERS TO BUY BE ACCEPTED PRIOR TO THE TIME THE REGISTRATION STATEMENT +
+BECOMES EFFECTIVE. THIS PROSPECTUS SHALL NOT CONSTITUTE AN OFFER TO SELL OR +
+THE SOLICITATION OF AN OFFER TO BUY NOR SHALL THERE BE ANY SALE OF THESE +
+SECURITIES IN ANY STATE IN WHICH SUCH OFFER, SOLICITATION OR SALE WOULD BE +
+UNLAWFUL PRIOR TO REGISTRATION OR QUALIFICATION UNDER THE SECURITIES LAWS OF +
+ANY SUCH STATE. +
+++++

SUBJECT TO COMPLETION [ALTERNATE PAGE FOR RULE 415]

PRELIMINARY PROSPECTUS DATED OCTOBER , 1996

PROSPECTUS

OPTIONS TO PURCHASE 1,605,000 SHARES OF CLASS A COMMON STOCK

2,964,000 SHARES OF CLASS A COMMON STOCK

NU SKIN LOGO

This Prospectus relates to the offering by Nu Skin International, Inc., ("NSI") of options (the "Distributor Options") to purchase 1,605,000 shares of Class A Common Stock of Nu Skin Asia Pacific, Inc. (the "Company"), the offering by the Company of 1,605,000 shares of Class A Common Stock to be issued upon the exercise of the Distributor Options, the offering by the Company to its employees of 109,000 shares of Class A Common Stock in connection with the awarding of employee stock bonus awards, and the offering by NSI and its affiliates (other than the Company) (the "Rule 415 Selling Stockholders") of 1,250,000 shares of Class A Common Stock to their employees as employee stock bonus awards. The offering of the Distributor Options, the underlying shares of Class A Common Stock underlying the Distributor Options and the employee stock bonus awards are collectively referred to as the "Rule 415 Offerings." See "Rule 415 Selling Stockholders" and "Plan of Distribution". The Company will not receive any of the proceeds from the distribution of shares by the Rule 415 Selling Stockholders in connection with the employee stock bonus awards. The Company will receive the proceeds from the issuance of shares in connection with the exercise of the Distributor Options.

Each share of Class A Common Stock entitles its holder to one vote, and each share of Class B Common Stock (the "Class B Common Stock", together with the Class A Common Stock, the "Common Stock") of the Company entitles its holder to ten votes. All of the shares of Class B Common Stock are held by the existing stockholders (the "Existing Stockholders") of the Company prior to the consummation of the Offerings (the "Rule 415 Offerings"). Each share of Class B Common Stock is convertible into one share of Class A Common Stock at the option of the holder of Class B Common Stock and in certain other instances. See "Description of Capital Stock--Common Stock--Conversion."

In addition to the shares underlying the Distributor Options and the employee stock bonus awards, the Company has registered 7,600,000 shares of Class A Common Stock, including 4,750,000 shares being offered by the Company and 2,850,000 shares being offered by certain selling stockholders (the "Selling Stockholders"), for issuance and sale in connection with underwritten offerings (the "Offerings") of such shares of Class A Common Stock and 884,317 shares and 255,683 shares of Class A Common Stock which the U.S. Underwriters and the International Managers, respectively, have the option to purchase from the Selling Stockholders to cover over-allotments, if any. After consummation of the Rule 415 Offerings and the Offerings, the Existing Stockholders will beneficially own shares of Common Stock having approximately 98.8% of the combined voting power of the outstanding shares of Common Stock.

Prior to the Offerings, there has been no public market for the Class A Common Stock.

The Class A Common Stock has been approved for listing on the New York Stock Exchange under the symbol "NUS," subject to official notice of issuance.

SEE "RISK FACTORS," BEGINNING ON PAGE 11, FOR A DISCUSSION OF CERTAIN FACTORS WHICH SHOULD BE CONSIDERED BY PROSPECTIVE PURCHASERS OF THE SECURITIES OFFERED HEREBY.

THESE SECURITIES HAVE NOT BEEN APPROVED OR DISAPPROVED BY THE SECURITIES AND EXCHANGE COMMISSION OR ANY STATE SECURITIES COMMISSION, NOR HAS THE SECURITIES AND EXCHANGE COMMISSION OR ANY STATE SECURITIES COMMISSION PASSED UPON THE ACCURACY OR ADEQUACY OF THIS PROSPECTUS. ANY REPRESENTATION TO THE CONTRARY IS A CRIMINAL OFFENSE.

PRICE TO UNDERWRITING PROCEEDS TO PROCEEDS TO
PUBLIC DISCOUNT(1) COMPANY(2) (3) SELLING STOCKHOLDERS

| | | | | |
|--------------------|----|----|----|----|
| Per Option(4)..... | | | | |
| Per Share..... | \$ | \$ | \$ | \$ |
| Total..... | \$ | \$ | \$ | \$ |

- (1) The Rule 415 Offerings are being made by the Rule 415 Selling Stockholders and by the Company from time to time pursuant to Rule 415 under the Securities Act of 1933 and are not being made in connection with an underwritten distribution. Therefore, no underwriting commissions or discounts will be paid in connection with the Rule 415 Offerings. See "Rule 415 Selling Stockholders" and "Plan of Distribution."
- (2) Before deducting expenses payable by the Company, which, together with the expenses of the Offerings, are estimated to be \$3,000,000.
- (3) Includes proceeds from the exercise of the Distributor Options to purchase shares of Class A Common Stock. See "Rule 415 Selling Stockholders" and "Plan of Distribution."
- (4) No consideration is being paid upon the issuance and grant of the Distributor Options and the awarding of employee stock bonus awards by the Rule 415 Selling Stockholders. See "Rule 415 Selling Stockholders" and "Plan of Distribution."

The date of this Prospectus is , 1996.

THE RULE 415 OFFERINGS

DISTRIBUTOR OPTIONS. Prior to the date of this Prospectus, the Existing Stockholders will contribute to the Company 1,605,000 shares of the Company's Class A Common Stock for use in implementing a distributor equity incentive program. Also prior to the date of this Prospectus, the Company will grant to NSI 1,605,000 options to purchase such shares (the "Distributor Options"). Each Distributor Option entitles the holder to purchase one share of Class A Common Stock.

NSI intends to initially allocate the Distributor Options to executive distributors who have achieved gold or higher executive distributor levels under the Global Compensation Plan on the date of this Prospectus in each country where NSI conducts business and where local laws permit the issuance of options hereunder and in a manner similar to that described below. From December 1, 1996 until August 31, 1997 (the "Qualification Period"), existing and new distributors will have the opportunity to qualify for a reallocation of the Distributor Options from NSI by achieving gold or higher executive distributor levels under the Global Compensation Plan as of August 31, 1997 (such qualifying distributors are hereinafter referred to as "Eligible Distributors"). At the end of the Qualification Period, each Eligible Distributor will receive Distributor Options based upon a reallocation of the Distributor Options determined by multiplying the total number of Distributor Options by the quotient obtained by dividing (x) the Eligible Distributor's weighted total compensation (determined in the manner set forth below) under the Global Compensation Plan during the Qualification Period (the "Weighted Individual Compensation") by (y) the sum of the Weighted Individual Compensation earned by all Eligible Distributors under the Global Compensation Plan during the Qualification Period (the "Weighted Total Compensation"). For purposes of calculating such quotient, the following weighting factors will be applied to an Eligible Distributor's compensation to calculate "Weighted Individual Compensation" according to executive distributor levels:

| EXECUTIVE DISTRIBUTOR LEVEL ----- | EXECUTIVE DISTRIBUTOR LEVEL WEIGHTING FACTOR ----- |
|--------------------------------------|--|
| Hawaiian Blue Diamond..... | 100% |
| Blue Diamond..... | 94% |
| Diamond..... | 86% |
| Emerald..... | 82% |
| Ruby..... | 78% |
| Lapis..... | 74% |
| Gold..... | 72% |

In addition, for each 1% increase in average monthly commissions earned during the Qualification Period that is greater than actual commission earnings during September 1996 (the "Base Month"), the Executive Distributor Level Weighting Factors will increase by one third (1/3) of 1% up to a maximum increase of 100% (such increase is referred to as the "Growth Weighting Factor").

For purposes of illustration, for the nine-month period ended on August 31, 1996 (the "Illustrative Qualification Period"), the Weighted Total Compensation will be assumed to have been \$200,000,000. An Emerald level distributor who earned total commissions of \$40,000 (or average monthly commissions of \$4,444) during the Illustrative Qualification Period and who had previously earned commissions of \$1,000 during the Base Month would apply a weighting factor of 182% to such commissions (computed using the 82% Executive Distributor Level Weighting Factor for an Emerald level distributor plus a 100% Growth Weighting Factor based on the 344% increase in average commissions during the Illustrative Qualification Period over commissions earned during the Base Month), resulting in Weighted Individual Compensation of \$72,800. Such distributor's

allotment of the Distributor Options would be equal to the quotient of his or her Weighted Individual Compensation (\$72,800) divided by the Weighted Total Compensation (\$200,000,000), multiplied by the total number of Distributor Options (1,605,000). Such distributor would therefore be allocated 584 of the Distributor Options.

The foregoing example is presented for illustrative purposes only. There can be no assurance that the number of Eligible Distributors will remain constant during the Qualification Period. Given the fixed number of Distributor Options available, the number of Distributor Options allocable to an Eligible Distributor will decrease as the total number of Eligible Distributors increases and conversely will increase as the total number of Eligible Distributors decreases. NSI has historically experienced periods of significant fluctuations in its total number of executive distributors and may experience such fluctuations in the future. An increase in the total number of Eligible Distributors during the Qualification Period could result in a material reduction in the number of Distributor Options allocable to an individual Eligible Distributor. The number of Distributor Options allocable to an Eligible Distributor will also decrease as the number of Eligible Distributors at higher executive distributor levels increases as a proportion of all Eligible Distributors and conversely will increase as the number of Eligible

Distributors at higher executive distributor levels decreases as a proportion of all Eligible Distributors. There can be no assurance that the proportion of Eligible Distributors at each executive distributor level will remain constant during the Qualification Period. In addition, the number of Distributor Options allocable to an Eligible Distributor will decrease as such Eligible Distributor's compensation decreases as a proportion of total compensation paid to all Eligible Distributors and conversely will increase as such Eligible Distributor's compensation increases as a proportion of total compensation paid to all Eligible Distributors. There can be no assurance that an Eligible Distributor's compensation will remain constant as a percentage of total Eligible Distributor compensation during the Qualification Period. Further, there can be no assurance that an Eligible Distributor will be able to earn particular compensation amounts during the Qualification Period.

For Distributor Options to vest, an Eligible Distributor will generally be required to maintain, during the period from September 1, 1997, through December 31, 1997 (the "Vesting Period"), the executive level he or she achieved by the end of the Qualification Period (the "Qualifying Executive Level"). If an Eligible Distributor fails to maintain the Qualifying Executive Level for any month during the Vesting Period, the number of Distributor Options vested in such Eligible Distributor will be recalculated at the end of the Vesting Period to be that number of Distributor Options such Eligible Distributor would have been allocated had he or she achieved the lowest executive distributor level held by him or her during the Vesting Period as of August 31, 1997 (the "Recalculated Distributor Options"). For example, if an Eligible Distributor ends the Qualification Period as a Diamond executive distributor with an Executive Distributor Level Weighting Factor of 86% and a Growth Weighting Factor of 15%, resulting in a combined weighting factor of 101%, but during the Vesting Period the lowest level to which the distributor falls is Ruby level, which carries an Executive Distributor Level Weighting Factor of 78% (the Growth Weighting Factor would remain unchanged) the combined weighting factor would be reduced to 93%. Therefore, the difference between the number of Distributor Options allocated to an Eligible Distributor at the end of the Qualification Period and the Recalculated Distributor Options, if the amount of Recalculated Distributor Options is lower, will be forfeited by such Eligible Distributor. If an Eligible Distributor ceases to be an executive distributor at any time during the Vesting Period, all Distributor Options held such Eligible Distributor will be immediately forfeited. Forfeited options will not vest but will revert to NSI.

Distributor Options vested in an Eligible Distributor will become exercisable on December 31, 1997, and will remain exercisable for a four-year period following such date provided the Eligible Distributor remains an executive distributor until the date of exercise. No distributor options will be exercisable after December 31, 2001. By exercising any portion of the Distributor Options, each Eligible Distributor who is granted more than 3,000 Distributor Options will agree not to resell in any given six-month period more than 33% of the shares of Class A Common Stock issuable upon exercise of the Distributor Options originally granted to such Eligible Distributor. Upon vesting, Distributor Options will be exercisable at 25% of the initial price per share to the public in the Offerings (the "Exercise Price").

By receiving an allocation of Distributor Options at the end of the Qualification Period, each Eligible Distributor confirms his or her agreement to continue to resell or personally consume at least 80% of all products purchased by such distributor per month. In addition, product returns during the Qualification or Vesting Periods will reduce commission levels and may affect distributor levels, consequently impacting the number of Distributor Options received by an individual distributor. In the event of product returns occurring after the Qualification or Vesting Periods which would have affected distributor levels, qualification for or vesting of Distributor Options had such product returns been made during the Qualification or Vesting Periods, NSI reserves the right to use any mechanism available to it under the NSI distributor policies and procedures, as may be amended from time to time, to recoup the value of the Distributor Options received by an individual distributor on the Vesting Date in excess of the value of Distributor Options which would have vested had such returns been made prior to the Vesting Date.

The Distributor Option program is not intended to be an executive distributor's primary source of income. Even though the exact number of Distributor Options initially allocated to an individual distributor may fluctuate materially during the Qualification Period due to increases and decreases in overall executive distributor activity, an executive distributor's primary income source, i.e., product sales and commissions, will continue to be based on the efforts of the executive distributor and leadership of his or her downline organization.

EMPLOYEE STOCK BONUS AWARDS. Prior to the date of this Prospectus, the Existing Stockholders will also contribute an aggregate of 1,250,000 shares of the Company's Class A Common Stock (the "Employee Shares") to NSI and its affiliates (other than the Company) for use in connection with the employee stock bonus awards to be made by NSI and its affiliates (other than the Company) to their respective employees in connection with the 415 Offerings. The shares of Class A Common Stock underlying each such employee stock bonus award will be issued to the employee recipient at a rate of 25% per year commencing one year following the date of the award, provided the employee recipient is still employed by NSI or one of its affiliates (other than the Company). The Company also intends to issue 109,000 shares of Class A Common Stock to its employees in connection with employee stock bonus awards to be made to the Company's employees on the same terms as described above pursuant to the Nu Skin Asia Pacific, Inc. 1996 Stock Incentive Plan.

REGULATORY AND TAX ISSUES. The availability of Distributor Options and employee stock bonus awards in each country in which NSI distributors and/or employees reside is entirely dependent upon and subject to NSI's ability to secure any necessary regulatory approvals or qualifications in each such country. There can be no assurance that such qualifications will be secured. The receipt of Distributor Options and employee stock bonus awards will also subject the recipient to potentially material income tax and capital gains tax implications. See "Rule 415 Selling Stockholders--Certain U.S. Tax Consequences to Recipients of Distributor Options and Employee Stock Bonus Awards" and "--Non-U.S. Regulatory and Tax Consequences."

The Distributor Options, the shares of Class A Common Stock underlying the Distributor Options and the employee stock bonus awards are included in this Prospectus pursuant to Rule 415 under the Securities Act of 1933, as amended (the "1933 Act"). The Distributor Options will be issued pursuant to this Prospectus upon the grant of the Distributor Options. The shares of Class A Common Stock will be issued by the Company or sold by the Rule 415 Selling Stockholders, as applicable, upon the exercise of the Distributor Options and upon the grant of the employee stock bonus awards. See "Rule 415 Selling Stockholders."

| | |
|------------------------------------|--|
| Distributor Options offered by | |
| NSI(1)..... | 1,605,000 Distributor Options |
| Class A Common Stock underlying | |
| the Distributor Options(2) | 1,605,000 shares |
| Employee stock bonus awards | |
| offered by the Rule 415 Selling | |
| Stockholders(3)..... | 1,250,000 shares |
| Employee stock bonus awards | |
| offered by the Company..... | 109,000 shares |
| Common Stock to be outstanding | |
| after the Rule 415 Offerings: | |
| Class A Common | |
| Stock(4) (6) (7) (8)..... | 10,564,000 shares |
| Class B Common Stock(5) (8)..... | 74,545,000 shares |
| Total Common Stock..... | 85,109,000 shares |
| New York Stock Exchange symbol.... | "NUS" |
| Voting rights..... | The Class A Common Stock and Class B Common |
| | Stock vote as a single class on all mat- |
| | ters, except as otherwise required by law, |
| | with each share of Class A Common Stock ent- |
| | itling its holder to one vote and each |
| | share of Class B Common Stock entitling its |
| | holder to ten votes. In all other respects |
| | the holders of Class A Common Stock and the |
| | holders of Class B Common Stock have equal |
| | rights. All of the shares of Class B Common |
| | Stock are owned by the Existing |

Stockholders. After consummation of the Underwritten Offerings, the Existing Stockholders will beneficially own shares of Common Stock having approximately 98.8% of the combined voting power of the outstanding shares of Common Stock (approximately 98.7% if the Underwriters' over-allotment options are exercised in full).

- - - - -

- (1) Includes options granted by the Company to NSI to purchase shares of Class A Common Stock contributed to the Company by the existing stockholders of the Company prior to the Rule 415 Offerings.
- (2) Consists of shares of Class A Common Stock issuable upon the exercise of the Distributor Options at an exercise price equal to 25% of the initial public offering price in the Offerings.
- (3) Includes shares of Class A Common Stock contributed to the Rule 415 Selling Stockholders prior to the Rule 415 Offerings by certain existing stockholders of the Company.
- (4) Includes (a) 2,964,000 shares of Class A Common Stock to be offered in the Rule 415 Offerings (assuming exercise of all 1,605,000 Distributor Options); and (b) 7,600,000 shares of Class A Common Stock being offered in the Offerings by the Company and the Selling Stockholders.
- (5) Gives effect to the conversion by the existing stockholders of the Company prior to the Rule 415 Offerings of (a) 1,605,000 shares of Class B Common Stock into shares of Class A Common Stock for issuance upon the exercise of the Distributor Options; and (b) 1,250,000 shares of Class B Common Stock into shares of Class A Common Stock for issuance pursuant to employee stock bonus awards.
- (6) Does not include: (i) 3,891,000 shares of Class A Common Stock reserved for issuance pursuant to the 1996 Stock Incentive Plan; and (ii) 267,500 shares of Class A Common Stock subject to a stock option which was granted to an executive officer of the Company. See "Management--1996 Stock Incentive Plan," "Certain Relationships and Related Transactions" and "Shares Eligible for Future Sales."
- (7) Assumes no exercise of the Underwriters' over-allotment options aggregating 1,140,000 shares of Class A Common Stock, which have been granted by the Selling Stockholders in connection with the offerings.
- (8) All shares of Class B Common Stock are currently held by the Existing Stockholders and each such share is convertible at any time into one share of Class A Common Stock and converts automatically into one share of Class A Common Stock (i) upon a transfer to a person other than an Existing Stockholder, and (ii) if the number of shares of Class B Common Stock becomes less than 10% of the aggregate number of shares of Common Stock outstanding. See "Description of Capital Stock--Common Stock--Conversion."

RULE 415 SELLING STOCKHOLDERS

DISTRIBUTOR OPTIONS. Prior to the date of this Prospectus, the Existing Stockholders will contribute to the Company 1,605,000 shares of the Company's Class A Common Stock for use in implementing a distributor equity incentive program. Also prior to the date of this Prospectus, the Company will grant to NSI 1,605,000 options to purchase such shares (the "Distributor Options"). Each Distributor Option entitles the holder to purchase one share of Class A Common Stock.

NSI intends to initially allocate the Distributor Options to executive distributors who have achieved gold or higher executive distributor levels under the Global Compensation Plan on the date of this Prospectus in each country where NSI conducts business and where local laws permit the issuance of options hereunder and in a manner similar to that described below. From December 1, 1996 the date of this Prospectus until August 31, 1997 (the "Qualification Period"), existing and new distributors will have the opportunity to qualify for a reallocation of the Distributor Options from NSI by achieving gold or higher executive distributor levels under the Global Compensation Plan as of August 31, 1997 (such qualifying distributors are hereinafter referred to as "Eligible Distributors"). At the end of the Qualification Period, each Eligible Distributor will receive Distributor Options based upon a reallocation of the Distributor Options determined by multiplying the total number of Distributor Options by the quotient obtained by dividing (x) the Eligible Distributor's weighted total compensation (determined in the manner set forth below) under the Global Compensation Plan during the Qualification Period (the "Weighted Individual Compensation") by (y) the sum of the Weighted Individual Compensation earned by all Eligible Distributors under the Global Compensation Plan during the Qualification Period (the "Weighted Total Compensation"). For purposes of calculating such quotient, the following weighting factors will be applied to an Eligible Distributor's compensation to calculate "Weighted Individual Compensation" according to executive distributor levels:

| EXECUTIVE DISTRIBUTOR LEVEL ----- | EXECUTIVE LEVEL DISTRIBUTOR WEIGHTING FACTOR ----- |
|--------------------------------------|---|
| Hawaiian Blue Diamond..... | 100% |
| Blue Diamond..... | 94% |
| Diamond..... | 86% |
| Emerald..... | 82% |
| Ruby..... | 78% |
| Lapis..... | 74% |
| Gold..... | 72% |

In addition, for each 1% increase in average monthly commissions earned during the Qualification Period that is greater than actual commission earnings during September 1996 (the "Base Month"), the above referenced Weighting Factors will increase by one third (1/3) of 1% up to a maximum increase of 100% (such increase is referred to as the "Growth Weighting Factor").

For purposes of illustration, for the nine-month period ended on August 31, 1996 (the "Illustrative Qualification Period"), the Weighted Total Compensation will be assumed to have been \$200,000,000. An Emerald level distributor who earned total commissions of \$40,000 (or average monthly commission of \$4,444) during the Illustrative Qualification Period and who had previously earned commissions of \$1,000 during the Base Month, would apply a weighting factor of 182% to such commissions (computed using the 82% Executive Distributor Level Weighting Factor for an Emerald level distributor plus a 100% Growth Weighting Factor for the 344% increase in average commissions during the Illustrative Qualification Period over commissions earned during the Base Month), resulting in Weighted Individual Compensation of \$72,800. Such distributor's allotment of the Distributor Options would be equal to the quotient of his or her Weighted Individual Compensation (\$72,800) divided by the Weighted Total Compensation (\$200,000,000), multiplied by the total number of Distributor Options (1,605,000). Such distributor would therefore be allocated 584 of the Distributor Options.

The foregoing example is presented for illustrative purposes only. There can be no assurance that the number of Eligible Distributors will remain constant during the Qualification Period. Given the fixed number of Distributor Options available, the number of Distributor Options allocable to an Eligible Distributor will decrease as the total number of Eligible Distributors increases and conversely will increase as the total number of Eligible Distributors decreases. NSI has historically experienced periods of significant fluctuations in its total number of executive distributors and may experience such fluctuations in the future. An increase in the total number of Eligible Distributors during the Qualification Period could result in a material reduction in the number of Distributor Options allocable to an individual Eligible Distributor. The number of Distributor Options allocable to an Eligible Distributor will also decrease as the number of Eligible Distributors at higher executive distributor levels increases as a proportion of all Eligible Distributors and conversely will increase as the number of Eligible Distributors at higher executive distributor levels decreases as a proportion of all Eligible Distributors. There can be no assurance that the proportion of Eligible Distributors at each executive distributor level will remain constant during the Qualification Period. In addition, the number of Distributor Options allocable to an Eligible Distributor will decrease as such Eligible Distributor's compensation decreases as a proportion of total compensation paid to all Eligible Distributors and conversely will increase as such Eligible Distributor's compensation increases as a proportion of total compensation paid to all Eligible Distributors. There can be no assurance that an Eligible Distributor's compensation will remain constant as a percentage of total Eligible Distributor compensation during the Qualification Period. Further, there can be no assurance that an Eligible Distributor will be able to earn particular compensation amounts during the Qualification Period.

For Distributor Options to vest, an Eligible Distributor will generally be required to maintain, during the period from September 1, 1997, through December 31, 1997 (the "Vesting Period"), the executive level he or she achieved by the end of the Qualification Period (the "Qualifying Executive Level"). If an Eligible Distributor fails to maintain the Qualifying Executive Level for any month during the Vesting Period, the number of Distributor Options vested in such Eligible Distributor will be recalculated at the end of the Vesting Period to be that number of Distributor Options such Eligible Distributor would have been allocated had he or she achieved the lowest executive distributor level held by him or her during the Vesting Period as of August 31, 1997 (the "Recalculated Distributor Options"). For example, if an Eligible Distributor ends the Qualification Period as a Diamond executive distributor with an Executive Distributor Level Weighting Factor of 86% and a Growth Weighting Factor of 15%, resulting in a combined weighting factor of 101%, but during the Vesting Period the lowest level to which the distributor falls is Ruby level, which carries an Executive Distributor Level Weighting Factor of 78% (the Growth Weighting Factor would remain unchanged) the combined weighting factor would be reduced to 93%. Therefore, the difference between the number of Distributor Options allocated to an Eligible Distributor at the end of the Qualification Period and the Recalculated Distributor Options, if the amount of Recalculated Distributor Options is lower, will be forfeited by such Eligible Distributor. If an Eligible Distributor ceases to be an executive distributor at any time during the Vesting Period, all Distributor Options held such Eligible Distributor will be immediately forfeited. Forfeited options will not vest but will revert to NSI.

Distributor Options vested in an Eligible Distributor will become exercisable on December 31, 1997, and will remain exercisable for a four-year period following such date provided the Eligible Distributor remains an executive distributor until the date of exercise. No distributor options will be exercisable after December 31, 2001. By exercising any portion of the Distributor Options, each Eligible Distributor who is granted more than 3,000 Distributor Options will agree not to resell in any given six month period more than 33% of the shares of Class A Common Stock issuable upon exercise of the Distributor Options originally granted to such Eligible Distributor. Upon vesting, Distributor Options will be exercisable at 25% of the initial price per share to the public in the Underwritten Offerings (the "Exercise Price").

By receiving an allocation of Distributor Options at the end of the Qualification Period, each Eligible Distributor confirms his or her agreement to continue to resell or consume at least 80% of all products purchased by such distributor per month. In addition, product returns during the Qualification or Vesting Periods will reduce commission levels and may affect distributor levels, consequently impacting the number of Distributor Options received by an individual distributor. In the event of product returns occurring after the Qualification or Vesting

Periods which would have affected distributor levels, qualification for or vesting of Distributor Options had such product returns been made during the Qualification or Vesting Periods, NSI reserves the right to use any mechanism available to it under the NSI distributor policies and procedures, as may be amended from time to time, to recoup the value of the Distributor Options received by an individual distributor on the Vesting Date in excess of the value of Distributor Options which would have vested had such returns been made prior to the Vesting Date.

The Distributor Option program is not intended to be an executive distributor's primary source of income. Even though the exact number of Distributor Options initially allocated to an individual distributor may fluctuate materially during the Qualification Period due to increases and decreases in overall executive distributor activity, an executive distributor's primary income source, i.e., product sales and commissions, will continue to be based on the efforts of the executive distributor and leadership of his or her downline organization.

EMPLOYEE STOCK BONUS AWARDS. Prior to the date of this Prospectus, the Existing Stockholders will also contribute an aggregate of 1,250,000 shares of the Company's Class A Common Stock (the "Employee Shares") to NSI and its affiliates (other than the Company) for use in connection with the employee stock bonus awards to be made by NSI and its affiliates (other than the Company) to their respective employees in connection with the 415 Offerings. The shares of Class A Common Stock underlying each such employee stock bonus award will be issued to the employee recipient at a rate of 25% per year commencing one year following the date of the award, provided the employee recipient is still employed by NSI or one of its affiliates (other than the Company). The Company also intends to issue 109,000 shares of Class A Common Stock to its employees in connection with employee stock bonus awards to be made to the Company's employees on the same terms as described above pursuant to the Nu Skin Asia Pacific, Inc. 1996 Stock Incentive Plan.

The following table sets forth the names of the Rule 415 Selling Stockholders for whom Distributor Options and shares of Class A Common Stock are being registered pursuant to Rule 415 under the 1933 Act, the number of Distributor Options owned prior to and to be offered in the Rule 415 Offerings, the number of shares of Class A Common Stock owned and to be sold in the Rule 415 Offerings and the total voting power of such Rule 415 Selling Stockholders after the Rule 415 Offerings.

| | CLASS A COMMON STOCK | | | |
|-------------------------------------|---|---|---|--|
| | DISTRIBUTOR OPTIONS PRIOR TO THE RULE 415 OFFERINGS (/2/) | DISTRIBUTOR OPTIONS TO BE OFFERED IN THE RULE 415 OFFERINGS (/2/) | OWNED AND TO BE SOLD IN THE RULE 415 OFFERINGS (/3/) NUMBER | TO BE OWNED AFTER THE RULE 415 OFFERINGS NUMBER % |
| RULE 415 SELLING STOCKHOLDERS (/1/) | | | | |

Nu Skin International,
Inc.....
Nu Skin Personal Care
Australia, Inc.
Nu Skin New Zealand,
Inc.
Nu Skin Mexico, Inc. ...
Nu Skin Guatemala,
Inc.
Nu Skin Europe, Inc. ...
Nu Skin Netherlands,
B.V.
Nu Skin U.K., Inc.
Nu Skin Germany, Inc. ..
Nu Skin Belgium, Inc. ..
Nu Skin France, Inc. ...
Nu Skin Italy, Inc.
Nu Skin Spain, Inc.

- (1) Each of the Rule 415 Selling Stockholders is an affiliate of the Company in that each Rule 415 Selling Stockholder is owned by the same individuals who will own 100% of the Common Stock of the Company following consummation of the Reorganization and prior to the Rule 415 Offerings.
- (2) Consists of options that have been granted by the Company to NSI to purchase 1,605,000 shares of the Company's Class A Common Stock.
- (3) Includes 1,250,000 shares of Class A Common Stock to be awarded by the Rule 415 Selling Stockholders as employee stock bonus awards.

CERTAIN U.S. TAX CONSEQUENCES TO RECIPIENTS OF DISTRIBUTOR OPTIONS AND EMPLOYEE STOCK BONUS AWARDS. For purposes of the Internal Revenue Code of 1986, as amended, (the "Code"), the Distributor Options will be considered non-qualified stock options. A recipient (an "Option Recipient") of a non-qualified stock option recognizes no taxable income and NSI and its affiliates, other than the Company (the "Option Grantors"), receive no deduction when a non-qualified stock option is granted. Upon exercise of a non-qualified stock option, the Option Recipient recognizes ordinary income and the Option Grantor is entitled to a deduction equal to the difference between the exercise price and the fair market value of the shares on the date of exercise. The Option Recipient recognizes as capital gain or loss any subsequent profit or loss recognized on the sale or exchange of any shares disposed of or sold. A recipient (an "Employee Stock Bonus Award Recipient") of restricted stock or contingent stock is not required to include the value of such shares in income until the first time such Employee Stock Bonus Award Recipient's rights in the shares are transferable or not subject to substantial risk of forfeiture, whichever occurs earlier. In the case of restricted stock or contingent stock, the amount of such ordinary income will be equal to the excess of the fair market value of the shares at the time the income is recognized over the amount (if any) paid for the shares. The Company and NSI and its affiliates, other than the Company (the "Employee Stock Bonus Award Grantors") are entitled to a deduction, in the amount of the ordinary income recognized by the Employee Stock Bonus Award Recipient, for the tax year of the employee in which the Employee Stock Bonus Award Recipient recognizes such income. Recipients of Distributor Options and employee stock bonus awards should consult their own tax advisers regarding the U.S. tax consequences of being awarded a Distributor Option or an employee stock bonus award. Non-U.S. recipients of Distributor Options and employee stock bonus awards should consult with their tax advisers regarding the application of the tax laws of their respective countries to the Distributor Options and employee stock bonus awards.

NON-U.S. REGULATORY AND TAX CONSIDERATIONS. The Company and its affiliates anticipate that the Distributor Options, the shares of Class A Common Stock underlying the Distributor Options and the employee stock bonus awards will be qualified in same form pursuant to the securities laws of each jurisdiction in which the Company and its affiliates operate. There can be no assurance, however, that the Company will be able to qualify the Distribution Options and the employee stock bonus awards in each jurisdiction or that, if qualified, the governmental authorities in such jurisdictions will not require material modifications to the terms of the programs as they are currently contemplated to be implemented. In addition, there can be no assurance that the laws and relevant regulations and judicial and administrative interpretations in such jurisdictions will not change in a manner that has a material impact on the ability of the Company to adopt or maintain such programs in such jurisdictions.

Receipt of the Distributor Options, exercise of such options and sale of the shares of Class A Common Stock underlying such shares of Class A Common Stock by NSI or its distributors, and receipt of employee stock bonus awards and the sale of the shares of Class A Common Stock underlying such stock bonus awards, will have certain material income tax and capital gains tax implications for the distributors of NSI and the employees of the Company and NSI. Although this prospectus and related documentation contains certain tax information relevant to distributors of NSI and employees of the Company and NSI, such information is only intended to be a summary of certain relevant provisions and does not address all aspects of tax law that may be relevant to each distributor and employee based on the individual circumstances of such distributor and employee in each jurisdiction in which they operate. Distributors and employees are urged to consult their own tax advisors with respect to the particular tax consequences to them of the exercise of the Distribution Options and the purchase, ownership and disposition of the Class A Common Stock, including the applicability of any federal, state, provincial or foreign tax laws to which they may be subject as well as with respect to the possible effects of changes in tax laws in each jurisdiction, including changes which may be applied retroactively in a manner that could adversely affect holders of the Class A Common Stock.

PLAN OF DISTRIBUTION

DISTRIBUTOR OPTIONS. Prior to the date of this Prospectus, the Company's Existing Stockholders will contribute to the Company 1,605,000 shares of the Company's Class A Common Stock for use in implementing a distributor equity incentive program. Also prior to the date of this Prospectus, the Company will grant to NSI 1,605,000 options to purchase such shares (the "Distributor Options"). Each Distributor Option entitles the holder to purchase one share of Class A Common Stock.

NSI intends to initially allocate the Distributor Options to executive distributors who have achieved gold or higher executive distributor levels under the Global Compensation Plan on the date of this Prospectus in each country where NSI conducts business and where local laws permit the issuance of options hereunder and in a manner similar to that described below. From December 1, 1996 until August 31, 1997 (the "Qualification Period"), existing and new distributors will have the opportunity to qualify for a reallocation of the Distributor Options from NSI by achieving gold or higher executive distributor levels under the Global Compensation Plan as of August 31, 1997 (such qualifying distributors are hereinafter referred to as "Eligible Distributors"). At the end of the Qualification Period, each Eligible Distributor will receive Distributor Options based upon a reallocation of the Distributor Options determined by multiplying the total number of Distributor Options by the quotient obtained by dividing (x) the Eligible Distributor's weighted total compensation (determined in the manner set forth below) under the Global Compensation Plan during the Qualification Period (the "Weighted Individual Compensation") by (y) the sum of the Weighted Individual Compensation earned by all Eligible Distributors under the Global Compensation Plan during the Qualification Period (the "Weighted Total Compensation"). For purposes of calculating such quotient, the following weighting factors (the "Weighting Factors") will be applied to an Eligible Distributor's compensation to calculate "Weighted Individual Compensation" according to executive distributor levels:

| EXECUTIVE DISTRIBUTOR LEVEL ----- | EXECUTIVE DISTRIBUTOR LEVEL WEIGHTING FACTOR ----- |
|--------------------------------------|--|
| Hawaiian Blue Diamond..... | 100% |
| Blue Diamond..... | 94% |
| Diamond..... | 86% |
| Emerald..... | 82% |
| Ruby..... | 78% |
| Lapis..... | 74% |
| Gold..... | 72% |

In addition, for each 1% increase in average monthly commissions earned during the Qualification Period that is greater than actual commission earnings during September 1996 (the "Base Month"), the above referenced Executive Distributor Level Weighting Factors will increase by one third (1/3) of 1% up to a maximum increase of 100% (such increase is referred to as the "Growth Weighting Factor").

For purposes of illustration, for the nine-month period ended on August 31, 1996 (the "Illustrative Qualification Period"), the Weighted Total Compensation will be assumed to have been \$200,000,000. An Emerald level distributor who earned total commissions of \$40,000 (on average monthly commissions of \$4,444) during the Illustrative Qualification Period and who had previously earned commissions of \$1,000 during the Base Month would apply a weighting factor of 182% to such commissions (computed using the 82% Executive Distributor Level weighting factor for an Emerald level distributor plus a 100% Growth Weighting Factor for the 344% increase in average commissions during the Illustrative Qualification Period over commissions earned during the Base Month), resulting in Weighted Individual Compensation of \$72,800. Such distributor's allotment of the Distributor Options would be equal to the quotient of his or her Weighted Individual Compensation (\$72,800) divided by the Weighted Total Compensation (\$200,000,000), multiplied by the total number of Distributor Options (1,605,000). Such distributor would therefore be allocated 584 of the Distributor Options.

The foregoing example is presented for illustrative purposes only. There can be no assurance that the number of Eligible Distributors will remain constant during the Qualification Period. Given the fixed number of Distributor Options available, the number of Distributor Options allocable to an Eligible Distributor will decrease as the total number of Eligible Distributors increases and conversely will increase as the total number of Eligible Distributors decreases. NSI has historically experienced periods of significant fluctuations in its total number of executive distributors and may experience such fluctuations in the future. An increase in the total number of Eligible Distributors during the Qualification Period could result in a material reduction in the number of Distributor Options allocable to an individual Eligible Distributor. The number of Distributor Options allocable to an Eligible Distributor will also decrease as the number of Eligible Distributors at higher executive distributor levels increases as a proportion of all Eligible Distributors and conversely will increase as the number of Eligible Distributors at higher executive distributor levels decreases as a proportion of all Eligible Distributors. There can be no assurance that the proportion of Eligible Distributors at each executive distributor level will remain constant during the Qualification Period. In addition, the number of Distributor Options allocable to an Eligible Distributor will decrease as such Eligible Distributor's compensation decreases as a proportion of total compensation paid to all Eligible Distributors and conversely will increase as such Eligible Distributor's compensation increases as a proportion of total compensation paid to all Eligible Distributors. There can be no assurance that an Eligible Distributor's compensation will remain constant as a percentage of total Eligible Distributor compensation during the Qualification Period. Further, there can be no assurance that an Eligible Distributor will be able to earn particular compensation amounts during the Qualification Period.

For Distributor Options to vest, an Eligible Distributor will generally be required to maintain, during the period from September 1, 1997, through December 31, 1997 (the "Vesting Period"), the executive level he or she achieved by the end of the Qualification Period (the "Qualifying Executive Level"). If an Eligible Distributor fails to maintain the Qualifying Executive Level for any month during the Vesting Period, the number of Distributor Options vested in such Eligible Distributor will be recalculated at the end of the Vesting Period to be that number of Distributor Options such Eligible Distributor would have been allocated had he or she achieved the lowest executive distributor level held by him or her during the Vesting Period as of August 31, 1997 (the "Recalculated Distributor Options"). For example, if an Eligible Distributor ends the Qualification Period as a Diamond executive distributor with an Executive Distributor Level Weighting Factor of 86% and a Growth Weighting Factor of 15%, resulting in a combined weighting factor of 101%, but during the Vesting Period the lowest level to which the distributor falls is Ruby level, which carries an Executive Distributor Level Weighting Factor of 78% (the Growth Weighting Factor would remain unchanged) the combined weighting factor would be reduced to 93%. Therefore, the difference between the number of Distributor Options allocated to an Eligible Distributor at the end of the Qualification Period and the Recalculated Distributor Options, if the amount of Recalculated Distributor Options is lower, will be forfeited by such Eligible Distributor. If an Eligible Distributor ceases to be an executive distributor at any time during the Vesting Period, all Distributor Options held such Eligible Distributor will be immediately forfeited. Forfeited options will not vest but will revert to NSI.

Distributor Options vested in an Eligible Distributor will become exercisable on December 31, 1997, and will remain exercisable for a four-year period following such date provided the Eligible Distributor remains an executive distributor until the date of exercise. No distributor options will be exercisable after December 31, 2001. By exercising any portion of the Distributor Options, each Eligible Distributor who is granted more than 3,000 Distributor Options will agree not to resell in any given six-month period more than 33% of the shares of Class A Common Stock issuable upon exercise of the Distributor Options originally granted to such Eligible Distributor. Upon vesting, Distributor Options will be exercisable at 25% of the initial price per share to the public in the Underwritten Offerings (the "Exercise Price").

By receiving an allocation of Distributor Options at the end of the Qualification Period, each Eligible Distributor confirms his or her agreement to continue to resell or consume at least 80% of all products purchased by such distributor per month. In addition, product returns during the Qualification or Vesting Periods will reduce commission levels and may affect pin levels, consequently impacting the number of Distributor Options received

by an individual distributor. In the event of product returns occurring after the Qualification or Vesting Periods which would have affected distribution levels, qualification for or vesting of Distributor Options had such product returns been made during the Qualification or Vesting Periods, NSI reserves the right to use any mechanism available to it under the NSI distributor policies and procedures, as may be amended from time to time, to recoup the value of the Distributor Options received by an individual distributor on the Vesting Date in excess of the value of Distributor Options which would have vested had such returns been made prior to the Vesting Date. If, within one year after the Vesting Date, the dollar volume of product returns from an Eligible Distributor and his or her downline distributors exceeds 2% of the total dollar volume of products purchased by such Eligible Distributor and his or her downline distributors during the Qualification Period and Vesting Period, NSI shall have the right (i) to withhold from future commission payments the aggregate economic value of the Distributor Options received by the Eligible Distributor as of the Vesting Date (as determined by multiplying (x) the number of Distributor Options vested in such Eligible Distributor by (y) the remainder of the fair market value [the closing price of the Company's Class A Common Stock on the Vesting Date as reported in the Wall Street Journal] of the shares underlying the Distributor Options less the Exercise Price) and (ii) to impose any penalties or remedies otherwise available to NSI, including termination of a distributorship.

The Distributor Option program is not intended to be an executive distributor's primary source of income. Even though the exact number of Distributor Options initially allocated to an individual distributor may fluctuate materially during the Qualification Period due to increases and decreases in overall executive distributor activity, an executive distributor's primary income source, i.e., product sales and commissions, will continue to be based on the efforts of the executive distributor and leadership of his or her downline organization.

EMPLOYEE STOCK BONUS AWARDS. Prior to the date of this Prospectus, the Existing Stockholders will also contribute an aggregate of 1,250,000 shares of the Company's Class A Common Stock (the "Employee Shares") to NSI and its affiliates (other than the Company) for use in connection with the employee stock bonus awards to be made by NSI and its affiliates (other than the Company) to their respective employees in connection with the 415 Offerings. The shares of Class A Common Stock underlying each such employee stock bonus award will be issued to the employee recipient at a rate of 25% per year commencing one year following the date of the award, provided the employee recipient is still employed by NSI or one of its affiliates (other than the Company). The Company also intends to issue 109,000 shares of Class A Common Stock to its employees in connection with employee stock bonus awards to be made to the Company's employees on the same terms as described above pursuant to the Nu Skin Asia Pacific, Inc. 1996 Stock Incentive Plan.

The Distributor Options, the shares of Class A Common Stock underlying the Distributor Options and the employee stock bonus awards are included in this Prospectus pursuant to Rule 415 under the 1933 Act. The Distributor Options will be issued pursuant to this Prospectus upon the grant of the Distributor Options. The shares of Class A Common Stock will be distributed upon exercise of the Distributor Options and upon grant of the employee stock bonus awards. See "Rule 415 Selling Stockholders."

This Prospectus may be used from time to time by the holders who offer the securities registered hereby pursuant to Rule 415 under the 1933 Act for sale in connection with the Distributor Options and underlying Class A Common Stock, the employee stock bonus awards or in transactions in which they are or may be deemed to be underwriters within the meaning of the 1933 Act. The Class A Common Stock may be sold from time to time directly by the holders or pledgees, donees, transferees or other successors in interest. Alternatively, the Class A Common Stock may be offered from time to time by the holders to or through brokers or dealers who may act solely as agents, or may acquire shares as principals. The distribution of the Class A Common Stock may be effected in one or more transactions that may take place on the New York Stock Exchange, including block trades, ordinary broker's transactions, privately negotiated transactions or through sales to one or more broker/dealers for resale of such securities as principals, at market prices prevailing at the time of sale, at prices related to such prevailing market prices or at negotiated prices. Usual and customary or specifically negotiated

brokerage fees or commissions may be paid by these holders in connection with such sales. In connection with such sales, the holders and any participating brokers or dealers may be deemed "underwriters" as such term is defined in the 1933 Act. The Company has agreed to bear, except as hereinafter set forth, all expenses (other than underwriting discounts and selling commissions, state and local transfer taxes, and fees and expenses of counsel or other advisors to the Selling Stockholders) in connection with the registration of the offered securities. The Registration Statement of which this Prospectus forms a part must be current at any time during which a Selling Stockholder sells Class A Common Stock.

NO DISTRIBUTOR, DEALER, SALESPERSON OR OTHER INDIVIDUAL HAS BEEN AUTHORIZED TO GIVE ANY INFORMATION OR TO MAKE ANY REPRESENTATIONS, OTHER THAN THOSE CONTAINED IN THE PROSPECTUS, IN CONNECTION WITH THE OFFERING DESCRIBED HEREIN, AND, IF GIVEN OR MADE, SUCH INFORMATION OR REPRESENTATIONS MUST NOT BE RELIED UPON AS HAVING BEEN AUTHORIZED BY THE COMPANY OR THE RULE 415 SELLING STOCKHOLDERS. THIS PROSPECTUS DOES NOT CONSTITUTE AN OFFER TO SELL, OR A SOLICITATION OF AN OFFER TO BUY, THE CLASS A COMMON STOCK IN ANY JURISDICTION WHERE, OR TO ANY PERSON TO WHOM, IT IS UNLAWFUL TO MAKE SUCH OFFER OR SOLICITATION. NEITHER THE DELIVERY OF THIS PROSPECTUS NOR ANY SALE MADE HEREUNDER SHALL, UNDER ANY CIRCUMSTANCES, CREATE AN IMPLICATION THAT THERE HAS NOT BEEN ANY CHANGE IN THE FACTS SET FORTH IN THIS PROSPECTUS OR IN THE AFFAIRS OF THE COMPANY SINCE THE DATE HEREOF.

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1,605,000 OPTIONS

2,964,000 SHARES

[NU SKIN LOGO]

OPTIONS TO PURCHASE
CLASS A COMMON STOCK
CLASS A COMMON STOCK

PROSPECTUS

, 1996

PART II

INFORMATION NOT REQUIRED IN PROSPECTUS

ITEM 13. OTHER EXPENSES OF ISSUANCE AND DISTRIBUTION.

The estimated expenses of the issuance and distribution, all of which are payable by the Registrant, are as follows.

| | |
|---|-------------|
| SEC Registration Fee..... | \$ 80,406 |
| NASD Fee..... | 27,117 |
| Stock Exchange Listing..... | 109,000 |
| Printing and Engraving..... | 700,000 |
| Accounting Fees and Expenses..... | 900,000 |
| Legal Fees and Expenses..... | 1,100,000 |
| Blue Sky Fees and Expenses..... | 15,000 |
| Transfer Agent's Fees and Expenses..... | 10,000 |
| Custodian's Fees and Expenses..... | 25,000 |
| Miscellaneous Expenses..... | 39,976 |
| | ----- |
| Total..... | \$3,000,000 |
| | ===== |

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*To be supplied by amendment.

ITEM 14. INDEMNIFICATION OF DIRECTORS AND OFFICERS.

Article 10 of the Company's Certificate of Incorporation and Article 5 of the Company's Bylaws require indemnification to the fullest extent permitted by Section 145 of DGCL. Section 145 of the DGCL provides that a corporation may indemnify directors and officers as well as other employees and individuals against expenses (including attorneys' fees), judgments, fines and amounts paid in settlement actually and reasonably incurred in connection with specified actions, suits or proceedings, whether civil, criminal, administrative, or investigative (other than action by or in the right of the corporation a "derivative action"), if they acted in good faith and in a manner they reasonably believed to be in or not opposed to the best interests of the corporation and, with respect to any criminal action or proceeding, had no reasonable cause to believe their conduct was unlawful. A similar standard is applicable in the case of derivative actions, except that indemnification only extends to expenses (including attorneys' fees) incurred in connection with the defense or settlement of such actions, and the statute requires court approval before there can be any indemnification where the person seeking indemnification has been found liable to the corporation. Indemnification provided by or granted pursuant to Section 145 of the DGCL is not exclusive of other indemnification that may be granted by a corporation's bylaws, any agreement, any vote of stockholders or disinterested directors or otherwise. Article 5 of the Company's Bylaws provides for indemnification consistent with the requirements of Section 145 of the DGCL. Reference is made to Exhibits 3.1 and 3.2 to this Registration Statement for the complete text of, respectively, Article 10 of the Company's Certificate of Incorporation and Article 5 of the Company's Bylaws.

Section 145 of the DGCL also permits a corporation to purchase and maintain insurance on behalf of directors and officers. Article 10 of the Certificate of Incorporation and Article 5 of the Company's Bylaws permits it to purchase such insurance on behalf of its directors and officers.

Article 7 of the Company's Certificate of Incorporation provides for, to the fullest extent permitted by the DGCL, elimination or limitation of liability of directors to the Company or its stockholders for breach of fiduciary duty as a director. Section 102(b)(7) of the DGCL permits a corporation to provide in its certificate of incorporation that a director of the corporation shall not be personally liable to the corporation or its stockholders for monetary damages for breach of fiduciary duties as a director, except for liability (i) for any breach of a

director's duty of loyalty to the corporation or its stockholders; (ii) for acts or omissions not in good faith or which involve international misconduct or a knowing violation of law; (iii) for improper payment of dividends or redemptions of shares; or (iv) for any transaction from which the director derives an improper personal benefit. Reference is made to Exhibit 3.1 to this Registration Statement for the complete text of Article 7 of the Company's Certificate of Incorporation.

Reference is made to the form of Purchase Agreement filed as Exhibit 1.1 to this Registration Statement which provides for the indemnification of the directors and officers of the Company signing this Registration Statement and certain controlling persons of the Company against certain liabilities, including those arising under the 1933 Act, in certain instances by the Underwriters.

Prior to the consummation of the Offerings, the Company intends to enter into separate indemnification agreements with each of its directors and executive officers in order to effectuate the provisions of Article 10 of the Company's Certificate of Incorporation and Article 5 of the Company's Bylaws.

ITEM 15. RECENT SALES OF UNREGISTERED SECURITIES.

Pursuant to the Reorganization, prior to the Offerings, the shareholders of Nu Skin Japan, Nu Skin Korea, Nu Skin Taiwan, Nu Skin Hong Kong and Nu Skin Thailand will contribute their shares of capital stock to the capital of the Company in a transaction intended to qualify under Section 351 of the Code in exchange for shares of the Company's Class B Common Stock. This sale is exempt from registration under Section 4(2) of the 1933 Act. Prior to the Reorganization, all of the outstanding shares of capital stock of the Subsidiaries were held by the Selling Stockholders. The Reorganization will result in each of the Subsidiaries becoming a wholly-owned subsidiary of the Company.

ITEM 16. EXHIBITS AND FINANCIAL STATEMENTS SCHEDULES.

(a) Exhibits

- **1.1 Form of U.S. Purchase Agreement
- 2.1 Form of Contribution Agreement
- *3.1 Amended and Restated Certificate of Incorporation of the Company
- *3.2 Amended and Restated Bylaws of the Company
- *4.1 Specimen Form of Stock Certificate for Class A Common Stock
- *4.2 Specimen Form of Stock Certificate for Class B Common Stock
- 5.1 Opinion of LeBoeuf, Lamb, Greene & MacRae, L.L.P. regarding legality of the securities covered by this Registration Statement
- *10.1 Form of Indemnification Agreement to be entered into by and among the Company and certain of its officers and directors
- *10.2 Form of Stockholders' Agreement by and among the initial stockholders of the Company
- *10.3 Employment Contract, dated December 12, 1991, by and between Nu Skin Taiwan and John Chou
- *10.4 Employment Agreement, dated May 1, 1993, by and between Nu Skin Japan and Takashi Bamba
- *10.5 Service Agreement, dated January 1, 1996, by and between Nu Skin Korea and Sung-Tae Han
- 10.6 Form of Purchase and Sale Agreement between Nu Skin Hong Kong and NSI
- +*10.7 Form of Licensing and Sales Agreement between NSI and each Subsidiary (other than Nu Skin Korea)
- 10.8 Form of Regional Distribution Agreement between NSI and Nu Skin Hong Kong
- 10.9 Form of Wholesale Distribution Agreement between NSI and each Subsidiary (other than Nu Skin Hong Kong)
- 10.10 Form of Trademark/Tradename License Agreement between NSI and each Subsidiary
- 10.11 Form of Management Services Agreement between NSIMG and each Subsidiary
- +*10.12 Form of Licensing and Sales Agreement between NSI and Nu Skin Korea
- *10.13 Form of Independent Distributor Agreement by and between NSI and Independent Distributors in Hong Kong/Macau

- *10.14 Form of Independent Distributor Agreement by and between NSI and Independent Distributors in Japan
- *10.15 Form of Independent Distributor Agreement by and between NSI and Independent Distributors in South Korea
- *10.16 Form of Independent Distributor Agreement by and between NSI and Independent Distributors in Taiwan
- *10.17 Nu Skin Asia Pacific, Inc. 1996 Stock Incentive Plan
- **10.18 Form of Bonus Incentive Plan for Subsidiary Presidents
- 10.19 Option Agreement by and between the Company and M. Truman Hunt
- *10.20 Form of Mutual Indemnification Agreement by and between the Company and NSI
- 10.21 Manufacturing Sublicense Agreement, dated July 27, 1995, by and between NSI and Nu Skin Japan
- **10.22 Option Agreement by and between the Company and NSI.
- **11.1 Statement Regarding Computation of Shares
 - 21.1 Subsidiaries of the Company
 - 23.1 Consent of Price Waterhouse LLP, independent accountants
 - 23.2 Consent of Price Waterhouse LLP, independent accountants
 - *23.3 Report of Grant Thornton, independent certified public accountants
 - 23.4 Consent of Grant Thornton, independent certified public accountants
 - 23.5 Consent of LeBoeuf, Lamb, Greene & MacRae, L.L.P. (contained in their Opinion filed as exhibit 5.1)
 - *24 Power of Attorney (included with the signatures in Part II of this Registration Statement)

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 *Previously filed.
 **To be filed by amendment.
 + Confidential treatment has been requested. The copy filed as an exhibit omits the information subject to the confidentiality request.

(b) FINANCIAL STATEMENT SCHEDULES

Schedules have been omitted because the information required to be set forth therein is not applicable or is shown in the financial statements or notes thereto.

ITEM 17. UNDERTAKINGS

(a) The undersigned registrant hereby undertakes:

(1) To file, during any period in which offers or sales are being made, a post-effective amendment to this registration statement;

(i) To include any prospectus required by Section 10(a)(3) of the 1933 Act;

(ii) To reflect in the prospectus any facts or events arising after the effective date of the registration statement (or the most recent post-effective amendment thereof) which, individually or in the aggregate, represent a fundamental change in the information set forth in the registration statement. Notwithstanding the foregoing, any increase or decrease in volume of securities offered (if the total dollar value of securities offered would not exceed that which was registered) and any deviation from the low or high and of the estimated maximum offering range may be reflected in the form of prospectus filed with the Commission pursuant to Rule 424(b) if, in the aggregate, the changes in volume and price represent no more than 20 percent change in the maximum aggregate offering price set forth in the "Calculation of Registration Fee" table in the effective registration statement.

(iii) To include any material information with respect to the plan of distribution not previously disclosed in the registration statement or any material change to such information in the registration statement;

(2) That, for the purpose of determining any liability under the 1933 Act, each such post-effective amendment shall be deemed to be a new registration statement relating to the securities offered therein, and the offering of such securities at that time shall be deemed to be the initial bona fide offering thereof.

(3) To remove from registration by means of a post-effective amendment any of the securities being registered which remain unsold at the termination of the offering.

The undersigned Registrant hereby undertakes to provide to the Underwriters at the closing specified in the Underwriting Agreements, certificates in such denominations and registered in such names as required by the Underwriters to permit prompt delivery to each purchaser.

(b) Insofar as indemnification for liabilities arising under the 1933 Act may be permitted to directors, officers and controlling persons of the Registrant pursuant to the foregoing provisions, or otherwise, the Registrant has been advised that in the opinion of the Securities and Exchange Commission such indemnification is against public policy as expressed in the 1933 Act and is, therefore, unenforceable. In the event that a claim for indemnification against such liabilities (other than the payment by the Registrant of expenses incurred or paid by a director, officer or controlling person of the Registrant in the successful defense of any action, suit or proceeding) is asserted by such director, officer or controlling person in connection with the securities being registered, the Registrant will, unless in the opinion of its counsel the matter has been settled by controlling precedent, submit to a court of appropriate jurisdiction on the question whether such indemnification by it is against public policy as expressed in the 1933 Act and will be governed by the final adjudication of such issue.

(c) The undersigned Registrant hereby undertakes that:

(1) For purposes of determining any liability under the 1933 Act, the information omitted from the form of prospectus filed as a part of this Registration Statement in reliance upon Rule 430A and contained in a form of prospectus filed by the Registrant pursuant to Rules 424(b)(1) or (4) or 497(h) under the 1933 Act shall be deemed to be part of this Registration Statement as of the time it was declared effective.

(2) For the purpose of determining any liability under the 1933 Act, each post-effective amendment that contains a form of prospectus shall be deemed to be a new registration statement relating to the securities offered therein, and the offering of such securities at that time shall be deemed to be the initial bona fide offering thereof.

SIGNATURES

Pursuant to the requirements of the Securities Act of 1933, as amended, the Registrant has duly caused this Amendment No. 2 to the Registration Statement to be signed on its behalf by the undersigned, thereunto duly authorized, in the City of Provo, State of Utah on October 24, 1996.

NU SKIN ASIA PACIFIC, INC.

/s/ Steven J. Lund
 By: _____
 Steven J. Lund
 President and Chief
 Executive Officer

Pursuant to the requirements of the Securities Act of 1933, as amended, this Amendment No. 2 to the Registration Statement has been signed below on October 24, 1996 by the following persons in the capacities indicated.

| SIGNATURE | TITLE | DATE |
|---|--|---------------------|
| * ----- Blake M. Roney | Chairman of the Board of Directors | October 24, 1996 |
| /s/ Steven J. Lund ----- Steven J. Lund | President and Chief Executive Officer and Director (Principal Executive Officer) | October 24, 1996 |
| * ----- Corey B. Lindley | Vice President Finance (Principal Financial and Accounting Officer) | October 24, 1996 |
| * ----- Sandie N. Tillotson | Director | October 24, 1996 |
| * ----- Keith R. Halls | Director | October 24, 1996 |
| * ----- Brooke B. Roney | Director | October 24, 1996 |
| * ----- Kirk V. Roney | Director | October 24, 1996 |

SIGNATURE

TITLE

DATE

*

Director

October 24,
1996

Max E. Esplin

*

Director

October 24,
1996

Max L. Pinegar

/s/ Steven J. Lund

*By:

Steven J. Lund as
attorney-in-fact for each
of the persons indicated

INDEX TO EXHIBITS

| EXHIBIT NUMBER ----- | EXHIBIT DESCRIPTION ----- | PAGINATION BY SEQUENTIAL NUMBERING SYSTEM ----- |
|----------------------------|---|--|
| **1.1 | Form of U.S. Purchase Agreement | |
| 2.1 | Form of Contribution Agreement | |
| *3.1 | Amended and Restated Certificate of Incorporation of the Company | |
| *3.2 | Amended and Restated Bylaws of the Company | |
| *4.1 | Specimen Form of Stock Certificate for Class A Common Stock | |
| *4.2 | Specimen Form of Stock Certificate for Class B Common Stock | |
| 5.1 | Opinion of LeBoeuf, Lamb, Greene & MacRae, L.L.P. regarding legality of the securities covered by this Registration Statement | |
| *10.1 | Form of Indemnification Agreement to be entered into by and among the Company and certain of its officers and directors | |
| *10.2 | Form of Stockholders' Agreement by and among the initial stockholders of the Company | |
| *10.3 | Employment Contract, dated December 12, 1991, by and between Nu Skin Taiwan and John Chou | |
| *10.4 | Employment Agreement, dated May 1, 1993, by and between Nu Skin Japan and Takashi Bamba | |
| *10.5 | Service Agreement, dated January 1, 1996, by and between Nu Skin Korea and Sung-Tae Han | |
| 10.6 | Form of Purchase and Sale Agreement between Nu Skin Hong Kong and NSI | |
| +*10.7 | Form of Licensing and Sales Agreement between NSI and each Subsidiary (other than Nu Skin Korea) | |
| 10.8 | Form of Regional Distribution Agreement between NSI and Nu Skin Hong Kong | |
| 10.9 | Form of Wholesale Distribution Agreement between NSI and each Subsidiary (other than Nu Skin Hong Kong) | |
| 10.10 | Form of Trademark/Tradenname License Agreement between NSI and each Subsidiary | |
| 10.11 | Form of Management Services Agreement between NSIMG and each Subsidiary | |
| +*10.12 | Form of Licensing and Sales Agreement between NSI and Nu Skin Korea | |
| *10.13 | Form of Independent Distributor Agreement by and between NSI and Independent Distributors in Hong Kong/Macau | |
| *10.14 | Form of Independent Distributor Agreement by and between NSI and Independent Distributors in Japan | |
| *10.15 | Form of Independent Distributor Agreement by and between NSI and Independent Distributors in South Korea | |
| *10.16 | Form of Independent Distributor Agreement by and between NSI and Independent Distributors in Taiwan | |
| *10.17 | Nu Skin Asia Pacific, Inc. 1996 Stock Incentive Plan | |
| **10.18 | Form of Bonus Incentive Plan for Subsidiary Presidents | |
| 10.19 | Option Agreement, by and between the Company and M. Truman Hunt | |
| *10.20 | Form of Mutual Indemnification Agreement by and between the Company and NSI | |
| 10.21 | Manufacturing Sublicense Agreement, dated July 27, 1995, by and between NSI and Nu Skin Japan | |
| **10.22 | Option Agreement by and between the Company and NSI | |
| **11.1 | Statement Regarding Computation of Shares | |
| 21.1 | Subsidiaries of the Company | |

PAGINATION
BY
SEQUENTIAL
NUMBERING
SYSTEM

| EXHIBIT NUMBER ----- | EXHIBIT DESCRIPTION ----- |
|----------------------------|--|
| 23.1 | Consent of Price Waterhouse LLP, independent accountants |
| 23.2 | Consent of Price Waterhouse LLP, independent accountants |
| *23.3 | Report of Grant Thornton, independent certified public accountants |
| 23.4 | Consent of Grant Thornton, independent certified public accountants |
| 23.5 | Consent of LeBoeuf, Lamb, Greene & MacRae, L.L.P. (contained in their Opinion filed as exhibit 5.1) |
| *24 | Power of Attorney (included with the signatures in Part II of this Registration Statement) |

- -----

* Previously Filed.

**To be filed by amendment.

+ Confidential treatment has been requested. The copy filed as an exhibit omits the information subject to the confidentiality request.

FORM OF CONTRIBUTION AGREEMENT

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CONTRIBUTION AGREEMENT

by and among

NU SKIN ASIA PACIFIC, INC.

and

EACH OF THE PERSONS LISTED ON THE SIGNATURE PAGES HEREOF

Dated _____, 1996

=====

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CONTRIBUTION AGREEMENT, dated _____, 1996 (this "Agreement"), by and among Nu Skin Asia Pacific, Inc., a Delaware corporation (the "Holding Company"), and each of the persons listed on the signature pages hereof (collectively, the "Contributing Stockholders").

W I T N E S S E T H:

- - - - -

WHEREAS, the Contributing Stockholders are, as of the date of this Agreement, the record and beneficial owners of all of the issued and outstanding shares of capital stock of each of Nu Skin Hong Kong, Inc., a corporation organized under the laws of the State of Utah, Nu Skin Japan Company, Limited, a corporation organized under the laws of Japan and the State of Delaware, Nu Skin Korea, Inc. a corporation organized under the laws of South Korea and the State of Delaware, Nu Skin Taiwan, Inc., a corporation organized under the laws of the State of Utah and Nu Skin Personal Care (Thailand) Limited, a corporation organized under the laws of Thailand and the State of Delaware (each, an "Asian Entity" and collectively, the "Asian Entities") as listed in Schedule A hereto for each Contribution Stockholder;

WHEREAS, the aggregate number of shares of common stock issued and outstanding of each Asian Entity (collectively, the "Asian Entity Shares") are as listed in Schedule A hereto;

WHEREAS, the Holding Company was incorporated to become the holding company for the Asian Entities;

WHEREAS, the Contributing Stockholders wish to contribute the Asian Entity Shares to the Holding Company solely in exchange for shares of Class B common stock, par value \$.001 per share, of the Holding Company ("Class B Common Stock"), to effect such holding company structure (the "Contribution");

WHEREAS, immediately after the Contribution, the Contributing Stockholders will own all of the issued and outstanding shares of Class B Common Stock of the Holding Company;

WHEREAS, substantially simultaneously with the Contribution, the Holding Company plans to offer and sell shares of Class A common stock, par value \$.001 per share of the Holding Company ("Class A Common Stock") to the public through an initial public offering pursuant to an effective registration statement on Form S-1 (the "IPO") subsequent to the Contribution, which will constitute a qualified underwriting transaction within the meaning of Treas. Reg. Section 1.351-1(a)(3); and

WHEREAS, immediately after the Contribution and the IPO, the Contributing Stockholders and the Persons purchasing Class A common stock pursuant to the IPO (the

"IPO Public Stockholders") will be treated as a group being in control of the Holding Company for purposes of Section 351 of the Code;

NOW, THEREFORE, in consideration of the premises and the representations, warranties and agreements herein contained, the parties hereto agree as follows:

ARTICLE I

DEFINITIONS

As used herein and in the Schedules hereto, the terms set forth in this Article I have the respective meanings indicated. Terms defined in the singular or plural, as the case may be, shall have the same respective meaning when used in the plural or singular, as the case may be.

Asian Entities: the meaning specified in the first WHEREAS clause of

this Agreement.

Asian Entity Shares: the meaning specified in the second WHEREAS

clause of this Agreement.

Class A Common Stock: the meaning specified in the sixth WHEREAS

clause of this Agreement.

Class B Common Stock: the meaning specified in the fourth WHEREAS

clause of this Agreement.

Closing: the meaning specified in Section 2.2.

Closing Date: the meaning specified in Section 2.2.

Code: the Internal Revenue Code of 1986, as amended.

Commission: the U.S. Securities and Exchange Commission.

Consents: the meaning specified in Section 4.1.2(b).

Contributing Stockholder: the meaning specified in the introductory

paragraph of this Agreement.

Contribution: the meaning specified in the fourth WHEREAS clause of

this Agreement.

Control: the ownership of stock possessing at least 80 percent of the

total combined voting power of all classes of stock entitled to vote and at
least 80 percent of the total number of shares of all other classes of the
corporation.

Holding Company Shares: the Class B Common Stock issued and delivered

to the Contributing Stockholders pursuant to this Agreement.

IPO: the meaning specified in the sixth WHEREAS clause of this

Agreement.

IPO Public Stockholders: the meaning specified in the seventh WHEREAS

clause of this Agreement.

Lien: the meaning specified in Section 4.1.7.

Person: any individual, corporation, partnership, firm, joint venture,

unincorporated organization, governmental or regulatory authority or other
entity.

Securities Act: the Securities Act of 1933, as amended.

ARTICLE II

CONTRIBUTION OF THE ASIAN ENTITY SHARES AND SUBSCRIPTION AND PURCHASE OF THE HOLDING COMPANY SHARES

Section 2.1 Contribution of the Asian Entity Shares and Subscription

and Purchase of the Holding Company Shares. Subject to all of the terms and

conditions of this Agreement and in reliance upon the representations and
warranties contained herein, at the Closing provided for in Section 2.2, (i)
each Contributing Stockholder agrees to contribute and transfer, and the Holding
Company agrees to acquire, the number of Asian Entity Shares as set forth
opposite such Contributing Stockholder's name on Schedule A hereto under the
heading "Asian Entity Shares to be Contributed" and (ii) each Contributing
Stockholder agrees to subscribe for and purchase, and the Holding Company agrees
to issue, the number of Holding Company Shares set forth opposite such
Contributing Stockholder's name on Schedule A hereto under the heading "Holding
Company Shares to be Received." The Holding Company shall deliver to each
Contributing Stockholder the certificates for Holding Company Shares as provided
in Section 2.3 and each Contributing Stockholder shall deliver to the Holding
Company certificates for its Asian Entity Shares as provided in Section 2.4.

Section 2.2 Closing. (a) The Closing of the purchase and sale of the

Holding Company Shares contemplated hereby (the "Closing") shall be held at a
time and location to be designated by the Holding Company on the Closing Date.
The "Closing Date" shall be, if the conditions set forth in Article VI have been
satisfied or waived, (i) the date on which the

IPO closes or (ii) such other date prior to the closing of the IPO as the Contributing Stockholders and the Holding Company shall mutually agree. The Closing shall be deemed to have occurred at 12:01 a.m., New York time, on the Closing Date.

(b) Anything contained in this Agreement to the contrary notwithstanding, this Agreement may be terminated at any time prior to the Closing Date:

(i) by the mutual written consent of the Holding Company and each of the Contributing Stockholders; or

(ii) by the Holding Company if the Closing has not occurred on or before February 15, 1997.

In the event this Agreement shall be terminated pursuant to this Section 2.2(b), all further obligations of the parties under this Agreement (other than Section 6.7) shall terminate without further liability of any party to this Agreement; provided, however, that nothing herein shall relieve any party from liability for its willful breach of this Agreement.

Section 2.3 Delivery of Holding Company Shares. At the Closing, the Holding Company shall deliver to each Contributing Stockholder, against delivery of certificates for the Asian Entity Shares to be delivered to the Holding Company by such Contributing Stockholder hereunder, stock certificates registered in the name of such Contributing Stockholder and representing the Holding Company Shares to be issued to such Contributing Stockholder, which certificates shall bear such legends as are determined to be appropriate by counsel to the Holding Company.

Section 2.4 Delivery of Asian Entity Shares. At the Closing, each Contributing Stockholder shall deliver to the Holding Company, against delivery of certificates for the Holding Company Shares to be delivered to such Contributing Stockholder by the Holding Company hereunder, stock certificates representing the number of Asian Entity Shares as set forth opposite such Contributing Stockholder's name on Schedule A hereto under the heading "Asian Entity Shares to be Contributed," duly endorsed in proper form for transfer and with such other instruments as shall reasonably be required by the Holding Company to vest fully in the Holding Company all right, title and interest in and to such Asian Entity Shares free and clear of any Liens.

ARTICLE III

TAX TREATMENT OF THE CONTRIBUTION

Section 3.1 Federal Income Tax Treatment of Contributing Stockholders and IPO Public Stockholders. For Federal income tax purposes, the Contribution and the IPO shall be treated as part of a single integrated transaction qualifying under Section 351 of the Code, pursuant to which neither the Contributing Stockholders nor the IPO Public

Stockholders acquiring their shares of Class A Common Stock through the IPO will recognize any gain or loss. Under Section 358 of the Code, the basis in the Class B Common Stock received by the Contributing Stockholders will be equal to their basis in the stock of the Asian Entities contributed to the Holding Company, and the basis of the Class A Common Stock in the hands of the IPO Public Stockholders will be the same as the price paid pursuant to the IPO.

Section 3.2 Federal Income Tax Treatment of the Holding Company and

Asian Entities. Neither the Holding Company nor the Asian Entities shall

recognize any gain or loss as a result of the Contribution and IPO. No liabilities will be assumed by the Holding Company under Section 357 of the Code. The basis of the property transferred to the Holding Company shall be equal to the basis of such property in the hands of the Contributing Stockholders and the IPO Public Stockholders immediately prior to the transfer to the Holding Company.

Section 3.3 Obligations of the Holding Company, Contributing

Stockholders and IPO Public Stockholders. The Contributing Stockholders and the

IPO Public Stockholders agree to file the information required by Treas. Reg. Section 1.351-3 for his Federal income tax return for the taxable year in which the Contribution and IPO occur, and the Holding Company agrees to furnish to each Contributing Stockholder and each IPO Public Stockholder information necessary to enable such stockholder to comply with the information reporting requirements of Treas. Reg. Section 1.351-3.

Section 3.4 Termination of "S" Corporation Status. As a result of

the Contribution, the Asian Entities will cease to qualify as "S" corporations within the meaning of Section 1361(a) of the Code and will become "C" corporations within the meaning of Section 1361(a)(2) of the Code, which will join in filing consolidated Federal income tax returns with the Holding Company as the common parent.

ARTICLE IV

REPRESENTATIONS AND WARRANTIES

Section 4.1 Representations and Warranties of Contributing

Stockholders. Each Contributing Stockholder, severally and not jointly,

represents and warrants to, and acknowledges and agrees with, the Holding Company as follows:

Section 4.1.1 Title to Shares. As of the date hereof, such

Contributing Stockholder is, and as of the Closing Date such Contributing Stockholder shall be, the record and beneficial owner of and have good and valid title to the Asian Entity Shares identified on Schedule A hereto as being owned by such Contributing Stockholder, free and clear of any lien, pledge, charge, security interest, encumbrance, option or other right or claim with respect thereto (collectively, "Liens"), except for Liens created by virtue of entering into this Agreement. Upon the exchange of the Asian Entity Shares for the Holding Company Shares,

such Contributing Stockholder shall transfer to the Holding Company good and valid title to such Asian Entity Shares, free and clear of any Lien.

Section 4.1.2 Conflicts, Consents, etc. (a) Conflicts. The

execution and delivery of this Agreement by such Contributing Stockholder, and the consummation by such Contributing Stockholder of the transactions contemplated hereby in the manner contemplated hereby, will not conflict with, require any consent or other action by any Person under or result in any violation of, or default under (or any event that, with notice or lapse of time or both, would constitute a default under) or give rise to any right of termination, cancellation or acceleration under any provision of (i) any mortgage, indenture, loan agreement, note, bond, deed of trust, other agreement, commitment or obligation for the borrowing of money or the obtaining of credit, lease or other agreement, contract, license, franchise, permit or instrument to which such Contributing Stockholder is a party or by which it is bound or (ii) any judgment, order, decree, law, statute, rule or regulation applicable to such Contributing Stockholder.

(b) Consents. No consent, waiver, approval, authorization, permit,

order, filing, registration or qualification of or with any court, governmental authority or third party (collectively, "Consents") is required to be obtained or made by such Contributing Stockholder in connection with the execution and delivery of this Agreement by such Contributing Stockholder or the consummation by such Contributing Stockholder of the transactions contemplated hereby in the manner contemplated hereby.

Section 4.1.3 Intent to Transfer. No Contributing Stockholder has

any intention or plan, formally or informally, on the date hereof, to transfer any shares of the Holding Company received in exchange for the Contribution, except for the transfer of shares of Class A Common Stock pro rata by the Contributing Stockholders to the Holding Company, Nu Skin International, Inc and/or their affiliates for use in employee and distributor incentive plans.

Section 4.1.4 Not an Investment Company. None of the Asian Entities

is an investment company within the meaning of Section 351(e) of the Code and the Treasury regulations promulgated thereunder.

Section 4.2 Representations and Warranties of the Holding Company.

The Holding Company represents and warrants that it is not an investment company within the meaning of Section 351(e) of the Code and Treasury regulations promulgated thereunder and that it has no current plan or intention to dispose of any of the assets contributed to it by the Contributing Stockholders and the IPO Public Stockholders and intends to cause the Asian Entities to carry on their active trade or businesses. No liabilities will be assumed by the Holding Company as part of the Contribution or IPO.

ARTICLE V

CONDITIONS PRECEDENT

Section 5.1 Conditions to Obligations of Contributing Stockholders

and the Holding Company. The obligations of each Contributing Stockholder and

of the Holding Company, as the case may be, under this Agreement to consummate
the transactions contemplated hereby is subject to the fulfillment, at or prior
to the Closing, of the following conditions, any one or more of which may be
waived by such Contributing Stockholder or the Holding Company, as the case may
be, at its sole discretion:

Section 5.1.1 Representations and Performance by the Contributing

Stockholders. The representations and warranties of each Contributing

Stockholder contained in Section 4.1 shall be true and correct as of the date
made and as of the Closing Date as though made at and as of the Closing Date or
as of the date specified therein as though made at and as of such date.
Contributing Stockholders shall have duly performed and complied in all material
respects with all agreements, covenants and conditions required by this
Agreement to be performed or complied with by Contributing Stockholders prior to
or at the Closing.

Section 5.1.2 No Injunction, etc. No injunction, judgment or

provision of applicable law or regulation or other order restraining or
prohibiting the consummation of the transactions contemplated by this Agreement
or seeking to prohibit, alter, prevent or materially delay the Closing, shall be
threatened or pending or in effect.

Section 5.1.3 IPO. A registration statement on Form S-1 for the IPO

shall have been declared effective by the Commission and the Holding Company and
the underwriters of the IPO shall have agreed on the terms of pricing.

ARTICLE VI

MISCELLANEOUS

Section 6.1 Stock Transfer Taxes. All stock, stamp, transfer

registration or similar taxes or duties, if any, resulting from (i) the transfer
of the Holding Company Shares shall be paid by the Holding Company and (ii)
resulting from the transfer of the Asian Entity Shares shall be paid by the
Contributing Stockholders.

Section 6.2 Modification; Waiver. This Agreement may be modified

only by a written instrument executed by the parties to this Agreement. Any of
the terms and conditions of this Agreement may be waived in writing at any time
on or prior to the Closing Date by the party entitled to the benefits of such
terms and conditions.

Section 6.3 Further Actions. Each party shall execute and deliver

such certificates and other documents and take such other actions as may reasonably be requested by the other parties in order to consummate or implement the transactions contemplated by this Agreement.

Section 6.4 Notices. All notices, requests, demands and other

communications under this Agreement shall be in writing and shall be deemed to have been duly given if delivered, telecopied or mailed, certified or registered mail, first-class postage paid, return receipt requested, or any other delivery service with proof of delivery:

if to the Holding Company:

Nu Skin Asia Pacific, Inc.
75 West Center Street
Provo, UT 84601
Attention: Steven J. Lund, President

with a copy to:

LeBoeuf, Lamb, Greene & MacRae, L.L.P.
136 South Main Street
Salt Lake City, UT 84101-1685
Attention: Nolan S. Taylor, Esq.

If to Contributing Stockholders, at their respective addresses set forth on Schedule A.

or to such other address or to such other person as any party shall have last designated by notice to the other parties.

Section 6.5 Assignment. This Agreement shall be binding upon and

inure to the benefit of the parties and their respective successors and permitted assigns, but shall not be assignable, by operation of law or otherwise, by any party without the prior written consent of the other parties.

Section 6.6 Counterparts. This Agreement may be executed in

counterparts, all of which shall constitute one and the same instrument.

Section 6.7 Governing Law. This Agreement shall be governed by and

construed in accordance with the internal laws of the State of Utah applicable to agreements made and to be performed entirely within such State, without regard to the conflicts of law principles of such State except that, to the extent applicable, all matters relating specifically to the Holding Company Shares shall be governed by the laws of Delaware.

IN WITNESS WHEREOF, this Agreement has been signed by each of the parties hereto as of the date first above written.

NU SKIN ASIA PACIFIC, INC.
CONTRIBUTING STOCKHOLDERS

By: _____
Name:
Title:

Blake M. Roney

Nedra D. Roney

Sandie N. Tillotson

Craig S. Tillotson

Craig Bryson

Steven J. Lund

Brooke B. Roney

Kirk V. Roney

Keith R. Halls

[Letterhead of LeBoeuf, Lamb, Greene & MacRae]

October 24, 1996

Securities and Exchange Commission
450 Fifth Street, N.W.
Washington, D.C. 20549

Re: Registration Statement on Form S-1 (File 333-12073)
of Nu Skin Asia Pacific, Inc. (the "Registration Statement")

Dear Ladies and Gentlemen:

We are acting as counsel to Nu Skin Asia Pacific, Inc., a Delaware corporation the ("Company"), in connection with the proposed issuance and sale of 12,099,000 shares of the Company's Class A Common Stock, par value \$.001 per share (the "Class A Common Stock"), and 2,000,000 options to purchase shares of Class A Common Stock pursuant to Amendment No. 2 to the Registration Statement to be filed with the Securities and Exchange Commission (the "Commission") on October 24, 1996, as so amended (the "Registration Statement"). Capitalized terms not otherwise defined herein have the meaning set forth in Amendment No. 2 to the Registration Statement.

We have examined such corporate records, certificates and other documents as we have considered necessary for the purposes hereof. In such examination, we have assumed the genuineness of all signatures, the authenticity of all documents submitted to us as originals, the conformity to the original documents of all documents submitted to us as copies and the authenticity of the originals of such copies. As to any facts material to our opinion, we have, when relevant facts were not independently established, relied upon the aforesaid records, certificates and documents.

Based on the foregoing, we are of the opinion that upon the issuance and delivery of the Class A Common Stock and payment therefor in the manner described in the Registration Statement and in accordance with the terms of the U.S. Purchase Agreement (the form of which is filed as Exhibit 1.1 to the Registration Statement), the International Purchase Agreement and the Japanese Underwriting Agreement, the Class A Common Stock will be duly authorized, validly issued, fully paid and nonassessable.

Our opinion set forth herein is limited in all cases to matters arising under the Delaware General Corporation Law. We consent to the use of this opinion as an Exhibit to the Registration Statement and to the reference to our firm under the caption "Legal Matters" in the Prospectus that is a part of the Registration Statement. In giving such consent, we do not thereby concede that we are within the category of persons whose consent is required under Section 7 of the Securities Act of 1933, as amended, or the rules and regulations of the Commission thereunder.

Very truly yours,

/s/ LeBoeuf, Lamb, Greene & MacRae, L.L.P.

PURCHASE AND SALE AGREEMENT
BY AND BETWEEN
NU SKIN INTERNATIONAL, INC.
AND
NU SKIN HONG KONG, INC.

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This PURCHASE AND SALE AGREEMENT is made this ___ day of November, 1996 between Nu Skin International, Inc., a corporation organized under the laws of the State of Utah, U.S.A. (hereinafter "NSI"), and Nu Skin Hong Kong, Inc., a corporation organized under the laws of the State of Utah, U.S.A. (hereinafter "NSHK"). NSI and NSHK shall hereinafter be collectively referred to as the "Parties."

WITNESSETH

WHEREAS, NSI owns the exclusive right to distribute Products and Sales Aids (each as hereinafter defined) in the countries of Japan, the Republic of Korea (Korea), the Republic of China (Taiwan) and Hong Kong (including Macau), (hereinafter the "AP Region"), which right it licenses to NSHK pursuant to a Regional Distribution Agreement dated October 1, 1993 and amended on July 12, 1994 (the "Existing Distribution Agreement"); and

WHEREAS, NSI also owns the exclusive right to distribute Products and Sales Aids in the countries of Thailand, the Philippines, Malaysia, the People's Republic of China (China), Indonesia, Vietnam and Singapore (hereinafter the "Extended AP Region"); and

WHEREAS, NSI is willing to sell, and NSHK is willing to purchase, said exclusive rights to distribute Products and Sales Aids in the Extended AP Region;

NOW THEREFORE, in consideration of the premises, the mutual covenants herein contained and other good and valuable consideration, the Parties hereto agree as follows:

ARTICLE I

DEFINITIONS

As used in this Agreement, the following terms shall have the following meanings (such meanings to be equally applicable to the singular and plural forms of the terms defined):

1.1 "AGREEMENT" shall mean this Purchase and Sale Agreement between NSI and NSHK, as the same may be modified, amended or supplemented from time to time.

1.2 "AMENDED AND RESTATED DISTRIBUTION AGREEMENT" shall mean the Existing Distribution Agreement, as amended and restated to reflect the increase in territory for which

NSHK is granted exclusive rights to distribute Products and Sales Aids to include the Extended AP Region and to incorporate such other matters to which the Parties may agree.

1.3 "AP REGION" shall have the meaning assigned thereto in the recitals to this Agreement.

1.4 "CLOSING DATE" shall mean such date as shall be mutually agreed upon by NSI and NSHK following the satisfaction or waiver of all conditions to the obligations of the parties set forth in Article III.

1.5 "EXISTING DISTRIBUTION AGREEMENT" shall have the meaning assigned thereto in the recitals to this Agreement.

1.6 "EXTENDED AP REGION" shall have the meaning assigned thereto in the recitals to this Agreement.

1.7 "NSAP" shall mean Nu Skin Asia Pacific, Inc., a Delaware corporation and the sole stockholder of NSHK.

1.8 "PRODUCTS" shall mean those products, including without limitation, cosmetics, nutritional products, dietary supplements, vitamins, over-the-counter drugs, quasi-drugs, drugs and pharmaceutical products that are produced, manufactured or purchased by NSI for sale or resale, subject to unavailability due to local regulatory requirements.

1.9 "SALES AIDS" shall mean materials, in whatever form, designed, approved and produced by NSI to assist in the marketing of the Products.

ARTICLE II

PURCHASE AND SALE

2.1 GRANT OF LICENSE. Upon the terms and subject to the conditions contained in this Agreement, on the Closing Date, NSI shall grant to NSHK, and NSHK shall accept from NSI, a license (the "License") to act as the exclusive distributor of products and Sales Aids in the Extended AP Region, on the terms and conditions, for the term and together with the associated rights and obligations as set forth in the Amended and Restated Distribution Agreement.

2.2 LICENSE PRICE. NSHK hereby agrees to pay to NSI, and NSI agrees to accept as payment and consideration for the License, the amount of TWENTY-FIVE MILLION DOLLARS (\$25,000,000) which consists of a \$5 million cash payment on the Closing Date (the "Initial Cash Payment"), a \$10 million payment pursuant to a short-term note due on January 15, 1997 (the "Short Term Note") and a \$10 million payment pursuant to a long-term note due on January 15, 1998 (the "Long Term Note").

2.3 SCOPE OF SALE. The Parties further understand and agree that by this grant and acceptance NSHK does not acquire any claim to, or interest in, NSI's network of independent distributors, distributor lists, sales compensation plan, copyrights, trademarks, associated know-how, or any other right or interest owned by NSI and/or which NSI licenses to NSHK, Nu Skin Japan Company, Limited, Nu Skin Taiwan, Inc. and Nu Skin Korea, Inc. under its Licensing and Sales Agreements and Trademark/Tradename License Agreement with such entities.

2.4 REPRESENTATIONS AND WARRANTIES OF NSI. As an inducement to NSHK to enter into this Agreement, NSI hereby represents and warrants to NSHK that it has not granted, sold conveyed or otherwise transferred to any party any rights to distribute Products or Sales Aids in the Extended AP Region, except to NSHK as contemplated by this Agreement and the Amended and Restated Distribution Agreement. The representations and warranties of NSI contained in this Section 2.4 shall survive the termination of the Agreement.

2.5 LIMITATIONS ON REPRESENTATIONS AND WARRANTIES. Nothing in this Agreement shall be construed as a representation or warranty by NSI as to the ability of NSHK to operate in or to otherwise exercise its rights under this Agreement or the Amended and Restated Distribution Agreement in any country in the Extended AP Region, pursuant to the laws, regulations and ordinances of such country.

ARTICLE III

CONDITIONS TO CLOSING

3.1 CONDITIONS TO OBLIGATIONS OF NSI. The obligation of NSI to consummate the transactions contemplated by this Agreement shall be subject to the fulfillment, at or prior to the Closing Date, of each of the following conditions:

(a) License Price. NSHK shall have paid, or caused to be paid, the

Initial Cash Payment and shall have executed and delivered the Short Term Note and the Long Term Note, each of which shall be in form and substance satisfactory to NSI.

(b) Amended and Restated Distribution Agreement. NSHK shall have

entered into the Amended and Restated Distribution Agreement with NSI, which shall be in form and substance satisfactory to NSI.

(c) Indemnification Agreement. NSA shall have entered into a mutual

indemnification agreement with NSI, which shall be in form in substance satisfactory NSI.

3.2 CONDITIONS TO OBLIGATIONS OF NSHK. The obligations of NSHK to consummate the transactions contemplated by this Agreement shall be subject to the fulfillment, at or prior to the Closing Date, of each of the following conditions:

(a) Representations and Warranties of NSI. The representations and

warranties of NSI contained in Section 2.4 of this Agreement shall have been true and correct when made and shall be true and correct as of the Closing Date with the same force and effect as if made as of the Closing Date.

(b) Amended and Restated Distribution Agreement. NSI shall have

entered into the Amended and Restated Distribution Agreement with NSHK, which shall be in form and substance satisfactory to NSHK.

(c) Indemnification Agreement. NSI shall have entered into a mutual

indemnification agreement with NSA, which shall be in form and substance satisfactory to NSHK.

(d) Receipt for License Price. NSHK shall have received a receipt

from NSI for payment of the Initial Cash Payment.

ARTICLE IV

TERMINATION

4.1 TERMINATION. This Agreement may be terminated at any time prior to the Closing Date:

(a) by either NSI or NSHK if an initial public offering by NSA of shares of its Class A Common Stock shall not have occurred by December 31, 1996; or

(b) by the mutual written consent of NSI and NSHK.

4.2 EFFECTS OF TERMINATION. In the event of termination of this Agreement as provided in Section 4.1, this Agreement shall forthwith become void and there shall be no liability on the part of either party hereto except (a) as set forth in Section 2.4 and Article V and (b) that nothing in this Section 4.2 shall relieve a Party from liability for any breach of this Agreement.

ARTICLE V

CONFIDENTIALITY

All trade secrets, proprietary technology, know-how or other non-public or proprietary business or technical information owned or used by NSI or NSHK and supplied to or acquired by the other whether in oral or documentary form (the "Confidential Information") shall be supplied and acquired in confidence and shall be solely for the use of the receiving party pursuant to this Agreement and such party shall keep the Confidential Information confidential and shall not disclose the same, at any time during the term of this Agreement or after its termination, except to its employees, or to its affiliates, or its affiliates' employees for the purposes of its business in accordance with this Agreement and except as may be required by law; provided that if the receiving party determines that a disclosure is required by law, the receiving party shall notify the disclosing party in order to give the disclosing party an opportunity to seek an injunction or otherwise attempt to keep the Confidential Information confidential. The receiving party shall, at the request of the disclosing party, destroy or return the Confidential Information without retaining copies if, as and when this Agreement is terminated or expires. For purposes of this Agreement, the term "Confidential Information" shall not include information or documents that (i) become generally available to the public other than as a result of a disclosure by the receiving party, (ii) was otherwise lawfully available to the receiving party, or (iii) was generated independently by the receiving party. The provisions of this Article shall survive termination of this Agreement.

ARTICLE VI

MISCELLANEOUS

6.1 ASSIGNMENT. This Agreement shall be binding on and inure to the benefit of the heirs, successors, assigns and beneficiaries of the Parties; provided that neither Party may assign this Agreement or any rights or obligations hereunder, whether by operation of law or otherwise, without the prior written consent of the other Party's authorized representative. Any such attempted assignment, without the written consent provided herein, shall be void and unenforceable.

6.2 NOTICES. All notices, requests and other communications hereunder shall be in writing and shall be deemed to have been duly given, if delivered by hand, or if communicated by facsimile, cable or similar electronic means to the facsimile number or cable identification number as previously provided by each party to the other, at the time that receipt thereof has been confirmed by return electronic communication or signal that the message has been received, or if mailed, ten (10) days after dispatch by registered airmail, postage prepaid, from any post office addressed as follows:

If to NSI: Attn: Chief Operating Officer
Nu Skin International, Inc.
75 West Center Street
Provo, Utah 84601
Facsimile No.: (801) 345-5999

If to NSHK: Attn: Regional Legal Counsel
Nu Skin Hong Kong, Inc.
25th Floor, Windsor House
311 Gloucester Road
Causeway Bay, Hong Kong
Facsimile No.: 852-882-7809

Either party may change its facsimile number, cable identification number or address by a notice given to the other party in the manner set forth above.

6.3 WAIVER AND DELAY. No waiver by either party of any breach or default in performance by the other party, and no failure, refusal or neglect of either party to exercise any right, power or option given to it hereunder or to insist upon strict compliance with or performance of the other party's obligations under this Agreement, shall constitute a waiver of the provisions of this Agreement with respect to any subsequent breach thereof or a waiver by either party of its right at any time thereafter to require exact and strict compliance with the provisions thereof.

6.4 GOVERNING LAW AND DISPUTE RESOLUTION. This Agreement shall be governed by and construed in accordance with the laws of the State of Utah, applicable to contracts made and to be wholly performed within such State. Any dispute arising out of this Agreement, if not resolved by mutual agreement of NSI and NSHK within 30 days after written notice of such dispute is given by NSHK or NSI, as the case may be, shall be resolved through arbitration with the Utah office and division of the American Arbitration Association ("AAA"). If the dispute is not resolved within such 30-day period, the Parties shall petition the AAA to promptly appoint a competent, disinterested person to act as such arbitrator. Within 30 days after the designation or appointment of such arbitrator, such arbitrator shall be required to commence the arbitration proceeding in the state of Utah at a time and place to be fixed by the arbitrator, who shall so notify NSI and NSHK. Such arbitration proceeding shall be conducted in accordance with the applicable rules and procedures of the AAA, and/or as otherwise may be agreed by NSI and NSHK. The decision of the arbitrator shall be final and binding upon NSI and NSHK and may be enforced in any court of competent jurisdiction. The expenses and costs of such arbitration shall be divided and borne equally by NSI and NSHK; provided, that each of NSI and NSHK shall pay all fees and expenses incurred by it in presenting or defending against such claim, right or cause of action.

6.5 INTEGRATED CONTRACT. This Agreement constitutes the entire agreement between the Parties relating to the subject matter hereof and supersedes all prior or

contemporaneous negotiations, representations, agreements and understandings (both oral and written) of the Parties.

6.6 MODIFICATIONS AND AMENDMENTS. No supplement, modification or amendment of this Agreement shall be binding unless it is in writing and executed by both of the Parties.

6.7 SEVERABILITY. To the extent that any provision of this Agreement is (or, in the opinion of counsel mutually acceptable to both parties, would be) prohibited, judicially invalidated or otherwise rendered unenforceable in any jurisdiction, such provision shall be deemed ineffective only to the extent of such prohibition, invalidation or unenforceability in that jurisdiction, and only within that jurisdiction. Any prohibited, judicially invalidated or unenforceable provision of this Agreement will not invalidate or render unenforceable any other provision of this Agreement, nor will such provision of this Agreement be invalidated or rendered unenforceable in any other jurisdiction.

6.8 COUNTERPARTS AND HEADINGS. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. All headings and captions are inserted for convenience of reference only and shall not affect the meaning or interpretation of any provision hereof.

6.9 SPECIFIC PERFORMANCE. The parties acknowledge that it will be impossible to measure in money the damages to the parties of any failure to comply with any of the restrictions or obligations imposed by this Agreement, that every such restriction and obligation is material, and that in the event of any such failure, the parties will not have an adequate remedy at law or in damages. Therefore, each party consents to the issuance of an injunction or the enforcement of other equitable remedies against it at the suit of an aggrieved party, to compel performance of all the terms of this Agreement, and waives any defenses to an equitable remedy, including without limitation the defenses of failure of consideration, breach of any other provision of this Agreement, and availability of relief in damages.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by their authorized representatives.

NU SKIN INTERNATIONAL, INC.

NU SKIN HONG KONG, INC.

Name:
Title:

Name:
Title:

NSI

NSHK

AMENDED AND RESTATED

REGIONAL DISTRIBUTION AGREEMENT

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AMENDED AND RESTATED REGIONAL DISTRIBUTION AGREEMENT

THIS AMENDED AND RESTATED REGIONAL DISTRIBUTION AGREEMENT is made and entered this ____ day of November, 1996, by and between Nu Skin International, Inc., a corporation organized under the laws of the State of Utah, U.S.A., (hereinafter "NSI") and Nu Skin Hong Kong, Inc., a corporation organized under the laws of the State of Utah, U.S.A., (hereinafter "NSHK"). Hereinafter, NSI and NSHK collectively shall be referred to as the "Parties."

W I T N E S S E T H
- - - - -

WHEREAS, NSI is engaged in the design, production and marketing of Products and Sales Aids (as hereinafter defined) for distribution in international markets in the AP Region (as hereinafter defined) through a network of independent distributors; and,

WHEREAS, NSI believes that such activity in the AP Region (as hereinafter defined) can best be accomplished through the contractual appointment of an exclusive regional distributor to distribute such Products and Sales Aids in the AP Region; and,

WHEREAS, NSHK desires, on the terms and conditions hereinafter set forth, to act as the exclusive regional distributor of Products and Sales Aids in the AP Region; and,

WHEREAS, NSI is willing, on the terms and conditions hereinafter set forth, to grant to NSHK the exclusive right to so distribute Products and Sales Aids; and,

WHEREAS, the Parties entered into a Regional Distribution Agreement on October 1, 1993 and an Amendment to said agreement on July 12, 1994 (the "Prior Distribution Agreement"); and,

WHEREAS, the Parties wish to amend and restate the Prior Regional Distribution Agreement as set forth herein;

NOW, THEREFORE, in consideration of the premises, the mutual covenants herein contained and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

ARTICLE I

DEFINITIONS

For the purposes of this Agreement the following words, terms, and phrases shall have the meaning assigned to them in this Article I, unless the context otherwise requires or the parties otherwise agree within the terms of this Agreement:

1.1 "AP REGION" shall mean the countries and regions of Japan, Republic of China (Taiwan), Hong Kong and Macau, the Republic of Korea (South Korea), Thailand, Philippines, Malaysia, the People's Republic of China (China), Indonesia, Vietnam and Singapore.

1.2 "AGREEMENT" shall mean this Amended and Restated Regional Distribution Agreement between NSI and NSHK (together with any

exhibits and schedules hereto), as the same may be modified, amended or supplemented from time to time).

1.3 "EXISTING NSA AFFILIATES" shall mean (i) Nu Skin Japan Company, Limited, a company duly organized and existing under the laws of Japan and the state of Delaware, U.S.A.; (ii) Nu Skin Korea, Inc., a company duly organized and existing under the laws of the Republic of Korea and the state of Delaware, U.S.A.; (iii) Nu Skin Taiwan, Inc., a company organized and existing under the laws of the state of Utah, U.S.A. and (iv) NSHK.

1.4 "NSAP AUTHORIZED AFFILIATE" shall mean (1) the Existing NSA Affiliates; (ii) any current or future affiliate or subsidiary of Nu Skin Asia Pacific, Inc. ("Nu Skin Asia"); provided that such subsidiary or affiliate shall -----
enter into a Wholesale Distribution Agreement substantially similar to the Wholesale Distribution Agreements between (A) each of the existing NSAP Affiliates and (B) NSHK, each dated as of the date hereof.

1.5 "NSI AUTHORIZED AFFILIATE" shall mean Nu Skin Personal Care Australia, Inc. and Nu Skin New Zealand, Inc.

1.6 "NSI INDEPENDENT DISTRIBUTOR" shall mean a person or business entity authorized by contract with NSI to distribute, as an independent contractor, the Products and Sales Aids in accordance with the terms of such distribution contract.

1.7 "NSI" shall mean Nu Skin International, Inc., a U.S. corporation, duly organized and existing under the laws of the State of Utah, U.S.A.

1.8 "PRODUCTS" shall mean those products, including without limitation, cosmetics, nutritional products, dietary supplements,

vitamins, over-the-counter drugs, quasi-drugs, drugs and pharmaceutical products that are produced, manufactured or purchased by NSI for sale or resale, subject to unavailability due to local regulatory requirements in the AP Region.

1.9 "SALES AIDS" shall mean materials, in whatever form, designed, approved and produced by NSI to assist in the marketing of the Products in the AP Region.

1.10 "TRADEMARKS" shall mean those words, symbols, devices, logos, trade names and company names or a combination thereof used in relation to all Products and Sales Aids covered by the existing or eventual registrations thereof in the AP Region.

ARTICLE II

APPOINTMENT AS EXCLUSIVE WHOLESALE DISTRIBUTOR

2.1 SCOPE. NSI hereby appoints and authorizes NSHK as NSI's exclusive regional distributor, during the term of this Agreement, for the sale and distribution of Products and Sales Aids in the AP Region, under the Products' names, logos, and Trademarks, subject to all terms and conditions of this Agreement, and NSHK hereby accepts such appointment and authorization.

2.2 SUB-DISTRIBUTORS. Except as set forth below, NSHK shall not, without the prior written approval of NSI, appoint sub-distributors or agents to promote or distribute Products or Sales Aids inside or outside the AP Region. NSHK may, without the prior written approval of NSI, appoint an NSA Authorized Affiliate as a sub-distributor or agent to promote or distribute Products or Sales Aids in the AP Region; provided that no such appointment of a sub-

distributor or agent shall relieve NSHK of its obligations hereunder.

2.3 SALES OF PRODUCTS AND SALES AIDS.

2.3(A) NSHK agrees that any distribution of Products or Sales Aids in the AP Region shall be made only to an NSI Independent Distributor or an NSA Authorized Affiliate. In addition, NSHK may distribute Products or Sales Aids outside the AP Region to NSI Authorized Affiliate.

2.3(B) To facilitate sales to NSI Independent Distributors, NSHK shall have the right to access information regarding such NSI Independent Distributors in the AP Region on NSI's computer system or as otherwise recorded or maintained by NSI.

2.4 NSI SALES IN THE AP REGION. NSI agrees not to sell Products or Sales Aids to any party within the AP Region or to any party outside the AP Region for delivery within the AP Region, except to NSHK pursuant to the terms and conditions of this Agreement, unless NSI has received the written consent of NSHK.

2.5 SALES OUTSIDE THE AP REGION. NSHK agrees that it will not sell Products or Sales Aids outside the AP Region except as provided in Section 2.3(a) hereof. Further, NSHK shall not promote or solicit customers for Product or Sales Aids sales outside the AP Region. NSHK shall not establish any facility outside the AP Region through which orders are solicited or in which inventories of Products or Sales Aids are stored without NSI's written consent.

2.6 AP REGION ORDERS AND INQUIRIES. The Parties acknowledge that from time to time inquiries and orders concerning the AP Region will arise. If NSI receives any order or inquiry concerning

the sale of Products or Sales Aids in the AP Region, NSI agrees to give prompt notice of such inquiry or order to NSHK, such notice to include the name and address of the person making the order or inquiry as well as any other relevant details regarding such order or inquiry that NSHK shall reasonably request. If NSHK receives any order or inquiry concerning the sale of Products or Sales Aids outside the AP Region, NSHK agrees to give NSI prompt notice of such inquiry or order, such notice to include the name and address of the person making the order or inquiry, as well as any other relevant details regarding such order or inquiry that NSI shall reasonably request.

ARTICLE III

GOVERNMENTAL APPROVALS AND REGISTRATIONS

3.1 NSHK agrees to obtain, or cause to be obtained, at its sole cost and expense, any governmental approval and make, or cause to be made, any filings or notifications required under all applicable laws, regulations and ordinances of each country in the AP Region to enable this Agreement to become effective, to enable the Products or Sales Aids to be sold in the AP Region (except as otherwise provided herein) or to enable any payment pursuant to the provisions of this Agreement to be made. NSHK agrees to keep NSI informed of the progress in obtaining all such government approvals.

3.2 Each party agrees to refrain from any action that will cause the other party to be in violation of any applicable law, regulation, or ordinance of any jurisdiction in the AP Region or

the United States or elsewhere or any international convention or bilateral or multilateral treaty to which any jurisdiction in the AP Region or the United States is a signatory, including, without limitation, the U.S. Foreign Corrupt Practices Act of 1977, the U.S. Export Control Laws, and the U.S. Anti-Boycott laws.

ARTICLE IV

OBLIGATIONS OF NSHK AS EXCLUSIVE WHOLESale DISTRIBUTOR IN THE

AP REGION

4.1 MARKETING AND DISTRIBUTION. NSHK shall have the following obligations with respect to marketing and distribution of the Products and Sales Aids:

4.1(A) To use its best efforts to further the promotion, marketing, sales and other distribution of the Products and Sales Aids in the AP Region.

4.1(B) To maintain, or cause to be maintained, an adequate and balanced inventory of Products, Sales Aids, supplies and necessary materials to promote, market, sell and distribute the Products and Sales Aids in each country within the AP Region.

4.1(C) To ensure that all inquiries by sub-distributors, NSI Independent Distributors and customers, including complaints are responded to promptly. To ensure that all orders are processed and all shipments of Products and Sales Aids are made within each country in the AP Region in a timely fashion.

4.1(D) To diligently investigate or cause to be investigated all leads with potential customers referred to it by NSI.

4.1(E) To permit NSI to visit NSHK and its sub-distributors and to visit NSHK's place of business and inspect its inventories, service records, financial records and other relevant documents.

4.1(F) To maintain, cause to be maintained, or contract to maintain, adequate personnel, distribution and laboratory facilities dedicated on a full-time or part-time basis to the quality control and sale of Products, in compliance with all laws, ordinances and regulations applicable within each country comprising the AP Region.

4.1(G) To provide, at the request of NSI, a business plan for the term and in the form and detail reasonably requested by NSI and to update such business plan as reasonably requested by NSI.

4.1(H) To provide, at the request of NSI, reports of its activities and sales respecting the Products and Sales Aids in the AP Region in a form and in such detail and time period as NSI may reasonably require.

4.2 NSHK OPERATIONS. NSHK agrees to maintain, or cause to be maintained, such facilities and other places of business within each country of the AP Region necessary to effect the purposes and intentions of this Agreement. NSHK further agrees to bear all costs and expenses it incurs in the negotiation, memorialization, execution and performance of all leases, rentals, equipment, salaries, taxes, licenses, insurance, permits, telephone, telegraph, promotional, advertising, travel, accounting and legal expenses, relating to such facilities.

4.3 MANAGEMENT PLANNING. In order to allow NSI to design and carry out necessary and reasonable managerial planning for its worldwide business NSHK shall, in accordance with the schedule required by NSI, advise NSI of the distribution prices of the Products or Sales Aids to be sold to NSI Independent Distributors within the AP Region.

4.4 NSHK CLAIMS AND REPRESENTATIONS. NSHK shall not make any promises, representations, warranties or guarantees respecting the Products, Sales Aids or the Sales and Compensation Plan, except in accordance with those representations, warranties or guarantees provided by NSI with respect thereto and in accordance and compliance with the applicable laws of the countries in which NSHK distributes Products and Sales Aids.

4.5 CAPITALIZATION. NSHK agrees to capitalize itself adequately and maintain its operations both on a financially sound basis and in compliance with all applicable laws, regulations or ordinances covering the operations of such a business entity within any country in which it may conduct business.

4.6 CUSTOMER SUPPORT. NSHK agrees to cooperate with NSI in dealing with any NSI Independent Distributor or customer complaints concerning the Products and Sales Aids and to take any action requested by NSI to solve such complaints. NSHK also agrees to assist NSI in arranging for any customer warranty service required by law or required pursuant to the judgment of NSI.

4.7 ALLOCATION OF EXPENSES.

4.7(A) IMPORT LICENSES. To the extent import licenses are required for the importation of the Products or Sales Aids

into the countries within the AP Region, NSHK hereby agrees that it will be responsible for securing and maintaining such import licenses and payment of all costs and expenses associated therewith.

4.7(B) IMPORT EXPENSES. NSHK agrees that it will be responsible for payment of all customs duties, excise taxes, similar governmental charges and levies, and any other charges or expenses related to any Products or Sales Aids imported into the countries in the AP Region.

4.7(C) FREIGHT. NSHK shall be liable for all freight charges not allocated to NSI pursuant to Section 7.4(c) hereof.

4.7(D) OTHER EXPENSES. In addition to the costs and expenses described in clauses (a), (b) and (c) above, NSHK agrees that it will be responsible for payments of the following expenses, fees and costs, related to the development and maintenance of the Nu Skin business in the AP Region: (a) fees and expenses to incorporate operating entities; (b) fees and expenses for obtaining business licenses and permits; (c) fees, costs and expenses incurred in drafting and producing required company documentation, Sales Aids, and other literature such as product catalogs as well as contracts such as local product purchase agreements; (d) fees and costs incurred in determining the requirements for, and in actually formulating, and registering Products, including ascertaining and complying with labeling and custom\import requirements; (e) expenses and costs related to locating and establishing office, warehouse and other physical facilities, including build out,

furnishings and equipment, as well as negotiation and securing of necessary leases and permits; (f) all costs and expenses related to hiring a general manager and staff, and compliance with local labor laws and requirements; (g) expenses of monitoring, supervising and disciplining NSI Independent Distributors; provided that such fees, costs or expenses are not allocated

to NSI under Section 7.4(d) herein.

ARTICLE V

PURCHASE, SALE AND DELIVERY OF PRODUCTS AND SALES AIDS

5.1 AGREEMENT TO PURCHASE. NSHK shall order such quantities of Products and Sales Aids as it deems necessary to meet its sales requirements within the AP Region.

5.1(A) Each order shall be in the form of a written and signed Purchase Order appearing on the official letterhead of NSHK and forwarded directly to NSI.

5.1(B) Each Purchase Order shall identify the Product(s) or Sales Aids to be purchased, the country to which such Products or Sales Aids shall be distributed to ensure shipment and receipt of Products or Sales Aids which comply with such country's laws and regulation, the quantities thereof, and the shipment dates therefor.

5.1(C) NSI agrees to accept each Purchase Order for Products or Sales Aids placed by NSHK pursuant to this Article or placed by an NSAP Authorized Affiliate or an NSI Authorized Affiliate in each case pursuant to its Wholesale Distribution Agreement with NSHK and subject to:

5.1.(C).(I) The availability in NSI's current inventory of the Product(s) or Sales Aid(s) ordered; and,

5.1.(C).(II) The inability of NSI to perform by reason of force majeure as defined in Section 16.4 hereof. NSI shall have up to ten (10) days after receipt of any Purchase Order to accept such Purchase Order.

Acceptance by NSI shall be in writing, signed by a duly authorized representative of NSI, and effective upon execution.

5.1(D) NSI agrees that, in determining whether it has sufficient inventory to fill each Purchase Order, it will treat such Purchase Order on a parity basis with the orders of all other NSI affiliates.

5.2 PRODUCT SHIPMENT. NSI shall ship all Product(s) and Sales Aids sold by NSI to NSHK hereunder as NSHK may designate in writing on the Purchase Order. NSI shall transmit all commercial invoices for the Products and Sales Aids directly to NSHK by registered airmail, postage prepaid, or any other method mutually acceptable to the Parties.

5.3 PAYMENT DUE DATE. NSHK shall pay for each shipment of Products and Sales Aids within sixty (60) days after the date of shipment or the date of dispatch of a commercial shipping invoice, whichever is later, and shall make payment for such Products and Sales Aids as provided in Section 6.2 of this Agreement.

5.4 PASSAGE OF TITLE AND RISK OF LOSS. Title to and risk of loss for any Product(s) or Sales Aids ordered and shipped pursuant to the terms of this Article shall remain with NSI until such time

that the shipment has moved 50 miles into international airspace or waters or at some point in transit as the parties may agree to in writing, at which time title and risk of loss passes to NSHK. Shipment shall be made in a commercially reasonable manner in accordance with standards applicable in the trade and industry.

5.5 INSPECTION. Within forty-five (45) days following actual receipt of a shipment of Products or Sales Aids by NSHK or other NSA Authorized Affiliates, NSHK shall inspect, or cause to be inspected, the Products and Sales Aids and shall notify NSI in writing, in accordance with Section 16.2, of any defects in such shipment of Products or Sales Aids. In the event of such notification, NSI shall make appropriate arrangements, acceptable to NSHK, to replace any such defective Products or Sales Aids at NSI's sole cost and expense or, failing such replacement, shall, at the option of NSI, either credit the purchase price of the defective Products or Sales Aids to NSHK's account or promptly grant NSHK a cash refund for such purchase price. If NSI is not notified of any defect in a shipment of Products or Sales Aids within forty-five (45) days after actual receipt thereof by NSHK or other country of final destination within the AP Region, then NSHK shall be deemed to have waived its right to claim any defect in the Products or Sales Aids contained in such shipment; provided that for any

latent or other defect not reasonably discernable upon inspection of the Products or Sales Aids under the prevailing circumstances NSHK shall have until forty-five (45) days after discovery of such defect to exercise its rights under this Section 5.5.

ARTICLE VI

PRODUCT AND SALES AIDS PURCHASE PRICES AND TERMS OF PAYMENT

6.1 PRODUCT AVAILABILITY AND PRICING. Concurrent with the execution of this Agreement, NSI has provided NSHK with a listing of the current Products and Sales Aids and applicable pricing for said Products and Sales Aids (the "Price List"). NSI reserves the right, from time to time, in its sole discretion to change the price of all Products and Sales Aids identified on the Price List, or to remove Products and Sales Aids from and/or add new Products and Sales Aids to the Price List; provided however, that (i) NSI shall give NSHK at least thirty

(30) days prior written notice of any price change or removal or addition of Products or Sales Aids; (ii) Product Pricing shall be based on good faith negotiations and pricing available to other comparably situated NSI affiliates, subject to local market variances; and (iii) NSI shall thereafter provide NSHK with a revised Exhibit B incorporating such change.

6.2 PAYMENT METHOD. NSHK shall pay the commercial invoices for Products and Sales Aids shipped under this Agreement in immediately available funds by wire transfer to a bank or banks designated by NSI, or by such other means of payment agreed to by NSI from time to time. All purchases of Products and Sales Aids will be payable in United States Dollars. Without limiting any of NSI's other rights and remedies pursuant to this Agreement, amounts not paid within the time period set forth in the payment provisions herein, shall bear interest at the prime interest rate as reported in the Wall Street Journal plus two

percent (2%) for the full period outstanding.

ARTICLE VII

OBLIGATIONS OF NSI AS SUPPLIER OF PRODUCTS AND SALES AIDS

7.1 PRODUCT QUALITY. NSI shall use its best efforts to maintain and augment the quality, image and goodwill of the Products and Sales Aids and to sell to NSHK for resale in the AP Region only Products and Sales Aids that are consistent with the quality of Products and Sales Aids sold in the United States of America. NSI and NSHK agree to cooperate to mutually determine the formulae or ingredients to be used for Products in each market in the AP Region based on local market regulations and consumer preferences.

7.2 WARRANTY. NSI warrants that the Products and Sales Aids supplied hereunder shall be merchantable under (and will comply with) the laws and regulations of the jurisdiction in which distribution of such Product or Sales Aid is intended; that it will deliver good title thereto and that Products and Sales Aids will be delivered free from any lawful security interest or other lien or encumbrance.

7.2(A) NSI's liability for any breach of such warranties shall not exceed in amount the price of the Products or Sales Aids in respect of which any breach is claimed. NSI'S WARRANTY STATED HEREIN IS EXPRESSLY IN LIEU OF ANY OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING ANY IMPLIED WARRANTY OF FITNESS FOR A PARTICULAR PURPOSE.

7.2(B) NSI neither assumes nor authorizes any person or entity to assume for it any other liability in connection with the Products or Sales Aids supplied hereunder, and there are

no oral contracts or warranties collateral to or affecting this Agreement. NSI shall not be liable to NSHK or any third parties for consequential, special or incidental damages.

7.3 DELIVERY. NSI shall promptly, in accordance with normal and commercially reasonable delivery schedules in the trade, deliver to NSHK those Products or Sales Aids for which NSHK places orders in accordance with Article V hereof.

7.4 ALLOCATION OF EXPENSES.

7.4(A) EXPORT LICENSES. To the extent NSI is required to obtain any United States or other export licenses to export the Products or Sales Aids to the AP Region, NSI agrees that it will be responsible for securing and maintaining all such export licenses and payment of all costs and expenses associated therewith.

7.4(B) EXPORT EXPENSES. NSI agrees that it will be responsible for payments of for all customs duties, excise taxes and similar governmental charges and levies related to the export of the Products or Sales Aids from the United States of America, or any other jurisdiction.

7.4(C) FREIGHT. NSI shall be liable for reasonable ocean freight and insurance costs and expenses related to the export of the Products and Sales Aids from the United States, or any other jurisdiction and delivery of the Products and Sales Aids to the AP Region as designated in the purchase order.

7.4(D) OTHER EXPENSES. In addition to the costs and expenses described in clauses (a), (b) and (c) above, NSI shall pay the following additional expenses, fees and costs: (a) fees and

expenses of registering, renewing and protecting Nu Skin trademarks; (b) fees, costs and expenses incurred in drafting and producing NSI contracts and literature used in the AP Region such as distributor agreements, sales compensation plan, policies and procedures, corporate brochures, introductory booklets or starter kits and international sponsor agreements; (c) fees, costs and expenses of negotiating and drafting intercompany agreements relating to NSI's relationship with NSHK; (d) fees, costs and expenses related to drafting, negotiating and obtaining approval of NSI's marketing plan as used in the AP Region; (e) costs and expenses incurred in monitoring and supervising the pre-market activities of distributors, if any, including any resulting disciplinary actions; (f) the fees, costs and expenses incurred in drafting, preparing, negotiating, obtaining approval for any and all property licensed to NSHK under its Licensing and Sales Agreement with NSI; provided that such fees, costs and expenses are not

allocated to NSHK under Section 4.7 herein.

ARTICLE VIII

SALE AND MANUFACTURE OF PRODUCTS

8.1 NON-COMPETING PRODUCTS. Nothing contained herein, however, shall restrict or prohibit NSHK from selling, distributing, manufacturing or causing to be manufactured products or materials which do not compete directly or indirectly with the Products and Sales Aids, provided that such other products do not

infringe upon any patent, name, Trademark, emblem, trade name, design right, model or other commercial or industrial property right of NSI.

8.2 COMPETING PRODUCTS. During the term of this Agreement, NSHK shall not, and shall not authorize a third party to, manufacture, cause to be manufactured, distribute or sell (i) any products or materials which directly or indirectly compete with the Products or the Sales Aids or (ii) copies of the Products, Sales Aids, or other products that might reasonably be deemed under U.S. or foreign law to be confusingly similar to the Products or Sales Aids, in each case without the prior written consent of NSI, which consent shall not be unreasonably withheld.

8.3 DISCONTINUED PRODUCTS. Notwithstanding the foregoing, in the event NSI shall discontinue the sale of any Product, NSI shall promptly notify NSHK of such discontinuance and thereafter NSHK or an NSAP Authorized Affiliate may elect to manufacture or cause to be manufactured such Product; provided that, if

such discontinued Product competes directly or indirectly with any Product, the prior written consent of NSI shall be required. If NSHK or an NSAP Authorized Affiliate elects to so manufacture or cause to be manufactured such discontinued Product, NSI shall license the formula to such discontinued Product to NSHK or such NSA Authorized Affiliate on substantially the same terms as set forth in the Trademark/Tradename License Agreement, dated as of the date hereof, by and between NSI and NSHK.

ARTICLE IX

NATURE OF RELATIONSHIP

The relationship of NSHK and NSI shall be and at all times remain, respectively, that of independent contractor and contracting party. Nothing contained or implied in this Agreement shall be construed to constitute either party as the legal representative or agent of the other or to constitute or construe the Parties as partners, joint venturers, co-owners or otherwise as participants in a joint or common undertaking. Neither Party is authorized to conclude any contract or agreement or make any commitment, representation or warranty that binds the other or otherwise act in the name of or on behalf of the other. The Parties understand and agree that NSI will refrain from conducting business or engaging in any activity in the AP Region which could be construed, under the applicable laws and tax regulations, as carrying on or conducting business in the AP Region.

ARTICLE X

TERM

Subject to Article XI hereof, this Agreement shall be for a term ending on December 31, 2016 provided, however, that this Agreement is subject to renegotiation after December 31, 2001 in the event that (i) Blake M. Roney, Nedra D. Roney, Sandie N. Tillotson, Craig Tillotson, Craig Bryson, Steven J. Lund, Brooke B. Roney, Kirk V. Roney and Keith R. Halls (the "Existing Stockholders"), or members of their families or trusts or foundations established by or for the benefit of the Existing

Stockholders or members of their families on a combined basis no longer beneficially own a majority of the voting stock of Nu Skin Asia or (ii) the Existing Stockholders or members of their families, or trusts or foundations established for the benefit of the Existing Stockholders or members of their families on a continued basis no longer beneficially own a majority of the voting stock of NSI.

ARTICLE XI

TERMINATION

11.1 This Agreement may be terminated by either Party in the following circumstances immediately or at any time after the occurrence of any of the following events:

(a) the other Party shall commence any case, proceeding or other action (i) under any existing or future law of any jurisdiction, domestic or foreign, relating to bankruptcy, insolvency, reorganization or relief of debtors, seeking to have an order for relief entered with respect to it, or seeking to adjudicate it a bankrupt or insolvent, or seeking reorganization, arrangement, adjustment, winding-up, liquidation, dissolution, compensation or other relief with respect to it or its debts, or (b) seeking appointment of a receiver, trustee, custodian or other similar action; or

(2) there shall be commenced against the other Party any case, proceeding or other action of a nature referred to in clause (a) above which (i) results in the entry of an order for relief or any such adjudication or appointment or (ii) remains

undismissed, undischarged or unbonded for a period of 90 days. Events described in clauses (a) and (b) of this Section 11.1 shall be referred to as a Bankruptcy Event. If a Bankruptcy Event occurs, all amounts owing under this Agreement shall become immediately due and payable, without any notice thereof; or

(3) if the other Party causes or allows a judgment in excess of twenty-five million dollars (\$25,000,000) to be entered against it or involuntarily allows a lien, security interest, or other encumbrance to attach to its assets which secures an amount in excess of twenty-five million dollars (\$25,000,000).

11.2 This Agreement may be terminated by either Party, if the other Party is in default in the performance of any material obligation under this Agreement and such default has not been cured within sixty (60) days after receipt of written notice of such default by the defaulting party; or

11.3 This Agreement may be terminated by NSI if Nu Skin Asia Pacific shall no longer own or control a majority of the voting interest in NSJ, with such termination to take effect thirty (30) days after NSI gives written notice to NSJ of the occurrence of a change in control and its intention to terminate this Agreement based thereon.

ARTICLE XII

EFFECT OF TERMINATION

12.1 Upon termination of this Agreement, all rights and licenses herein granted to NSHK shall cease and shall revert to NSI and NSHK shall immediately cease holding itself out to the public

as NSI's exclusive wholesale distributor in the AP Region or otherwise represent that it is associated in any manner with NSI.

12.2 Upon termination of this Agreement, NSI may either (a) deliver, and NSHK shall pay for, all Products and Sales Aids ordered by NSHK prior to such termination or (b) cancel, without cost or liability, the order of such Products or Sales Aids.

12.3 Upon termination of this Agreement, neither party shall be released from its obligations to pay monies due or to become due to the other party or to complete any unfulfilled obligations under this Agreement, and each party shall immediately pay, perform and discharge all debts, obligations and liabilities hereunder.

12.4 Upon termination of this Agreement for any reason, neither party shall be liable for any special, indirect, incidental, punitive or consequential damages, regarding such termination, irrespective of whether such obligations or liabilities may be contemplated in any law applicable within the AP Region and or elsewhere, and, except as otherwise provided by applicable law, each party hereby waives and relinquishes any rights, pursuant to law or otherwise, to any such damages. The remedies contained herein shall be exclusive.

12.5 The provisions of Article XII, Article XIII and Article XIV, as well as any other provisions that by their terms so provide, shall survive termination of this Agreement and continue in full force and effect thereafter.

ARTICLE XIII

CONFIDENTIALITY

13.1 All trade secrets, proprietary technology, know-how or other non-public or proprietary business or technical information owned or used by NSI or NSHK and supplied to or acquired by the other whether in oral or documentary form (the "Confidential Information") shall be supplied and acquired in confidence and shall be solely for the use of the receiving party pursuant to this Agreement and such party shall keep the Confidential Information confidential and shall not disclose the same, at any time during the term of this Agreement or after its termination, except to its employees and to NSA Authorized Affiliates and to their employees for the purposes of its business in accordance with this Agreement and except as may be required by law; provided that if the receiving party determines that a disclosure is required by law, the receiving party shall notify the disclosing party in order to give the disclosing party an opportunity to seek an injunction or otherwise attempt to keep the Confidential Information confidential. The receiving party shall, at the request of the disclosing party, destroy or return the Confidential Information without retaining copies if, as and when this Agreement is terminated or expires. For purposes of this Agreement, the term "Confidential Information" shall not include information or documents that (i) become generally available to the public other than as a result of a disclosure by the receiving party, (ii) was otherwise lawfully available to the receiving party, or (iii) was

generated independently by the receiving party. The provisions of this Article shall survive termination of this Agreement.

ARTICLE XIV

INDEMNIFICATION AND INSURANCE

14.1 NSI agrees during and after the term of this Agreement to indemnify and hold harmless NSHK from liability, loss, cost or damage, (including reasonable attorney's fees) which NSHK may incur as a result of claims, demands or judgments, of any kind or nature, by anyone whomsoever, arising out of (i) an alleged or actual defect in the design, manufacture or content of, or any harm caused by any Products or Sales Aids or the failure of any Product to comply with all applicable regulatory requirements in the AP Region; or (ii) a claim that NSI's proprietary information infringes any patent, copyright, trade secret or other intellectual property right of a third party; provided that NSHK provides NSI with prompt notice in writing of any such claim or demand and NSHK cooperates with NSI in the defense or settlement of any such claim or action.

14.2 NSI, at its sole cost and expense, shall obtain and keep in force during the term of this Agreement, a policy or policies of comprehensive product liability insurance insuring NSI and NSHK against any liability arising out of the manufacture, packaging and sale of the Products issued by recognized insurers. The limits of said insurance shall not, however, limit the liability of NSI hereunder. Within thirty (30) days following the execution of this Agreement, NSI shall provide, if requested by NSHK, a certificate

of insurance, in form and substance satisfactory to NSHK which certificate shall evidence NSHK as an additional insured under such policy on the same terms and conditions as NSI is insured. Thereafter, and from time to time, NSI shall provide to NSHK such assurance of coverage of NSHK with respect to such insurance policy or policies as NSHK may reasonably request. NSI shall not do or permit to be done anything which shall invalidate the insurance policy or policies obtained in accordance with the provisions of this Section 14.2. NSHK shall also maintain, or cause to be maintained, insurance with one or more recognized insurers reasonable in coverage and amount in direct proportion and corresponding to the business to be conducted by NSHK pursuant to this Agreement. At NSI's request NSHK shall provide NSI with certificates evidencing such insurance coverage.

14.3 NSHK shall at all times remain fully liable for the performance of its sub-distributors and/or agents and NSHK hereby agrees to indemnify and hold harmless NSI from all damages, losses, cost or expenses arising in any manner from any act or omission on the part of its sub-distributors or agents.

ARTICLE XV

NEW COUNTRIES

In the event Nu Skin Asia decides to commence operations in any country in the AP Region in which it is not operating on the date hereof, NSI agrees to enter into Trademark/Tradenname License Agreements and Licensing and Sales Agreements, and to cause Nu Skin International Management Group, Inc. ("NSMG") to enter into

management services agreements, with Nu Skin Asia or any NSAP Authorized Affiliate operating in such country, which agreements shall be substantially similar to the Trademark/ Tradename License Agreements and Licensing and Sales Agreements between (a) each of the Existing NSAP Affiliates and (b) NSI and the management services agreements between (a) each of the Existing NSAP affiliates and (b) NSMG, each dated as of the date hereof.

ARTICLE XVI

MISCELLANEOUS

16.1 ASSIGNMENT. This Agreement shall be binding on and inure to the benefit of the heirs, successors, assigns and beneficiaries of the Parties; provided that neither Party may assign this Agreement or any rights or obligations hereunder, whether by operation of law or otherwise, without the prior written consent of the other Party's authorized representative. Any such attempted assignment, without the written consent provided herein, shall be void and unenforceable.

16.2 NOTICES. All notices, requests and other communications hereunder shall be in writing and shall be deemed to have been duly given, if delivered by hand, or if communicated by facsimile, cable or similar electronic means to the facsimile number or cable identification number as previously provided by each party to the other, at the time that receipt thereof has been confirmed by return electronic communication or signal that the message has been received, or if mailed, ten (10) days after dispatch by registered

airmail, postage prepaid, from any post office addressed as follows:

If to NSI: Attn: Chief Operating Officer
 Nu Skin International, Inc.
 75 West Center Street
 Provo, Utah 84601
 Facsimile No.: (801) 345-5999

If to NSHK: Attn: Regional Legal Counsel
 Nu Skin Hong Kong, Inc.
 25th Floor, Windsor House
 311 Gloucester Road
 Causeway Bay, Hong Kong
 Facsimile No.: 852-882-7809

Either party may change its facsimile number, cable identification number or address by a notice given to the other party in the manner set forth above.

16.3 WAIVER AND DELAY. No waiver by either party of any breach or default in performance by the other party, and no failure, refusal or neglect of either party to exercise any right, power or option given to it hereunder or to insist upon strict compliance with or performance of the other party's obligations under this Agreement, shall constitute a waiver of the provisions of this Agreement with respect to any subsequent breach thereof or a waiver by either party of its right at any time thereafter to require exact and strict compliance with the provisions thereof.

16.4 FORCE MAJEURE. The Parties shall not be responsible for failure to perform hereunder due to force majeure, which shall include, but not be limited to: fires, floods, riots, strikes, labor disputes, freight embargoes or transportation delays, shortage of labor, inability to secure fuel, material, supplies, equipment or power at reasonable prices or on account of shortage thereof, acts of God or of the public enemy, war or civil

disturbances, any existing or future laws, rules, regulations or acts of any government (including any orders, rules or regulations issued by any official or agency or such government) affecting a party that would delay or prohibit performance hereunder, or any cause beyond the reasonable control of a party. If an event of force majeure should occur, the affected party shall promptly give notice thereof to the other party and such affected party shall use its reasonable best efforts to cure or correct any such event of force majeure.

16.5 GOVERNING LAW AND DISPUTE RESOLUTION. This Agreement shall be governed by and construed in accordance with the laws of the State of Utah, applicable to contracts made and to be wholly performed within such State. Any dispute arising out of this Agreement, if not resolved by mutual agreement of NSI and NSHK within 30 days after written notice of such dispute is given by NSHK or NSI, as the case may be, shall be resolved through arbitration with the Utah office and division of the American Arbitration Association ("AAA"). If the dispute is not resolved within such 30-day period, the Parties shall petition the AAA to promptly appoint a competent, disinterested person to act as such arbitrator. Within 30 days after the designation or appointment of such arbitrator, such arbitrator shall be required to commence the arbitration proceeding in the state of Utah at a time and place to be fixed by the arbitrator, who shall so notify NSI and NSHK. Such arbitration proceeding shall be conducted in accordance with the applicable rules and procedures of the AAA, and/or as otherwise may be agreed by NSI and NSHK. The decision of the arbitrator shall be

final and binding upon NSI and NSHK and may be enforced in any court of competent jurisdiction. The expenses and costs of such arbitration shall be divided and borne equally by NSI and NSHK; provided, that each of NSI and NSHK shall pay all fees and expenses incurred by it in presenting or defending against such claim, right or cause of action.

16.6 APPLICABILITY OF POST-EFFECTIVE LAWS. The Parties agree that neither the Vienna Convention on the International Sale of Goods nor any such similar law, treaty or act that becomes effective during the term of this Agreement shall be applicable to this Agreement or the transactions contemplated hereunder.

16.7 INTEGRATED CONTRACT. This Agreement constitutes the entire agreement between the Parties relating to the subject matter hereof and supersedes all prior or contemporaneous negotiations, representations, agreements and understandings (both oral and written) of the Parties.

16.8 MODIFICATIONS AND AMENDMENTS. No supplement, modification or amendment of this Agreement shall be binding unless it is in writing and executed by both of the Parties.

16.9 SEVERABILITY. To the extent that any provision of this Agreement is (or, in the opinion of counsel mutually acceptable to both parties, would be) prohibited, judicially invalidated or otherwise rendered unenforceable in any jurisdiction, such provision shall be deemed ineffective only to the extent of such prohibition, invalidation or unenforceability in that jurisdiction, and only within that jurisdiction. Any prohibited, judicially invalidated or unenforceable provision of this Agreement will not

invalidate or render unenforceable any other provision of this Agreement, nor will such provision of this Agreement be invalidated or rendered unenforceable in any other jurisdiction.

16.10 COUNTERPARTS AND HEADINGS. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. All headings and captions are inserted for convenience of reference only and shall not affect the meaning or interpretation of any provision hereof.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by their respective duly authorized representatives in the United States of America as of the day and the year first above written.

NU SKIN HONG KONG, INC.

NU SKIN INTERNATIONAL, INC.

BY: _____
BLAKE M. RONEY
PRESIDENT AND CEO

BY: _____
MAX L. PINEGAR
GENERAL MANAGER

NSHK

NSJ

AMENDED AND RESTATED

WHOLESALE DISTRIBUTION AGREEMENT

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AMENDED AND RESTATED WHOLESALE DISTRIBUTION AGREEMENT

THIS AMENDED AND RESTATED WHOLESALE DISTRIBUTION AGREEMENT is made and entered this ____ day of November, 1996, by and between Nu Skin Japan Company, Limited, a corporation organized under the laws of Japan and the State of Delaware, U.S.A., (hereinafter "NSJ") and Nu Skin Hong Kong, Inc., a corporation organized under the laws the State of Utah, U.S.A., (hereinafter "NSHK"). Hereinafter, NSJ and NSHK collectively shall be referred to as the "Parties."

W I T N E S S E T H
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WHEREAS, NSI (as hereinafter defined) is engaged in the design, production and marketing of Products and Sales Aids (as hereinafter defined) for distribution in international markets through a network of independent distributors; and,

WHEREAS, NSI has authorized and appointed NSHK as its exclusive regional distributor of Products and Sales Aids in certain countries in the Asia/Pacific region (including the Territory (as hereinafter defined)) and desires to appoint subdistributors in certain of such countries pursuant to Section 2.2 of its Regional Distribution Agreement with NSI, dated as of the date hereof (the "Regional Distribution Agreement"); and,

WHEREAS, NSJ desires, on the terms and conditions hereinafter set forth, to act as the exclusive distributor of NSHK of Products and Sales Aids in the Territory; and,

WHEREAS, NSHK is willing, on the terms and conditions hereinafter set forth, to grant to NSJ the exclusive right to so distribute Products and Sales Aids; and,

WHEREAS, the Parties entered into a Wholesale Distribution Agreement on November 11, 1993 and an Amendment to said agreement on July 12, 1993 (the "Prior Distribution Agreement"); and,

WHEREAS, the Parties wish to amend and restate the Prior Wholesale Distribution Agreement as set forth herein;

NOW, THEREFORE, in consideration of the premises, the mutual covenants herein contained and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

ARTICLE I
DEFINITIONS

For the purposes of this Agreement the following words, terms, and phrases shall have the meaning assigned to them in this Article I, unless the context otherwise requires or the parties otherwise agree within the terms of this Agreement:

1.1 "AGREEMENT" shall mean this Amended and Restated Wholesale Distribution Agreement between NSHK and NSJ (together with any exhibits and schedules hereto), as the same may be modified, amended or supplemented from time to time).

1.2 "NSI INDEPENDENT DISTRIBUTOR" shall mean a person or business entity authorized by contract with NSI to distribute, as an independent contractor, the Products and Sales Aids in accordance with the terms of such distribution contract.

1.3 "NSI" shall mean Nu Skin International, Inc., a U.S. corporation, duly organized and existing under the laws of the State of Utah, U.S.A.

1.4 "PRODUCTS" shall mean those products, including without limitation, cosmetics, nutritional products, dietary supplements, vitamins, over-the-counter drugs, quasi-drugs, drugs and pharmaceutical products that are produced, manufactured or purchased by NSI for sale or resale, subject to unavailability due to local regulatory requirements in the Territory.

1.5 "TERRITORY" shall mean the country of Japan.

1.6 "SALES AIDS" shall mean materials, in whatever form, designed, approved and produced by NSJ to assist in the marketing of the Products in the Territory.

1.7 "TRADEMARKS" shall mean those words, symbols, devices, logos, trade names and company names or a combination thereof used in relation to all Products and Sales Aids covered by the existing or eventual registrations thereof in the Territory.

ARTICLE II
APPOINTMENT AS EXCLUSIVE WHOLESALE DISTRIBUTOR

2.1 SCOPE. NSHK hereby appoints and authorizes NSJ as NSHK's exclusive distributor, during the term of this Agreement, for the sale and distribution of Products and Sales Aids in the Territory, under the Products' names, logos, and Trademarks, subject to all terms and conditions of this Agreement, and NSJ hereby accepts such appointment and authorization.

2.2 SUB-DISTRIBUTORS. NSJ shall not, without the prior written approval of NSHK, appoint sub-distributors or agents to promote or distribute Products or Sales Aids inside or outside the Territory.

2.3 SALES OF PRODUCTS AND SALES AIDS.

2.3(a) NSJ agrees that any distribution of Products or Sales Aids in the Territory shall be made only to an NSI Independent Distributor.

2.3(b) To facilitate sales to NSI Independent Distributors, NSJ shall have the right to access information regarding such NSI Independent Distributors in the Territory as provided by NSI to NSHK pursuant to the Regional Distribution Agreement.

2.4 NSHK SALES IN THE TERRITORY. NSHK agrees not to sell Products or Sales Aids to any party within the Territory or to any party outside the Territory for delivery within the Territory, except to NSJ pursuant to the terms and conditions of this Agreement, unless NSHK has received the written consent of NSJ.

2.5 SALES OUTSIDE THE TERRITORY. NSJ agrees that it will not sell Products or Sales Aids outside the Territory. Further, NSJ shall not promote or solicit customers for Product or Sales Aids sales outside the Territory. NSJ shall not establish any facility outside the Territory through which orders are solicited or in which inventories of Products or Sales Aids are stored without NSHK's written consent.

2.6 TERRITORY ORDERS AND INQUIRIES. The Parties acknowledge that from time to time inquiries and orders concerning the Territory will arise. If NSHK receives any order or inquiry concerning the sale of Products or Sales Aids in the Territory, NSHK agrees to give prompt notice of such inquiry or order to NSJ, such notice to include the name and address of the person making the order or inquiry as well as any other relevant details regarding such order or inquiry that NSJ shall reasonably request. If NSJ receives any order or inquiry concerning the sale of Products or Sales Aids outside the Territory, NSJ agrees to give NSHK prompt notice of such inquiry or order, such notice to include the name and address of the person making the order or inquiry, as well as any other relevant details regarding such order or inquiry that NSHK shall reasonably request.

ARTICLE III
GOVERNMENTAL APPROVALS AND REGISTRATIONS

NSJ agrees to obtain, or cause to be obtained, at its sole cost and expense, any governmental approval and make, or cause to be made, any filings or notifications required under all applicable laws, regulations and ordinances of the Territory to enable this Agreement to become effective, to enable the Products or Sales Aids to be sold in the Territory (except as otherwise provided herein) or to enable any payment pursuant to the provisions of this Agreement to be made. NSJ agrees to keep NSHK informed of the progress in obtaining all such government approvals.

ARTICLE IV
OBLIGATIONS OF NSJ AS EXCLUSIVE WHOLESALE DISTRIBUTOR IN THE

TERRITORY

4.1 MARKETING AND DISTRIBUTION. NSJ shall have the following obligations with respect to marketing and distribution of the Products and Sales Aids:

4.1(a) To use its best efforts to further the promotion, marketing, sales and other distribution of the Products and Sales Aids in the Territory.

4.1(b) To maintain, or cause to be maintained, an adequate and balanced inventory of Products, Sales Aids, supplies and necessary materials to promote, market, sell and distribute the Products and Sales Aids in each country within the Territory.

4.1(c) To ensure that all inquiries by sub-distributors, NSI Independent Distributors and customers, including complaints are responded to promptly. To ensure that all orders are processed and all shipments of Products and Sales Aids are made within the Territory in a timely fashion.

4.1(d) To diligently investigate or cause to be investigated all leads with potential customers referred to it by NSHK.

4.1(e) To permit NSHK to visit NSJ and its sub-distributors and to visit NSJ's place of business and inspect its inventories, service records, financial records and other relevant documents.

4.1(f) To maintain, cause to be maintained, or contract to maintain, adequate personnel, distribution and laboratory facilities dedicated on a full-time or part-time basis to the quality control and sale of Products, in compliance with all laws, ordinances and regulations applicable within the Territory.

4.1(g) To provide, at the request of NSHK, a business plan for the term and in the form and detail reasonably requested by NSHK and to update such business plan as reasonably requested by NSHK.

4.1(h) To provide, at the request of NSHK, reports of its activities and sales respecting the Products and Sales Aids in the Territory in a form and in such detail and for such time period as NSHK may reasonably require.

4.2 NSJ OPERATIONS. NSJ agrees to maintain, or cause to be maintained, such facilities and other places of business within the Territory necessary to effect the purposes and intentions of this Agreement. NSJ further agrees to bear all costs and expenses it incurs in the negotiation, memorialization, execution and performance of all leases, rentals, equipment, salaries, taxes, licenses, insurance, permits, telephone, telegraph, promotional, advertising, travel, accounting and legal expenses, relating to such facilities.

4.3 PRICING INFORMATION. At the request of NSHK, NSJ agrees to advise NSHK of the distribution prices of the Products or Sales Aids to be sold to NSI Independent Distributors within the Territory.

4.4 NSJ CLAIMS AND REPRESENTATIONS. NSJ shall not make any promises, representations, warranties or guarantees respecting the Products, Sales Aids or the Sales and Compensation Plan, except in accordance with those representations, warranties or guarantees as provided by NSI with respect thereto and in accordance and compliance with the applicable laws of the Territory.

4.5 CAPITALIZATION. NSJ agrees to capitalize itself adequately and maintain its operations both on a financially sound basis and in compliance with all applicable laws, regulations or ordinances covering the operations of such a business entity within any country in which it may conduct business.

4.6 CUSTOMER SUPPORT. NSJ agrees to cooperate with NSHK in dealing with any NSI Independent Distributor or customer complaints concerning the Products and the Sales Aids and to take any action requested by NSHK to solve such complaints. NSJ also agrees to assist NSHK in arranging for any customer warranty service required by law or required pursuant to the judgment of NSHK.

4.7 ALLOCATION OF EXPENSES.

4.7(a) IMPORT LICENSES. To the extent import licenses are required for the importation of the Products or Sales Aids into the Territory, NSJ hereby agrees that it will be responsible for securing and maintaining such import licenses and payment of all costs and expenses associated therewith.

4.7(b) IMPORT EXPENSES. NSJ agrees that it will be responsible for payment of all customs duties, excise taxes, similar governmental charges and levies, and any other charges or expenses related to any Products or Sales Aids imported into the Territory.

4.7(c) FREIGHT. NSJ shall be liable for all freight charges not allocated to NSHK pursuant to Section 7.4(c) hereof.

4.7(d) OTHER EXPENSES. In addition to the costs and expenses described in clauses (a), (b) and (c) above, NSJ agrees that it will be responsible for payments of the following expenses, fees and costs, related to the development and maintenance of the Nu Skin business in the Territory: (a) fees and expenses to incorporate operating entities; (b) fees and expenses for obtaining business licenses and permits; (c) fees, costs and expenses incurred in drafting and producing required company documentation, Sales Aids, and other literature such as product catalogs as well as contracts such as local product purchase agreements; (d) fees and costs incurred in determining the requirements for registering Products, including ascertaining and complying with labeling and custom\import requirements; (e) expenses and costs related to locating and establishing office, warehouse and other physical facilities, including build out, furnishings and equipment, as well as negotiation and securing of necessary leases and permits; (f) all costs and expenses related to hiring a general manager and staff, and compliance with local labor laws and requirements; provided that -----
fees, costs or expenses are not allocated NSHK.

ARTICLE V
PURCHASE, SALE AND DELIVERY OF PRODUCTS AND SALES AIDS

5.1 AGREEMENT TO PURCHASE. NSJ shall order such quantities of Products and Sales Aids as it deems necessary to meet its sales requirements within the Territory.

5.1(a) Each order shall be in the form of a written and signed Purchase Order appearing on the official letterhead of NSJ. Each Purchase order shall be forwarded directly to NSI with a copy to be forwarded simultaneously therewith to NSHK. NSHK shall review such Purchase Order

for compliance with the terms of the Regional Distribution Agreement and for reasonableness of the quantities ordered with forecasted sales of Products by NSJ. Unless earlier waived, NSHK shall have the right, within ten (10) days after placement of such Purchase Order, to rescind such Purchase Order and shall notify NSJ and NSI in writing of its decision to exercise such rescission rights prior to the expiration of such ten-day period.

5.1(b) Each Purchase Order shall identify the Product(s) or Sales Aids to be purchased, the country to which such Products or Sales Aids shall be distributed to ensure shipment and receipt of Products or Sales Aids which comply with such country's laws and regulation, the quantities thereof, and the shipment dates therefor.

5.1(c) NSHK shall use its best efforts to cause NSI to shall accept each Purchase Order for Products or Sales Aids placed by NSJ pursuant to this Article and subject to:

5.1.(c).(i) The availability in NSI's current inventory of the Product(s) or Sales Aid(s) ordered by NSJ; and,

5.1.(c).(ii) The inability of NSI to perform by reason of force majeure as defined in Section 15.4 hereof; and,

5.2 PAYMENT DUE DATE. NSJ shall pay for each shipment of Products and Sales Aids within sixty (60) days after the date of arrival or the date of dispatch of a commercial shipping invoice, whichever is later, and shall make payment for such Products and Sales Aids as provided in Section 6.2 of this Agreement.

5.3 PASSAGE OF TITLE AND RISK OF LOSS. Title to and risk of loss for any Product(s) or Sales Aids ordered and shipped pursuant to the terms of this Article shall remain with NSHK until their actual delivery to NSJ or its designed

agent at the port designated in the Purchase Order or at some point in transit as the parties may agree to in writing, at which time title and risk of loss passes to NSJ. Shipment shall be made in a commercially reasonable manner in accordance with standards applicable in the trade and industry.

5.4 INSPECTION. Within forty-five (45) days following actual receipt of a shipment of Products or Sales Aids by NSJ, NSJ shall inspect, or cause to be inspected, the Products and Sales Aids and shall notify NSHK and NSI in writing, in accordance with Section 15.2, of any defects in such shipment of Products or Sales Aids. In the event of such notification, NSHK shall make appropriate arrangements, acceptable to NSJ, to replace any such defective Products or Sales Aids at NSHK's sole cost and expense or, failing such replacement, shall, at the option of NSHK, either credit the purchase price of the defective Products or Sales Aids to NSJ's account or promptly grant NSJ a cash refund for such purchase price. If NSHK is not notified of any defect in a shipment of Products or Sales Aids within forty-five (45) days after actual receipt thereof by NSJ, then NSJ shall be deemed to have waived its right to claim any defect in the Products or Sales Aids contained in such shipment; provided that for any latent

or other defect not reasonably discernable upon inspection of the Products or Sales Aids under the prevailing circumstances NSJ shall have until forty-five (45) days after discovery of such defect to exercise its rights under this Section 5.5.

5.5 INVENTORY OBSOLESCENCE. In the event and to the extent that Products or Sales Aids in the possession of NSJ shall, due to the expiration, change in market conditions, or other reasons not within the control of NSJ, become nonsaleable, NSHK agreed to credit the original purchase price of such Products or Sales Aids to NSJ. The ultimate cost and method of disposal of any such Products and Sales Aids shall be the responsibility of NSHK.

ARTICLE VI
PRODUCT AND SALES AIDS PURCHASE PRICES AND TERMS OF PAYMENT

6.1 PRODUCT AVAILABILITY AND PRICING. Prices to be paid by NSJ to NSHK for Products and Sales Aids purchased hereunder shall be negotiated and determined on an arm's length basis and be adjusted from time to time as agreed by the Parties in writing.

6.2 PAYMENT METHOD. NSJ shall pay the commercial invoices for Products and Sales Aids shipped under this Agreement in immediately available funds by wire transfer to a bank or banks designated by NSHK, or by such other means of payment agreed to by NSHK from time to time. All purchases of Products and Sales Aids will be payable in Japanese Yen with any exchange rate risk to be borne by NSHK. Without limiting any of NSHK's other rights and remedies pursuant to this Agreement, amounts not paid within the time period set forth in the payment provisions herein shall, bear interest at the prime interest rate as reported in the Wall Street Journal plus two percent (2%) for the full period

outstanding.

ARTICLE VII
OBLIGATIONS OF NSJ AS SUPPLIER OF PRODUCTS AND SALES AIDS

7.1 PRODUCT FORMULATION. In consultation with NSI, NSHK and NSJ agree to cooperate to mutually determine the formulae or ingredients to be used for Products in the Territory based on local market regulations and consumer preferences.

7.2 WARRANTY. NSHK warrants that the Products and Sales Aids supplied hereunder shall be merchantable under (and will comply with) the laws and regulations of the jurisdiction in which distribution of such Product or Sales Aid is intended; that it will deliver good title thereto and that Products and

Sales Aids will be delivered free from any lawful security interest or other lien or encumbrance.

7.2(a) NSHK's liability for any breach of such warranties shall not exceed in amount the price of the Products or Sales Aids in respect of which any breach is claimed. NSHK'S WARRANTY STATED HEREIN IS EXPRESSLY IN LIEU OF ANY OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING ANY IMPLIED WARRANTY OF FITNESS FOR A PARTICULAR PURPOSE.

7.2(b) NSHK neither assumes nor authorizes any person or entity to assume for it any other liability in connection with the Products or Sales Aids supplied hereunder, and there are no oral contracts or warranties collateral to or affecting this Agreement. NSHK shall not be liable to NSJ or any third parties for consequential, special or incidental damages.

7.3 DELIVERY. NSHK shall promptly, in accordance with normal and commercially reasonable delivery schedules in the trade, deliver to NSJ those Products or Sales Aids for which NSJ places orders in accordance with Article V hereof.

7.4 ALLOCATION OF EXPENSES.

7.4(a) EXPORT LICENSES. To the extent NSHK is required to obtain any United States, Hong Kong or other export licenses to export the Products or Sales Aids to the Territory, NSHK shall pay all costs and expenses associated therewith.

7.4(b) EXPORT EXPENSES. NSHK agrees that it will be responsible for payments of all customs duties, excise taxes and similar governmental charges and levies related to the export of the Products or Sales Aids from the United States of America, Hong Kong or any other jurisdiction.

7.4(c) FREIGHT. NSHK shall be liable for reasonable ocean freight and insurance costs and expenses related to the export of the Products and

Sales Aids from the United States, Hong Kong or any other jurisdiction and delivery of the Products and Sales Aids to the Territory as designated in the purchase order.

ARTICLE VIII
SALE AND MANUFACTURE OF PRODUCTS

8.1 NON-COMPETING PRODUCTS. Nothing contained herein, however, shall restrict or prohibit NSJ from selling, distributing, manufacturing or causing to be manufactured products or materials which do not compete directly or indirectly with the Products and Sales Aids, provided that such other products do not infringe upon any patent, name, Trademark, emblem, trade name, design right, model or other commercial or industrial property right of NSI.

8.2 COMPETING PRODUCTS. During the term of this Agreement, NSJ shall not, and shall not authorize a third party to, manufacture, cause to be manufactured, distribute or sell (i) any products or materials which directly or indirectly compete with the Products or the Sales Aids or (ii) copies of the Products, Sales Aids, or other products that might reasonably be deemed under U.S. or foreign law to be confusingly similar to the Products or Sales Aids, in each case without the prior written consent of NSHK.

8.3 DISCONTINUED PRODUCTS. Notwithstanding the foregoing, in the event NSHK receives notice from NSI of the discontinuance of the sale of any Product, NSHK shall promptly notify NSJ of such discontinuance and thereafter NSJ may elect to manufacture or cause to be manufactured such Product; provided that, if

such discontinued Product competes directly or indirectly with any Product, the prior written consent of NSI shall be required. If NSJ elects to so manufacture or cause to be manufactured such discontinued Product, NSHK shall, pursuant to the terms of the Regional Distribution Agreement, request that NSI license the

formula to such discontinued Product to NSJ on substantially the same terms as set forth in the Trademark/Tradenname License Agreement, dated as of the date hereof, by and between NSI and NSJ.

ARTICLE IX
NATURE OF RELATIONSHIP

The relationship of NSJ and NSHK shall be and at all times remain, respectively, that of independent contractor and contracting party. Nothing contained or implied in this Agreement shall be construed to constitute either party as the legal representative or agent of the other or to constitute or construe the Parties as partners, joint venturers, co-owners or otherwise as participants in a joint or common undertaking. Neither Party is authorized to conclude any contract or agreement or make any commitment, representation or warranty that binds the other or otherwise act in the name of or on behalf of the other.

ARTICLE X
TERM

Subject to Article XI hereof, this Agreement shall be for a term ending on the earlier of December 31, 2016 or the termination of the Regional Distribution Agreement in accordance with its terms.

ARTICLE XI
TERMINATION

11.1 This Agreement may be terminated by either Party in the following circumstances immediately or at any time after the occurrence of any of the following events:

(a) the other Party shall commence any case, proceeding or other action (i) under any existing or future law of any jurisdiction, domestic or foreign, relating to bankruptcy, insolvency, reorganization or relief of debtors, seeking to have an order for relief entered with respect to it, or seeking to adjudicate it a bankrupt or insolvent, or seeking reorganization, arrangement, adjustment, winding-up, liquidation, dissolution, compensation or other relief with respect to it or its debts, or (ii) seeking appointment of a receiver, trustee, custodian or other similar action; or

(b) there shall be commenced against the other Party any case, proceeding or other action of a nature referred to in clause (a) above which (i) results in the entry of an order for relief or any such adjudication or appointment or (ii) remains undismissed, undischarged or unbonded for a period of 90 days. Events described in clauses (a) and (b) of this Section 11.1 shall be referred to as a Bankruptcy Event. If a Bankruptcy Event occurs, all amounts owing under this Agreement shall become immediately due and payable, without any notice thereof; or

(c) if the other Party causes or allows a judgment in excess of twenty-five million dollars (\$25,000,000) to be entered against it or voluntarily allows a lien, security interest, or other encumbrance to attach to its assets which secures an amount in excess of twenty-five million dollars (\$25,000,000).

11.2 This Agreement may be terminated by either Party, if the other Party is in default in the performance of any material obligation under this Agreement and such default has not been cured within sixty (60) days after receipt of written notice of such default by the defaulting party.

ARTICLE XII
EFFECT OF TERMINATION

12.1 Upon termination of this Agreement, all rights and licenses herein granted to NSJ shall cease and shall revert to NSHK and NSJ shall immediately cease holding itself out to the public as NSHK's exclusive wholesale distributor in the Territory or otherwise represent that it is associated in any manner with NSHK.

12.2 Upon termination of this Agreement, NSHK may either (a) deliver, and NSJ shall pay for, all Products and Sales Aids ordered by NSJ prior to such termination or (b) cancel, without cost or liability, the order of such Products or Sales Aids.

12.3 Upon termination of this Agreement, neither party shall be released from its obligations to pay monies due or to become due to the other party or to complete any unfulfilled obligations under this Agreement, and each party shall immediately pay, perform and discharge all debts, obligations and liabilities hereunder.

12.4 Upon termination of this Agreement for any reason, neither party shall be liable for any special, indirect, incidental, punitive or consequential damages, regarding such termination, irrespective of whether such obligations or liabilities may be contemplated in any law applicable within the Territory and or elsewhere, and, except as otherwise provided by applicable law, each party hereby waives and relinquishes any rights, pursuant to law or otherwise, to any such damages. The remedies contained herein shall be exclusive.

12.5 The provisions of Article XII, Article XIII and Article XIV, as well as any other provisions that by their terms so provide, shall survive termination of this Agreement and continue in full force and effect thereafter.

ARTICLE XIII
CONFIDENTIALITY

13.1 All trade secrets, proprietary technology, know-how or other non-public or proprietary business or technical information owned or used by NSHK or NSJ and supplied to or acquired by the other whether in oral or documentary form (the "Confidential Information") shall be supplied and acquired in confidence and shall be solely for the use of the receiving party pursuant to this Agreement and such party shall keep the Confidential Information confidential and shall not disclose the same, at any time during the term of this Agreement or after its termination, except to its employees, or its affiliates, or its affiliates' employees for the purposes of its business in accordance with this Agreement and except as may be required by law; provided that if the receiving party determines that a disclosure is required by law, the receiving party shall notify the disclosing party in order to give the disclosing party an opportunity to seek an injunction or otherwise attempt to keep the Confidential Information confidential. The receiving party shall, at the request of the disclosing party, destroy or return the Confidential Information without retaining copies if, as and when this Agreement is terminated or expires. For purposes of this Agreement, the term "Confidential Information" shall not include information or documents that (i) become generally available to the public other than as a result of a disclosure by the receiving party, (ii) was otherwise lawfully available to the receiving party, or (iii) was generated independently

by the receiving party. The provisions of this Article shall survive termination of this Agreement.

ARTICLE XIV
INDEMNIFICATION AND INSURANCE

14.1 NSHK agrees during and after the term of this Agreement to indemnify and hold harmless NSJ from liability, loss, cost or damage, (including reasonable attorney's fees) which NSJ may incur as a result of claims, demands or judgments, of any kind or nature, by anyone whomsoever, arising out of (i) an alleged or actual defect in the design, manufacture or content of, or any harm caused by any Products or Sales Aids or the failure of any Product to comply with all applicable regulatory requirements in the Territory; or (ii) a claim that NSI's proprietary information infringes any patent, copyright, trade secret or other intellectual property right of a third party; provided that NSJ provides NSHK with prompt notice in writing of any such claim or demand and NSJ cooperates with NSHK in the defense or settlement of any such claim or action.

14.2 At all times during and following the terms of this Agreement, NSHK shall maintain insurance with one or more reputable insurers reasonable in coverage and amount in direct proportion and corresponding to the business to be conducted by NSJ pursuant to this Agreement.

14.3 NSJ shall at all times remain fully liable for the performance of its sub-distributors and/or agents and NSJ hereby agrees to indemnify and hold harmless NSHK from all damages, losses, cost or expenses arising in any manner from any act or omission on the part of its sub-distributors or agents.

ARTICLE XV
MISCELLANEOUS

15.1 ASSIGNMENT. This Agreement shall be binding on and inure to the benefit of the heirs, successors, assigns and beneficiaries of the Parties; provided that neither Party may assign this Agreement or any rights or obligations hereunder, whether by operation of law or otherwise, without the prior written consent of the other Party's authorized representative. Any such attempted assignment, without the written consent provided herein, shall be void and unenforceable.

15.2 NOTICES. All notices, requests and other communications hereunder shall be in writing and shall be deemed to have been duly given, if delivered by hand, or if communicated by facsimile, cable or similar electronic means to the facsimile number or cable identification number as previously provided by each party to the other, at the time that receipt thereof has been confirmed by return electronic communication or signal that the message has been received, or if mailed, ten (10) days after dispatch by registered airmail, postage prepaid, from any post office addressed as follows:

If to NSHK: Attn.: Regional Legal Counsel
NuSkin Hong Kong, Inc.
25th Floor, Windsor House
311 Gloucester Road
Causeway Bay, Hong Kong
Facsimile No.: 852-882-7809

If to NSJ: Attn.: General Manager
Nu Skin Japan Company, Limited
Shinjuku I-Land Tower, 23rd Floor
6-5-1 Nishishinjuku, Shinjuku-ku
Tokyo, Japan, 163-13
Facsimile No.: 813-5321-3799

Either party may change its facsimile number, cable identification number or address by a notice given to the other party in the manner set forth above.

15.3 WAIVER AND DELAY. No waiver by either party of any breach or default in performance by the other party, and no failure, refusal or neglect of either party to exercise any right, power or option given to it hereunder or to insist upon strict compliance with or performance of the other party's obligations under this Agreement, shall constitute a waiver of the provisions of this Agreement with respect to any subsequent breach thereof or a waiver by either party of its right at any time thereafter to require exact and strict compliance with the provisions thereof.

15.4 FORCE MAJEURE. The Parties shall not be responsible for failure to perform hereunder due to force majeure, which shall include, but not be limited to: fires, floods, riots, strikes, labor disputes, freight embargoes or transportation delays, shortage of labor, inability to secure fuel, material, supplies, equipment or power at reasonable prices or on account of shortage thereof, acts of God or of the public enemy, war or civil disturbances, any existing or future laws, rules, regulations or acts of any government (including any orders, rules or regulations issued by any official or agency or such government) affecting a party that would delay or prohibit performance hereunder, or any cause beyond the reasonable control of a party. If an event of force majeure should occur, the affected party shall promptly give notice thereof to the other party and such affected party shall use its reasonable best efforts to cure or correct any such event of force majeure.

15.5 GOVERNING LAW AND DISPUTE RESOLUTION. This Agreement shall be governed by and construed in accordance with the laws of the State of Utah, applicable to contracts made and to be wholly performed within such State. Any dispute arising out of this Agreement, if not resolved by mutual agreement of NSHK and NSJ within 30 days after written notice of such dispute is given by NSHK or NSJ, as the case may be, shall be resolved through arbitration with the Utah

office and division of the American Arbitration Association ("AAA"). If the dispute is not resolved within such 30-day period, the Parties shall petition the AAA to promptly appoint a competent, disinterested person to act as such arbitrator. Within 30 days after the designation or appointment of such arbitrator, such arbitrator shall be required to commence the arbitration proceeding in the state of Utah at a time and place to be fixed by the arbitrator, who shall so notify NSHK and NSJ. Such arbitration proceeding shall be conducted in accordance with the applicable rules and procedures of the AAA, and/or as otherwise may be agreed by NSHK and NSJ. The decision of the arbitrator shall be final and binding upon NSHK and NSJ and may be enforced in any court of competent jurisdiction. The expenses and costs of such arbitration shall be divided and borne equally by NSHK and NSJ; provided, that each of NSHK and NSJ shall pay all fees and expenses incurred by it in presenting or defending against such claim, right or cause of action.

15.6 APPLICABILITY OF POST-EFFECTIVE LAWS. The Parties agree that neither the Vienna Convention on the International Sale of Goods nor any such similar law, treaty or act that becomes effective during the term of this Agreement shall be applicable to this Agreement or the transactions contemplated hereunder.

15.7 INTEGRATED CONTRACT. This Agreement constitutes the entire agreement between the Parties relating to the subject matter hereof and supersedes all prior or contemporaneous negotiations, representations, agreements and understandings (both oral and written) of the Parties.

15.8 MODIFICATIONS AND AMENDMENTS. No supplement, modification or amendment of this Agreement shall be binding unless it is in writing and executed by both of the Parties.

15.9 SEVERABILITY. To the extent that any provision of this Agreement is (or, in the opinion of counsel mutually acceptable to both parties, would be)

prohibited, judicially invalidated or otherwise rendered unenforceable in any jurisdiction, such provision shall be deemed ineffective only to the extent of such prohibition, invalidation or unenforceability in that jurisdiction, and only within that jurisdiction. Any prohibited, judicially invalidated or unenforceable provision of this Agreement will not invalidate or render unenforceable any other provision of this Agreement, nor will such provision of this Agreement be invalidated or rendered unenforceable in any other jurisdiction.

15.10 COUNTERPARTS AND HEADINGS. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. All headings and captions are inserted for convenience of reference only and shall not affect the meaning or interpretation of any provision hereof.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by their respective duly authorized representatives in the United States of America as of the day and the year first above written.

NU SKIN HONG KONG, INC.

NU SKIN JAPAN COMPANY, LIMITED

BY: _____
BLAKE M. RONEY
PRESIDENT AND CEO

BY: _____
TAKASHI BAMBA
GENERAL MANAGER

NSI

NSJ

AMENDED AND RESTATED

TRADEMARK\TRADENAME LICENSING AGREEMENT

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TRADEMARK \ TRADENAME LICENSING AGREEMENT

THIS AMENDED AND RESTATED TRADEMARK \ TRADENAME LICENSING AGREEMENT is made and entered into this ____ day of November, 1996, between Nu Skin International, Inc. a corporation organized under the laws of the State of Utah, U.S.A., (hereinafter referred to as "NSI") and Nu Skin Japan Company Limited, a corporation organized under the laws of Japan and the State of Delaware, U.S.A., (hereinafter "NSJ"). Hereinafter, NSI and NSJ shall collectively be referred to as the "Parties."

W I T N E S S E T H
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WHEREAS, NSI is engaged in the design, production and marketing of Products and related Sales Aids for distribution in the international markets of the Asia-Pacific Region through a network of independent distributors; and,

WHEREAS, NSJ acts as the exclusive wholesale distributor of NSI products in Japan, having entered a separate written Amended and Restated Wholesale Distribution Agreement with Nu Skin Hong Kong, Inc. ("NSHK") dated as of the date hereof, the exclusive regional distributor of such products and sales aids in the Asia-Pacific region; and,

WHEREAS, NSJ has investigated the marketing potential for Products and Commercial Materials, as defined in this Agreement, it intends to design, manufacture, produce and distribute to enhance further its competitiveness in the Territory; and,

WHEREAS, NSJ has complied with the requirements of its distribution arrangement with NSHK and received appropriate consent

in accordance with the provisions of the agreement governing their relationship pertaining to distribution of NSI products and the manufacture of non-competing Products in the Territory; and,

WHEREAS, NSJ desires to affix NSI Trademarks, as defined herein, to the Products and to affix NSI Tradenames, as defined herein, to Commercial Materials it envisions for the Territory thereby deriving benefit from the goodwill, value and reputation such marks and names shall lend when used to identify such Products and Commercial Materials; and,

WHEREAS, NSI and NSJ (as assignee of Nu Skin Japan, Inc.) entered into a Trademark\Tradenname License Agreement on March 15, 1995 (the "Prior Trademark Agreement"); and

WHEREAS, the Parties desire to amend and restate the Prior Trademark Agreement as set forth herein;

NOW THEREFORE, in consideration of the premises, the mutual promises, covenants, and warranties hereinafter set forth and for other valuable consideration, the sufficiency of which is hereby acknowledged, the Parties agree as follows:

ARTICLE I

DEFINITIONS

For the purposes of this Agreement, the following words and terms shall have the meaning assigned to them in this Article I:

1.1 "AGREEMENT" shall mean this Amended and Restated Trademark\Tradenname Licensing Agreement (together with any exhibits and schedules hereto), as the same may be modified, amended or supplemented from time to time.

1.2 "COMMERCIAL MATERIALS" shall mean, without limitation, any business marquis, sign, letterhead, business card, pamphlet, brochure, magazine, flyer, newsletter, Sales Aid, advertisement or other associated tangible materials NSJ uses in its activities with the Independent Distributor Network or the public to enhance its image and competitiveness in the Territory that NSJ has not purchased from NSI or NSJ. Commercial Materials shall not, for the purposes of this Agreement, include Starter Kits, as defined herein.

1.3 "KNOW-HOW" shall mean any information, including, without limitation, any commercial or business information, lists, marketing methods, marketing surveys, processes, specifications, quality control reports, drawings, photographs, or any other information owned by NSI, whether or not considered proprietary, relating to the network all NSI Independent Distributors, the NSI distributor lists, and the NSI sales compensation plan.

1.4 "LICENSED MARKS AND NAMES" shall mean any NSI Trademark, including those affixed to any Product for purposes of identifying, promoting or selling such Product in the Territory to any NSI Independent Distributor, and any NSI Tradename, including those affixed to or used in connection with any Commercial Materials produced to further NSJ's commercial activities in the Territory and any product formula as agreed to by the Parties from time to time.

1.5 "NET SALES" shall mean, for any period, the number of Products, Commercial Materials and Starter Kits (or any part thereof) sold by NSJ during such period, multiplied by NSJ's then

current selling price to its distributors for each such Product or Commercial Material, less applicable consumption taxes and returns or refunds reasonably accepted and credited by NSJ during such period.

1.6 "NSI INDEPENDENT DISTRIBUTOR" shall mean a person or business entity authorized by contract with NSI to distribute, as an independent contractor NSI products and sales aids.

1.7 "NSI TRADEMARK" shall mean any service mark, trademark, logo or device (or combination thereof) used or for which NSI has a bonafide intent to use or registered or under application by NSI.

1.8 "NSI TRADENAME" shall mean any commercially valuable "mark," "name," or "device" or combination thereof whether or not similar in appearance to any NSI Trademark of which NSI is the owner, registered or otherwise.

1.9 "PRODUCT" shall mean any of the following bearing an NSI Trademark: any product, including, without limitation, cosmetics, nutritional products, dietary supplements, vitamins, over-the-counter drugs, quasi-drugs, drugs and pharmaceutical products, and other products, which NSJ designs, manufactures, produces and/or distributes or causes to be designed, manufactured, produced or distributed in the Territory, that NSJ has not purchased from NSI or NSJ. Products shall not, for the purposes of this Agreement, include Starter Kits.

1.10 "PROPRIETARY INFORMATION" shall mean, without limitation, all information other than information in published form or expressly designated by either party in writing as non-confidential, which is directly or indirectly disclosed to the

other party, regardless of the form in which it is disclosed, relating in any way to the following property owned by the Parties or which the Parties have been licensed to use or sub-license: (1) proprietary technical information related to the Licensed Marks and Names and the Starter Kit; (2) information respecting actual or potential customers or customer contacts and customer sales strategies, names, addresses, phone numbers, identification numbers, database information and its organization, unique business methods; (3) market studies, penetration data, customers, products, contracts, copyrights, computer programs, applications, technical data, licensed technology, patents, inventions, procedures, methods, designs, strategies, plans, liabilities, assets, cost revenues, sales costs, production costs, raw material sources and other market information; (4) other sales and marketing plans, programs and strategies; (5) trade secrets, Know-How, designs and proprietary commercial and technical information, methods, practices, procedures, processes, formulae with respect to manufacturing, assembly, design or processing products subject to this Agreement and any component, part or manufacture thereof; (7) profits, organization, employees, agents, distributors, suppliers, trademarks, tradenames and services; (8) other business and commercial practices in general relating directly or indirectly to the foregoing; (9) computer disks or other records or documents , originals or copies, containing in whole or in part any of the foregoing; and, (10) tax information, returns and other financial information.

1.11 "SALES AID" shall mean materials, in whatever form and/or design produced for the Territory to assist in the marketing of products or the Nu Skin independent business opportunity in the Territory.

1.12 "STARTER KIT" shall mean those materials approved by NSI and intended for sale in conjunction with the execution of the distribution contract to NSI Independent Distributors in the Territory explaining the Nu Skin independent business opportunity, the contractual relationship with NSI and the marketing support programs for the Territory.

1.13 "TERRITORY" shall mean the country of Japan.

ARTICLE II

GRANT OF EXCLUSIVE LICENSE; ROYALTIES

2.1 GRANT OF EXCLUSIVE LICENSE. NSI hereby grants to NSJ an exclusive license and right to use, and, with the prior written consent of NSI, to sublicense the use of, the Licensed Marks and Names in the Territory, provided that all such uses shall comply in all material respects with the terms of this Agreement.

2.2 NSI'S INTEREST IN LICENSED MARKS AND NAMES. NSI hereby retains legal title to the Licensed Marks and Names for all purposes, including but not limited to, the bringing or defending of any legal action in the Territory which it deems reasonable to protect its rights therein. NSJ agrees to assist NSI in any manner to protect NSI's rights in the Licensed Marks and Names which NSI may reasonably request. NSI shall reimburse NSJ for any third party costs incurred by NSJ in providing such assistance.

2.3 RECITALS OF VALUE OF LICENSED MARKS AND NAMES. NSJ recognizes and agrees that NSI has expended considerable time, effort and resources to develop, register, apply for registrations, maintain and enhance the value and reputation of the Licensed Marks and Names. NSJ further agrees it will derive a considerable benefit from its use of the Licensed Marks and Names in the Territory and from NSI's efforts and expenditures respecting the Licensed Marks and Names.

2.4 WARRANTY OF TITLE. NSI hereby represents and warrants that it is the sole and exclusive owner of the Licensed Marks and Names and that to the best of its knowledge and information no claim exists or has been made contesting the ownership and title of said Licensed Marks and Names.

2.5 ROYALTIES. As compensation for the exclusive licenses granted pursuant to the terms of this Agreement, NSJ shall pay to NSI a royalty equal to five percent (5%) (or as otherwise mutually agreed upon by the Parties) of its Net Sales of all products, commercial materials or starter kits (or any part thereof) sold in the territory during the entire term of this Agreement. Where NSI owns the formulae or has exclusive rights in the Territory to the Product, Commercial Material, or Starter Kit (or any part thereof), the applicable royalty shall be eight percent (8%) of Net Sales, or as otherwise mutually agreed upon by the Parties.

ARTICLE III

COMPUTATION AND PAYMENT TERMS

3.1 ROYALTY PAYMENTS.

3.1(A) Within 30 days following the close of each month, NSJ shall deliver to NSI, by electronic transmission or such other medium as the parties shall agree from time to time, a statement of its Net Sales during such month in the Territory and a computation of the royalties payable hereunder. NSJ shall make payment of such royalties in accordance with Section 3.3 hereof concurrently with the delivery of such statement.

3.1(B) For purposes of computing the royalty, Products and Commercial Materials shall be considered sold when recognized for accounting purposes as a sale by NSJ AS PER U.S. GAAP.

3.1(C) The Parties agree that the royalty shall remain competitive within the market and shall be negotiated and determined on an arm's length basis and may be adjusted from time to time as agreed by the Parties in writing.

3.2 RECORDS. Each Party shall keep complete and accurate records of its activities under this Agreement which shall be open to inspection by authorized representatives of the other Party at any reasonable time.

3.3 PAYMENT TERMS. Payments made by NSJ to NSI under this Agreement shall be payable in Japanese Yen. Payments shall be made either directly to NSI in immediately available funds by wire

transfer to an account designated by NSI, or by such other means of payment acceptable to NSI from time to time.

3.4 DEFAULT RATE. Without limiting any of NSI's other rights and remedies under this Agreement, amounts outstanding under the terms of this Agreement not paid within ninety (90) days from the date due and payable, and as set forth in the payment provisions herein, shall bear interest at the prime interest rate as reported in the Wall Street Journal plus two percent (2%) for the full period

outstanding. Whether or not interest charges are actually levied is at the discretion of NSI.

ARTICLE IV

CERTAIN COVENANTS

4.1 USE OF LICENSED MARKS AND NAMES. NSJ may use the Licensed Marks and Names only in accordance with the terms of this Agreement.

4.1(A) The quality and performance of all Products and Commercial Materials bearing the Licensed Marks and Names shall be in accordance with the standards, specifications and instructions approved by NSI; and,

4.1(B) NSI shall have the right to inspect the premises of NSJ and those of any of NSJ's subcontractors at which Product(s) are being manufactured, at reasonable times, and also to receive samples of such Product(s), in accordance with a reasonable schedule to be established promptly between NSI and NSJ; and,

4.1(C) NSJ agrees to correct, as promptly as possible, any defects in the Product(s) and/or manufacturing thereof brought to NSJ's attention by NSI or otherwise; and,

4.1(D) NSJ agrees to submit to NSI for prior approval, which approval will not be unreasonably withheld, labels, packaging, advertising and promotional materials, in relation to which any of the NSI Trademarks are proposed to be used, including the marking legends intended to be used in relation thereto.

4.2 MODIFICATIONS. NSJ shall make no modification to the Licensed Marks and Names without the express, prior written consent of NSI.

4.3 PREJUDICIAL USE. NSJ SHALL not use the Licensed Marks and Names in any way that will prejudice NSI's rights therein.

4.4 LABELS. At the request of NSI, labels or packaging which bear the NSI Trademarks shall also bear an asterisk placed immediately above the end of the mark to reference a statement which shall appear underneath the mark and shall contain the words "**TM Registered - Registered by Nu Skin International" (where the mark is registered) or "**TM - Licensed by Nu Skin International" (where the mark is not registered).

4.5 GOODWILL. All goodwill generated by use of the Licensed Marks and Names shall inure to NSI, and, upon termination of this Agreement, NSJ shall not have any claim against NSI for compensation for loss of distribution rights, loss of goodwill or any similar loss.

4.6 EXPORT OF PRODUCTS. The Licensee shall not export any product on which any Licensed Mark or Name is affixed to any country outside the Territory without the prior written consent of NSI, which consent shall not be unreasonably withheld or delayed.

ARTICLE V

TERM

Subject to Article VI hereof, this Agreement shall be for a term ending on December 31, 2016 provided, however, that this Agreement is subject to renegotiation after December 31, 2001 in the event that (i) Blake M. Roney, Nedra D. Roney, Sandie N. Tillotson, Craig Tillotson, Craig Bryson, Steven J. Lund, Brooke B. Roney, Kirk V. Roney and Keith R. Halls (the "Existing stockholders"), or members of their families, or trusts or foundations established by or for the benefit of the Existing Stockholders or members of their families on a combined basis no longer beneficially own a majority of the voting stock of Nu Skin Asia Pacific, Inc. ("Nu Skin Asia"), or (ii) the existing stockholders, or members of their families, or trusts or foundations established by or for the benefit of the Existing Stockholders or members of their families on a combined basis no longer beneficially own a majority of the voting stock of NSI.

ARTICLE VI

TERMINATION

6.1 This Agreement may be terminated by either Party immediately or at any time after the occurrence of any of the following events:

(a) the other Party shall commence any case, proceeding or other action (i) under any existing or future law of any jurisdiction, domestic or foreign, relating to bankruptcy, insolvency, reorganization or relief of debtors, seeking to have an order for relief entered with respect to it, or seeking to adjudicate it a bankrupt or insolvent, or seeking reorganization, arrangement, adjustment, winding-up, liquidation, dissolution, compensation or other relief with respect to it or its debts, or (ii) seeking appointment of a receiver, trustee, custodian or other similar action;
or

(b) there shall be commenced against the other Party any case, proceeding or other action of a nature referred to in clause (a) above which (A) results in the entry of an order for relief or any such adjudication or appointment or (B) remains undismissed, undischarged or unbonded for a period of 90 days. Events described in clauses (a) and (b) of this Section 12.1(a) shall be referred to as a Bankruptcy Event. If a Bankruptcy Event occurs, all amounts owing under this Agreement shall become immediately due and payable, without any notice thereof; or (c) if the other Party causes or allows a judgment in excess of twenty-five million dollars (\$25,000,000) to be entered against involuntary or allows a lien, security interest, or other encumbrance to attach to

its assets which secures an amount in excess of twenty-five million dollars (\$25,000,000); or

6.2 This Agreement may be terminated by either Party, if the other Party is in default in the performance of any material obligation under this Agreement and such default has not been cured within sixty (60) days after receipt of written notice of such default by the defaulting Party; or

6.3 This Agreement may be terminated by NSI if Nu Skin Asia shall no longer own or control a majority of the voting interest in NSJ, with such termination to take effect thirty (30) days after NSI gives written notice to NSJ of the occurrence of a change in control and its intention to terminate this Agreement based thereon.

ARTICLE VII

EFFECT OF TERMINATION

7.1 OBLIGATION OF NSJ UPON TERMINATION. Upon termination of this Agreement by either Party, NSJ agrees to (a) sell, destroy or otherwise dispose of all Products and Commercial Materials bearing the Licensed Marks and Names within 45 days after such termination; (b) immediately discontinue use of the Licensed Marks and Name in any form and not adopt in place thereof any word or design that is confusingly similar thereto; and (c) return to NSI all manuals, drawings, and standards or any other documents provided by NSI to NSJ relating to the use of the Licensed Marks and Names.

7.2 SURVIVAL OF OBLIGATIONS. The obligations of the Parties to pay any sums which are due and payable as of the expiration or termination of this Agreement and their obligations under Section 2.2, Article IX and Article X hereof shall survive the expiration or termination of this Agreement.

7.3 REVERSION OF RIGHTS. Upon termination of this Agreement, all rights and licenses herein granted to NSJ shall immediately cease and shall revert to NSI, and NSJ shall cease representing to any third party that it has any right to use, assign, convey or otherwise transfer the Licensed Marks and Names.

ARTICLE VIII

GOVERNMENTAL APPROVALS, LAWS AND REGULATIONS

8.1 NSJ agrees to obtain, or cause to be obtained, at its sole cost and expense, any governmental approval and make, or cause to be made, any filings or notifications required under all applicable laws, regulations and ordinances of each country in the Territory to enable this Agreement to become effective or to enable any payment pursuant to the provisions of this Agreement to be made. NSJ agrees to keep NSI informed of the progress in obtaining all such government approvals.

8.2 Each party agrees to refrain from any action that will cause the other party to be in violation of any applicable law, regulation, or ordinance of any jurisdiction in the Territory or the United States or elsewhere or any international convention or bilateral or multilateral treaty to which any jurisdiction in the Territory or the United States is a signatory, including, without

limitation, the U.S. Foreign Corrupt Practices Act of 1977, the U.S. Export Control Laws, and the U.S. Anti-Boycott laws.

ARTICLE IX

INFRINGEMENT; INDEMNIFICATION

NSI hereby represents and warrants that, as of the date hereof, there are no infringement or misappropriation suits pending or filed or, to its knowledge, threatened against NSI within the Territory that relate to the Licensed Marks and Names and NSI is not presently aware of any such infringement or misappropriation. NSI shall indemnify and hold NSJ harmless from and against all claims, actions, suits, proceedings, losses, liabilities, costs, damages and attorneys' fees in respect of a third party claim alleging infringement or misappropriation by NSJ in respect of its use of the Licensed Marks and Names in the Territory; provided that NSJ shall give NSI prompt written notice of any

such claim, action, suit or proceeding and, without limiting the generality of Section 2.2 hereof, shall cooperate with NSI in the defense of any such claim, action, suit or proceeding. NSI shall have the right to select counsel in any such claim, action, suit or proceeding. In the event that any such claim, action, suit or proceeding is successful, NSI shall use reasonable efforts to make such changes in the Licensed Marks and Names to permit NSJ to continue to use of the Licensed Marks and Names free and clear of all infringement and misappropriation. NSJ shall give NSI prompt written notice of any infringement or misappropriation of the Licensed Marks and Names by any third party. NSI shall have the sole right to initiate any and

all legal proceedings against any such third party and, without limiting the generality of Section 2.2 hereof, NSJ shall cooperate with NSI in the pursuit of any such proceeding. NSI shall retain any damage award obtained from such third party.

ARTICLE X

CONFIDENTIALITY

All Proprietary Information or other non-public or proprietary business or technical information owned or used by NSI or NSJ and supplied to or acquired by the other whether in oral or documentary form (the "Confidential Information") shall be supplied and acquired in confidence and shall be solely for the use of the receiving party pursuant to this Agreement and such party shall keep the Confidential Information confidential and shall not disclose the same, at any time during the term of this Agreement or after its termination, except to its employees, or its affiliates, or its affiliates' employees for the purposes of its business in accordance with this Agreement and except as may be required by law; provided that if the receiving party determines that a disclosure is

required by law, the receiving party shall notify the disclosing party in order to give the disclosing party an opportunity to seek an injunction or otherwise attempt to keep the Confidential Information confidential. The receiving party shall, at the request of the disclosing party, destroy or return the Confidential Information without retaining copies if, as and when this Agreement is terminated or expires. For purposes of this Agreement, the term "Confidential Information" shall not include

information or documents that (i) become generally available to the public other than as a result of a disclosure by the receiving party, (ii) was otherwise lawfully available to the receiving party, or (iii) was generated independently by the receiving party. The provisions of this Article shall survive termination of this Agreement.

ARTICLE XI

NATURE OF RELATIONSHIP

The relationship of NSJ and NSI shall be and at all times remain, respectively, that of independent contractor and contracting party. Nothing contained or implied in this Agreement shall be construed to constitute either party as the legal representative or agent of the other or to constitute or construe the Parties as partners, joint venturers, co-owners or otherwise as participants in a joint or common undertaking. Neither Party is authorized to conclude any contract or agreement or make any commitment, representation or warranty that binds the other or otherwise act in the name of or on behalf of the other.

ARTICLE XII

MAINTENANCE OF TRADEMARKS; RECORDING; REGISTRATION OF TRADEMARK

NSI covenants to use its best efforts to maintain the registrations of the NSI trademarks currently registered in the Territory as set forth in Exhibit A hereto. NSI, in its sole discretion, shall have the right to record this Agreement or proof thereof, or to enter NSJ as a registered user in the Territory.

NSJ agrees to cooperate, as reasonably requested by NSI, in arranging for such recordings or entries, or in bearing or canceling such recordings or entries in the event of amendments to or termination of this Agreement for any reason. Upon termination of this agreement for any reason, the parties agree to do everything necessary to effect cancellation of the record of NSJ as a registered user of the NSI Trademarks in the Territory.

At the request of NSJ, NSI shall file applications in the Territory for the registration of all new NSI Trademarks that NSJ presently intends to use in the Territory. If any mark used by NSI in the United States of America with respect to certain products is used by NSI in the Territory in relation to similar products, then, whether or not the mark is registered in the Territory, NSJ shall not claim any proprietary interest in such mark. If any of such marks are immediately registrable in the Territory, NSJ will cooperate with NSI in filing an application for registration of the marks in the name of NSI. If any such marks are not immediately capable of registration because they lack distinctiveness, then at any time when in the opinion of legal counsel for NSI the use of the marks by NSJ has conferred on them sufficient distinctiveness to permit registration in the Territory, NSJ shall, when requested by NSI, do all things necessary and execute all documents required to register such marks in the Territory and assign the eventual registrations to NSI who shall reimburse NSJ for the cost of registration and assignment, but shall not be obligated to make any other payment in consideration for the assignment.

ARTICLE XIII

MISCELLANEOUS

13.1 ASSIGNMENT. This Agreement shall be binding on and inure to the benefit of the heirs, successors, assigns and beneficiaries of the Parties; provided that neither party may assign this Agreement or any rights or obligations hereunder, whether by operation of law or otherwise, without the prior written consent of the other party through its authorized representative. Any such attempted assignment without the written consent provided herein shall be void and unenforceable.

13.2 FORCE MAJEURE. The Parties shall not be responsible for failure to perform hereunder due to force majeure, which shall include, but not be limited to: fires, floods, riots, strikes, labor disputes, freight embargoes or transportation delays, shortage of labor, inability to secure fuel, material, supplies, equipment or power at reasonable prices or on account of shortage thereof, acts of God or of the public enemy, war or civil disturbances, any existing or future laws, rules, regulations or acts of any government (including any orders, rules or regulations issued by any official or agency or such government) affecting a party that would delay or prohibit performance hereunder, or any cause beyond the reasonable control of a party. If an event of force majeure should occur, the affected party shall promptly give notice thereof to the other party and such affected party shall use its reasonable best efforts to cure or correct any such event of force majeure.

13.3 GOVERNING LAW AND DISPUTE RESOLUTION. This Agreement shall be governed by and construed in accordance with the laws of the State of Utah, applicable to contracts made and to be wholly performed within such State. Any dispute arising out of this Agreement, if not resolved by mutual agreement of NSI and NSJ within 30 days after written notice of such dispute is given by NSJ or NSI, as the case may be, shall be resolved through arbitration with the Utah office and division of the American Arbitration Association ("AAA"). If the dispute is not resolved within such 30-day period, the Parties shall petition the AAA to promptly appoint a competent, disinterested person to act as such arbitrator. Within 30 days after the designation or appointment of such arbitrator, such arbitrator shall be required to commence the arbitration proceeding in the state of Utah at a time and place to be fixed by the arbitrator, who shall so notify NSI and NSJ. Such arbitration proceeding shall be conducted in accordance with the applicable rules and procedures of the AAA, and/or as otherwise may be agreed by NSI and NSJ. The decision of the arbitrator shall be final and binding upon NSI and NSJ and may be enforced in any court of competent jurisdiction. The expenses and costs of such arbitration shall be divided and borne equally by NSI and NSJ; provided, that each of NSI

and NSJ shall pay all fees and expenses incurred by it in presenting or defending against such claim, right or cause of action.

13.4 APPLICABILITY OF POST-EFFECTIVE LAWS. The Parties agree that neither the Vienna Convention on the International Sale of Goods nor any such similar law, treaty or act that becomes

effective during the term of this Agreement shall be applicable to this Agreement or the transactions contemplated hereunder.

13.5 WAIVER AND DELAY. No waiver by either party of any breach or default in performance by the other party, and no failure, refusal or neglect of either party to exercise any right, power or option given to it hereunder or to insist upon strict compliance with or performance of the other party's obligations under this Agreement, shall constitute a waiver of the provisions of this Agreement with respect to any subsequent breach thereof or a waiver by either party of its right at any time thereafter to require exact and strict compliance with the provisions thereof.

13.6 NOTICES. All notices, requests and other communications hereunder shall be in writing and shall be deemed to have been duly given, if delivered by hand, or if communicated by facsimile, cable or similar electronic means to the facsimile number or cable identification number as previously provided by each party to the other, at the time that receipt thereof has been confirmed by return electronic communication or signal that the message has been received, or if mailed, ten (10) days after dispatch by registered airmail, postage prepaid, from any post office addressed as follows:

If to NSJ:

Takashi Bamba, General Manager
Nu Skin Japan Company limited
Shinjuku I-Land Tower, 23rd Floor
6-5-1 Nishishinjuku, Shinjuku - ku
Tokyo, Japan, 163-13
Facsimile Number: 813-5321-3799

If to NSI:

Max L. Pinegar, General Manager
Nu Skin International, Inc.
75 West Center Street

Provo, Utah 84601, U.S.A.
Facsimile Number: (801) 345-5999

Either party may change its facsimile number, cable identification number or address by a notice given to the other party in the manner set forth above.

ARTICLE XIV

INTEGRATED CONTRACT

14.1 INTEGRATED CONTRACT. This Agreement constitutes the entire agreement between the Parties relating to the subject matter hereof and supersedes all prior or contemporaneous negotiations, representations, agreements and understandings (both oral and written) of the Parties.

14.2 MODIFICATION AND AMENDMENT. No supplement, modification or amendment of this Agreement shall be binding unless it is in writing and executed by both of the Parties.

14.3 SEVERABILITY. To the extent that any provision of this Agreement is (or in the opinion of counsel mutually acceptable to both Parties would be) prohibited, judicially invalidated or otherwise rendered unenforceable in any jurisdiction, such provision shall be deemed ineffective only to the extent of such prohibition, invalidation or unenforceability in that jurisdiction, and only within that jurisdiction. Any prohibited, judicially invalidated or unenforceable provision of this Agreement will not invalidate or render unenforceable any other provision of this Agreement, nor will such provision of this Agreement be invalidated or rendered unenforceable in any other jurisdiction.

14.4 COUNTERPARTS AND HEADINGS. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. All headings and captions are inserted for convenience of reference only and shall not affect the meaning or interpretation of any provision hereof.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed in the United States of America by their respective duly authorized representatives as of the day and year first-above written.

NU SKIN INTERNATIONAL, INC.

NU SKIN JAPAN COMPANY, LIMITED

BY: _____
BLAKE M. RONEY
PRESIDENT AND CEO

BY: _____
TAKASHI BAMBA
GENERAL MANAGER

MANAGEMENT SERVICES AGREEMENT

BETWEEN

NU SKIN INTERNATIONAL MANAGEMENT GROUP, INC.

AND

NU SKIN JAPAN COMPANY LTD.

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MANAGEMENT SERVICES AGREEMENT

This MANAGEMENT SERVICES AGREEMENT is made and entered into effective August 15, 1996 between Nu Skin International Management Group, Inc., a corporation organized under the laws of the State of Delaware, U.S.A. (hereinafter referred to as "NSIMG") and Nu Skin Japan Company, Limited, a corporation organized under the laws of Japan and the State of Delaware, U.S.A. (hereinafter referred to as "NSJ"). NSIMG and NSJ shall hereinafter be collectively referred to as the "Parties" and each shall be individually referred to as a "Party."

W I T N E S S E T H

WHEREAS, NSIMG desires to provide Management and Consulting Services (as hereinafter defined) to NSJ and NSJ desires to obtain such Management and Consulting Services from NSIMG;

NOW, THEREFORE, in consideration of the premises, the mutual promises and covenants hereinafter set forth and for other good and valuable consideration, the sufficiency of which is hereby acknowledged, the Parties agree as follows:

ARTICLE 1

DEFINITIONS

For purposes of this Agreement, the following terms shall have the meaning set out below:

- 1.1 "AGREEMENT" shall mean this Management Services Agreement between NSIMG and NSJ, as the same may be modified, amended or supplemented from time to time.
- 1.2 "CONSULTING PERSONNEL" shall mean employees of NSIMG or, with the consent of NSJ, such other persons or entities as NSIMG may retain, hire, or otherwise contract with for the provision of Management and Consulting Services on behalf of, or in conjunction with, NSIMG.
- 1.3 "DIRECT EXPENSES" shall mean all expenses incurred in the provision of Management and Consulting Services for NSJ, which expenses are measured solely for the benefit of NSJ, including, without limitation, certain salary costs, benefits and

business expenses, convention expenses and travel expenses.

- 1.4 "EXPATRIATE PERSONNEL" shall mean Consulting Personnel who reside in Japan and are seconded to NSJ for a definite or indefinite period of time to perform Management and Consulting Services.
- 1.5 "ALLOCABLE EXPENSES" shall mean all expenses other than Direct Expenses including without limitation, the following: rents, utilities, telephone, equipment, recruitment, office supplies, and other overhead expenses, certain salary costs and expenses related to conventions, travel and accommodations at anniversary events, the permitted use and appropriation of the names and likeness of directors, and executive officials of NSJ or NSIMG, telephone calls and counseling and conferences and meetings with country managers and distributor leaders.
- 1.6 "MANAGEMENT AND CONSULTING SERVICES" shall mean the following services: management, legal, financial, marketing and distribution support/training, public relations, international expansion, human resources, strategic planning, product development and operations administration and such other services as the Parties may agree to from time to time.
- 1.7 "NSI" shall mean Nu Skin International, Inc., a corporation duly organized and existing under the laws of the state of Utah.

ARTICLE 2

MANAGEMENT AND CONSULTING SERVICES

- 2.1 SERVICES. NSIMG hereby agrees to provide Management and Consulting Services to NSJ as NSJ may request from time to time, until termination of this Agreement. NSJ agrees to reimburse and compensate NSIMG for Management and Consulting Services rendered pursuant to this Agreement in accordance with the applicable compensation and invoicing provisions hereof.
- 2.2 PERFORMANCE OF SERVICES. Unless otherwise agreed between the Parties, the Management and Consulting Services shall be provided through Consulting Personnel, as requested by NSJ.

2.3 EXPATRIATE EMPLOYEES. The Parties shall agree to the terms and circumstances pursuant to which a Consulting Employee may be assigned as an Expatriate Employee to work at NSJ; provided that

nothing in this Agreement shall be interpreted to mean that NSIMG must make available any Consulting Employee to work at NSJ as an Expatriate Employee.

2.4 APPROVAL OF SERVICES. NSJ hereby agrees that, by accepting and paying invoices as provided in Article 3 herein, NSJ will be deemed to have approved the nature and extent the Management and Consulting Services so invoiced.

ARTICLE 3

COMPENSATION OF SERVICE PROVIDER -----

3.1 3.1(A) COMPENSATION FOR SERVICES BY CONSULTING PERSONNEL. NSJ agrees to compensate NSIMG for Management and Consulting Services that it provides to NSJ through Consulting Personnel (other than Expatriate Personnel) in the form of a fee equal to the Direct Expenses and Allocable Expenses incurred by NSIMG for Management and Consulting Services provided to NSJ by Consulting Personnel plus three percent (3%) of such Direct Expenses and Allocable Expenses, as such feemay be adjusted from time to time by mutual agreement of the Parties; provided that unless, otherwise agreed

between the Parties, Allocable Expenses shall not, for any period, exceed one and one-half percent (1 1/2%) of NSJ's revenues for such period.

3.1(B) REIMBURSEMENT OF COST OF EXPATRIATE PERSONNEL. NSJ agrees to reimburse NSIMG for any direct costs of Expatriate Personnel incurred by NSIMG attributable to such Expatriate Personnel seconded to NSI.

3.2 DETERMINATION OF ALLOCABLE EXPENSES. Allocable Expenses for any period shall be equal to the total Allocable Expenses incurred by NSI or NSIMG's internal departments for such period multiplied by the percentage of such Allocable Expenses allocable to NSJ pursuant to the then applicable time allocation study prepared pursuant to Section 4.2 hereof.

3.3 CURRENCY. Any compensation to be paid to NSIMG for Management and Consulting Services rendered pursuant to this Agreement shall be paid in United States Dollars.

- 3.4 PAYMENT AND INVOICING. Within thirty (30) days after the end of each month, NSIMG shall prepare and deliver an invoice to the NSJ setting forth the fees payable hereunder for Management and Consulting Services rendered pursuant to this Agreement during such month.
- 3.5 Payments due under this Agreement shall be due and payable within sixty (60) days after the date of dispatch of the invoice for such payments.
- 3.6 Without limiting any of Parties' other rights and remedies under this Agreement, amounts outstanding under the terms of this Agreement not paid within sixty (60) days from the date due and payable, and as set forth in the payment provisions herein, shall bear interest at the prime interest rate as reported in the Wall Street Journal plus two percent (2%) for the full period

outstanding. Whether or not interest charges are actually levied is at the discretion of the Party to whom payment is due and payable.

ARTICLE 4

PREPARATION AND SHARING OF REPORTS AND INFORMATION -----

- 4.1 PERIODIC REPORTS ON MANAGEMENT AND CONSULTING SERVICES. NSJ may, upon thirty (30) days' written notice, request operations reports of NSIMG setting forth such information regarding the Management and Consulting Services provided under this Agreement and for such time periods as NSJ shall reasonably request.
- 4.2 TIME ALLOCATION STUDY. NSIMG has prepared a study accurately reflecting the allocation of time spent by NSIMG's internal department and consulting personnel on the services provided to NSJ under this Agreement. The study shall be updated on a quarterly basis. NSJ may request a copy of the then applicable such time allocation study from NSIMG upon thirty (30) days' written notice.
- 4.3 SHARING OF INFORMATION AND WITNESSES. At all times during the term of this Agreement and for a period of three years thereafter, each of the Parties shall maintain at its principal place of business full, complete and accurate books of account and records with regard to its activities under this Agreement. In addition to the books and records pursuant to Section 4.3, NSIMG and NSJ

may from time to time have in their possession or under their control (or the control of persons or entities which have rendered services to time) additional books, records, contracts, instruments, data and other information (together with the books and records referred to in the first sentence of this Section 4.3, the "Information") which may prove necessary or desirable to the other in connection with the other's business. Accordingly, (i) NSIMG shall provide to NSJ, and NSJ shall provide to NSIMG upon the other's request, at all reasonable times, full and complete access to (including access to persons with respect to, and all Information as the other may reasonably request and require in the conduct of its business, and (ii) NSIMG shall make available to NSJ and NSJ shall make available to NSIMG, upon the other's request, such persons as may reasonably be required to assist with any legal, administrative or other proceedings in which NSJ or NSIMG, as the case may be, may from time to time be involved. The Information shall include, without limitation, information sought for audit, accounting, claims, litigation and tax purposes as well as for, in the case of NSJ, purposes of fulfilling disclosure and reporting obligations under the United States securities laws. The party providing Information or making available witnesses shall be entitled to receive from the other party, upon the presentation of invoices therefor, payment for its reasonable out-of-pocket expenses incurred in connection therewith (but not the labor costs thereof), but shall not be entitled to receive any other payment with respect thereto. Nothing in this Agreement shall require either party to reveal to the other any information if to do so would violate such party's written and enforceable duty of confidence to a third party from whom or which such information was obtained; under such circumstances, however, the parties shall work together to obtain a release of such information without violation of such duty of confidence.

ARTICLE 5

NON-DISCLOSURE OF CONFIDENTIAL INFORMATION

All trade secrets, proprietary technology, know-how or other non-public or proprietary business or technical information owned or used by NSIMG or NSJ and supplied to or acquired by the other whether in oral or documentary form (the "Confidential Information") shall be supplied and acquired in confidence and shall be solely for the use of the receiving party pursuant to this Agreement and such party shall keep the Confidential Information confidential and shall not disclose the same, at any time during the term of this Agreement or after its termination, except to its employees for the purposes of its business in accordance with this Agreement and except as may be required by law; provided that if the receiving party determines that a disclosure is required by law, the receiving party shall notify the disclosing party in order to give the disclosing party an opportunity to seek an injunction or otherwise attempt to keep the Confidential Information confidential. The receiving party shall, at the request of the disclosing party, destroy or return the Confidential Information without retaining copies if, as and when this Agreement is terminated or expires. For purposes of this Agreement, the term "Confidential Information" shall not include information or documents that (i) become generally available to the public other than as a result of a disclosure by the receiving party, (ii) was otherwise lawfully available to the receiving party, or (iii) was generated independently by the receiving party. The provisions of this Article shall survive termination of this Agreement.

ARTICLE 6

TERM

Subject to Article VII hereof, this Agreement shall be for a term ending on December 31, 2016; provided, however, that (i) Blake M. Roney, Nedra D. Roney, Sandie N. Tillotson, Craig Tillotson, Craig Bryson, Steven J. Lund, Brooke B. Roney, Kirk V. Roney and Keith R. Halls (the "Existing Stockholders"), or members of their families, or trusts or foundations established by or for the benefit of the Existing Stockholders or members of their families on a combined basis no longer beneficially own a majority of the voting stock of Nu Skin Asia Pacific, Inc ("Nu Skin Asia"), or (ii) the Existing Stockholders, or members of their families, or trusts or foundations established by or for the benefit of the Existing Stockholders or members of their families on a combined basis no longer beneficially own a majority of the voting stock of NSI.

ARTICLE 7

TERMINATION

- 7.1 This Agreement may be terminated by either Party immediately or at any time after the occurrence of any of the following events:
- (a) the other Party shall commence any case, proceeding or other action (i) under any existing or future law of any jurisdiction, domestic or foreign, relating to bankruptcy, insolvency, reorganization or relief of debtors, seeking to have an order for relief entered with respect to it, or seeking to adjudicate it as bankrupt or insolvent, or seeking reorganization, arrangement, adjustment, winding-up, liquidation, dissolution, compensation or other relief with respect to it or its debts, or (ii) seeking appointment of a receiver, trustee, custodian or other similar action; or
- (b) there shall be commenced against the other Party any case, proceeding or other action of a nature referred to in clause (a) above which (A) results in the entry of an order for relief or any such adjudication or appointment or (B) remains undismissed, undischarged or unbonded for a period of 90 days. Events described in clauses (a) and (b) of this Section 7.1(a) shall be referred to as a Bankruptcy Event. If a Bankruptcy Event occurs, all amounts owing under this Agreement shall become immediately due and payable, without any notice thereof; or
- (c) if the other Party causes or allows a judgment in excess of twenty-five million dollars (\$25,000,000) to be entered against it or involuntarily allows a lien, security interest, or other encumbrance to attach to its assets which secures an amount in excess of twenty-five million dollars (\$25,000,000).
- 7.2 This Agreement may be terminated by either Party, if the other Party is in default in the performance of any material obligation under this Agreement and such default has not been cured within sixty (60) days after receipt of written notice of such default by the defaulting Party; or
- 7.3 This Agreement may be terminated by NSIMG if Nu Skin Asia Pacific, Inc. shall no longer own or control a majority of the voting interest in NSJ,

with such termination to take effect thirty (30) days after NSI gives written notice to NSJ of the occurrence of a change in control and its intention to terminate this Agreement based thereon.

- 7.4 NSJ may terminate any specific Management and Consulting Service provided pursuant to this Agreement by providing written notice thereof to NSIMG not less than sixty (60) days prior to the desired termination date. NSIMG may discontinue providing any specific Management and Consulting Service provided pursuant to this Agreement by providing written notice thereof to the NSJ not less than sixty (60) days prior to the desired termination date; provided, however, that NSIMG shall not deliver any such notice -----
- in respect of any service to the extent that NSIMG continues to provide such service to any other international affiliate of NSIMG.

ARTICLE 8

EFFECT OF TERMINATION

- 8.1 CESSATION OF RIGHTS. Upon expiration or termination (collectively, the "Termination") of this Agreement for any reason whatsoever, all rights and obligations of the Parties hereunder shall cease; provided, however, that upon Termination -----
- of this Agreement, no Party shall be released from its obligations to pay monies due or to become due or to complete any unfulfilled obligations under this Agreement, and the provisions of Article 5 shall survive such Termination.
- 8.2 DAMAGES. Upon the Termination of this Agreement for any reason, no Party shall be liable or obligated to the other Party with respect to any payments, future profits, exemplary, special or consequential damages, indemnifications or other compensation regarding such Termination, and, except as otherwise required by applicable law, each Party hereby waives and relinquishes any rights, pursuant to law or otherwise, to any such payments, indemnifications or compensation.

ARTICLE 9

COMPLIANCE WITH APPLICABLE LAWS

- 9.1 COMPLIANCE GENERALLY. In the performance of its obligations under this Agreement, the Parties shall, at all times, strictly comply with all applicable laws, regulations and orders of the countries and jurisdictions in which they operate and such United States laws as outlined in paragraph 9.3 of this Article.
- 9.2 AUTHORIZATIONS. Each Party shall, at its own expense, make, obtain and maintain in force at all times during the term of this Agreement, all filings, registrations, reports, licenses, permits and authorizations required under applicable law, regulations or orders in order for it to perform its obligations under this Agreement.
- 9.3 BUSINESS PRACTICES. In conformity with the United States Foreign Corrupt Practice Act and with the Parties' established corporate policies regarding business practices, the Parties and their respective employees shall not directly or indirectly make an offer, payment, promise to pay, or authorize payment, or offer a gift, promise to give, or authorize the giving of anything of value for the purpose of influencing an act or decision (including a decision not to act) of an official of any Government or of an employee or any company or including such a person to use his influence to effect any such act or decision in order to assist any of the Parties in obtaining, retaining or directing any business.

ARTICLE 10

GENERAL PROVISIONS

- 10.1 ASSIGNMENT. This Agreement shall be binding on and inure to the benefit of the heirs, successors, assigns and beneficiaries of the Parties; provided that no Party may assign this Agreement or any rights or obligations hereunder, whether by operation of law or otherwise, without the prior written consent of all the other Party's authorized representatives (which consent may be granted or withheld). Any attempted assignment by any Party without the prior written consent of the other Party shall be void and unenforceable.

10.2 NOTICES. All notices, requests and other communications hereunder shall be in writing and shall be deemed to have been duly given, if delivered by hand, or if communicated by facsimile to the facsimile number as may be provided from time to time by each Party to the other, at the time that receipt thereof has been confirmed by return electronic communication signal that the message has been received, or if sent by reputable international courier service three (3) days after dispatch addressed to the Parties at the addresses outlined hereafter. Either Party may change its facsimile number or address by a notice given to the other Party in the manner set forth as follows:

If to NSIMG:

Attn: Chief Operating Officer
75 West Center, Provo, Utah 84601 USA
(801) 345-5500
(801) 345-5999 Fax

If to NSJ:

Attn: General Manager
Shinjuku I-Land Tower, 23rd Floor
6-5-1 Nishishinju-ku, Shinjuku-ku
Tokyo, Japan 163-13
(813) 5321-3600
(813) 5321-3799 Fax

10.3 WAIVER AND DELAY. No waiver by any Party of any breach or default in performance by any other Party, and no failure, refusal or neglect of any Party to exercise any right, power or option given to it hereunder or to insist upon strict compliance with or performance of the other Party's obligations under this Agreement, shall constitute a waiver of the provisions of this Agreement with respect to any subsequent breach thereof or a waiver by any Party of its right at any time thereafter to require exact and strict compliance with the provisions thereof.

10.4 FORCE MAJEURE. The Parties shall not be responsible for failure to perform hereunder due to force majeure, which shall include, but not be limited to: fires, floods, riots, strikes, labour disputes, freight embargoes or transportation delays, shortage of labour, inability to secure fuel, material, supplies, equipment or power at reasonable prices or on account of shortage

thereof, acts of God or of the public enemy, war or civil disturbances, any existing or future laws, rules, regulations or acts of any government (including any orders, rules or regulations issued by any official or agency or such government) affecting a Party that would delay or prohibit performance hereunder, or any cause beyond the reasonable control of a Party. If an event of force majeure should occur, the affected Party shall promptly give notice thereof to the other Party and such affected Party shall use its reasonable best efforts to cure or correct any such event of force majeure.

- 10.5 GOVERNING LAW AND DISPUTE RESOLUTION. This Agreement shall be governed by and construed in accordance with the laws of the State of Utah, applicable to contracts made and to be wholly performed within such State. Any dispute arising out of this Agreement, if not resolved by mutual agreement of NSIMG and NSJ within 30 days after written notice of such dispute is given by NSIMG or NSJ, as the case may be, shall be resolved through arbitration with the Utah office and division of the American Arbitration Association ("AAA"). If the dispute is not resolved within such 30-day period, the Parties shall petition the AAA to promptly appoint a competent, disinterested person to act as such arbitrator. Within 30 days after the designation or appointment of such arbitrator, such arbitrator shall be required to commence the arbitration proceeding in the state of Utah at a time and place to be fixed by the arbitrator, who shall so notify NSIMG and NSJ. Such arbitration proceeding shall be conducted in accordance with the applicable rules and procedures of the AAA, and/or as otherwise may be agreed by NSIMG and NSJ and may be enforced in any court of competent jurisdiction. The expenses and costs of such arbitration shall be divided and borne equally by NSIMG and NSJ; provided, that such of NSIMG and NSJ shall pay all fees and expenses incurred by it in presenting or defending against such claim, right or cause of action.
- 10.6 APPLICABILITY OF POST-EFFECTIVE LAWS. The Parties agree that neither the Vienna Convention on the International Sale of Goods nor any such similar law, treaty or act that becomes effective during the term of this Agreement shall be applicable to this Agreement or the transactions contemplated hereunder.

- 10.7 INTEGRATED CONTRACT. This Agreement constitutes the entire agreement between the Parties relating to the subject matter hereof and supersedes all prior or contemporaneous negotiations, representations, agreements and understanding (both oral and written) of the Parties.
- 10.8 MODIFICATIONS AND AMENDMENTS. No supplement, modification or amendment of this Agreement shall be binding unless it is in writing and executed by all Parties.
- 10.9 SEVERABILITY. To the extent that any provision of this Agreement is (or, in the opinion of counsel mutually acceptable to all Parties, would be) prohibited, judicially invalidated or otherwise rendered unenforceable in any jurisdiction relevant to the Parties, such provision shall be deemed ineffective only to the extent of such prohibition, invalidation or unenforceability in that jurisdiction, and only within that jurisdiction. Any prohibited, judicially invalidated or unenforceable provision of this Agreement will not invalidate or render unenforceable any other provision of this Agreement, nor will such provision of this Agreement be invalidated or rendered unenforceable in any other jurisdiction.
- 10.10 COUNTERPARTS AND HEADINGS. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. All headings and captions are inserted for convenience of reference only and shall not affect the meaning or interpretation of any provision hereof.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed by their authorized representatives.

NU SKIN INTERNATIONAL MANAGEMENT GROUP, INC.

By: _____
Name:
Title:

NU SKIN JAPAN COMPANY, LIMITED

By: _____
Name:
Title:

OPTION AGREEMENT

THIS OPTION AGREEMENT (the "Agreement") is made and entered into as of this 5th day of September, 1996, and is effective as of the 1st day of January, 1994, by and between Nu Skin Asia Pacific, Inc., a Delaware corporation (the "Company"), and M. Truman Hunt (the "Option Holder").

Recitals

The parties hereto desire to enter into this written agreement to confirm the terms of an agreement entered into between the shareholders of Nu Skin International, Inc. ("NSI") and the Option Holder on January 1, 1994 providing for the grant of an option to the Option Holder to purchase shares of the authorized and unissued Common Stock of the Company, upon the formation of the Company by the shareholders of NSI as a holding company for all of NSI's Asian operations, in connection with services rendered by the Option Holder to the Company, the shareholders of NSI, and NSI.

Agreement

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, and in consideration of the foregoing recitals, the parties hereby agree as follows:

1. Grant of Option. The Company hereby grants to the Option Holder

the right and option (the "Option") to purchase from the Company, upon the terms and conditions set forth herein, that number of shares of the Company's Class A Common Stock as would, when issued, represent one-third of one percent (.333%) of the Company's outstanding shares of Common Stock, as determined on a fully diluted basis immediately following the consummation of the reorganization whereby the Company becomes the holding company of Nu Skin Hong Kong, Inc., Nu Skin Taiwan, Inc., Nu Skin Japan Company Limited, and Nu Skin Korea, Inc. (the "Shares").

2. Exercise Price. The Shares may be purchased upon the exercise of

the Option at a price per share equal to the quotient obtained by dividing Five Hundred Thousand Dollars (\$500,000) by the number of Shares (the "Exercise Price"). The parties acknowledge and represent that the Exercise Price represents the fair market value for the Shares as of January 1, 1994, the date of the original agreement between the Option Holder and the shareholders of NSI and is based on the fair

market value of NSI's Asian operations as January 1, 1994. In the Option Holder's discretion, the Exercise Price may be satisfied (i) by cancellation of indebtedness to the Option Holder, or (ii) by cash or check.

3. Term of Option. The Option shall be exercisable at the discretion

of the Option Holder at any time prior to January 1, 2004, the tenth anniversary of the date of the original agreement between NSI's shareholders and the Option Holder.

4. Rule 701. The parties agree and acknowledge that the grant and

exercise of the Option and the issuance of the Shares hereunder is intended to qualify, to the fullest extent possible, as the grant of an option and an issuance of shares of Class A Common Stock pursuant to Rule 701 promulgated under the Securities Act of 1933, as amended, or any successor rule thereto. The parties acknowledge that this Agreement is entered into for the purpose of compensating the Option Holder, who, since 1991, has rendered and will continue to render valuable services to the benefit of NSI and to the Company.

5. Manner of Exercise. The Option may be exercised in whole or in

part at any time after the date hereof and prior to the expiration of the term of the Option. The Option Holder may exercise the Option by delivering written notice thereof to the Company at the offices of the Company together with payment of the Exercise Price. Upon and as of receipt by the Company of a notice of exercise of the Option accompanied by payment as herein provided, the Option Holder shall be deemed to be the holder of record of the Shares issuable upon such exercise, notwithstanding that the stock transfer books of the Company shall then be closed or that certificates representing such Shares shall not then be actually delivered to the Option Holder.

6. Authorization; Reservation of Shares. The Company hereby

represents and warrants that it is authorized to enter into this Agreement and covenants and agrees that at all times during the period the Option is exercisable it shall reserve from the Company's authorized and unissued Class A Common Stock for issuance and delivery upon exercise of the Option such number of shares of its Class A Common Stock as shall be required for issuance and delivery upon exercise of the Option. The Company agrees that its issuance of the Option shall constitute full authority to its officers who are charged with the duty of executing stock certificates to execute and issue the necessary certificates for shares of Class A Common Stock upon the exercise of the Option.

7. Fractional Shares. No fractional shares or stock representing

fractional shares shall be issued upon the exercise of the Option. In lieu of any fractional shares which would otherwise be issuable, the Company shall pay cash equal to the product of such fraction multiplied by the fair market value of one share of Common Stock on the date of exercise, as determined in good faith by the Company's Board of Directors.

8. Transfer, Exchange or Assignment of Option. The Option may be

assigned or transferred only in accordance with and subject to the provisions of the Securities Act of 1933 and the Rules and Regulations promulgated thereunder (said Act and such Rules and Regulations being

hereinafter collectively referred to as the "Act"). Any assignment made hereunder shall be made by delivery of a copy of a duly executed assignment to the Company at the Company's principal office.

9. Adjustment of Exercise Price and Number of Shares.

(a) Adjustment for Dividends in Stock. In case at any time or from

time to time, on or after the date hereof, the holders of the Common Stock of the Company shall have received, or, on or after the record date fixed for the determination of eligible stockholders, shall have become entitled to receive, without payment therefor, other or additional capital stock of the Company by way of dividend, then and in each case, the Option holder shall, upon the exercise of the Option, be entitled to receive, in addition to the number of shares of Class A Common Stock receivable thereupon, and without payment of any additional consideration therefor, the amount of such other or additional capital stock of the Company which the Option Holder would hold on the date of such exercise had it been the holder of record of such Class A Common Stock on the date hereof and had thereafter, during the period from the date hereof to and including the date of such exercise, retained such shares and/or all other additional capital stock receivable by it as called for during such period by paragraphs (a) and (b) of this paragraph 9.

(b) Adjustment for Reclassification, Reorganization or Merger. In

case of any reclassification or change of the outstanding securities of the Company or of any reorganization of the Company on or after the date hereof, or in case, after such date, the Company (or any such other corporation) shall merge with or into another corporation or convey all or substantially all of its assets to another corporation, then and in each such case the Option Holder, upon exercise hereof at any time after the consummation of such reclassification, change, reorganization, merger or conveyance, shall be entitled to receive, in lieu of the stock or other securities and property receivable upon the exercise hereof prior to such consummation, the capital stock or other securities or property to which the Option Holder would have been entitled upon such consummation if the Option Holder had exercised the Option immediately prior thereto, all subject to further adjustment as provided in paragraphs (a) and (c); in each such case, the terms of this paragraph 9 shall be applicable to the shares of capital stock or other securities properly receivable upon the exercise of the Option after such consummation.

(c) Stock Splits and Reverse Stock Splits. If at any time after the

initial formation of the Company, the Company shall subdivide its outstanding shares of Common Stock into a greater number of shares, the Exercise Price in effect immediately prior to such subdivision shall thereby be proportionately reduced and the number of Shares receivable upon exercise of the Option shall thereby be proportionately increased; and, conversely, if at any time after the formation of the Company the outstanding number of shares of Common Stock shall be combined into a smaller number of shares, the Exercise Price in effect immediately prior to such combination shall thereby be proportionately increased and the number of Shares receivable upon the exercise of the Option shall thereby be proportionately decreased.

10. Officer's Certificate. Whenever the Exercise Price or the Option

or Shares issuable on exercise of the Option shall be adjusted as required by the provisions of paragraph 9 hereof, The Company shall forthwith file with its Secretary or an Assistant Secretary at its principal office, and with its stock transfer agent, if any, an officer's certificate showing the adjusted Exercise Price and Shares determined as herein provided and setting forth in reasonable detail the facts requiring such adjustment. Each such officer's certificate shall be made available at all reasonable times for inspection by the Option Holder, and the Company shall, forthwith after each such adjustment, deliver a copy of such certificate to the Option Holder.

11. Notices to Option Holder. So long as the Option shall be

outstanding and unexercised in whole or in part (i) if the Company shall pay any dividend or make any distribution upon the Common Stock, or (ii) if the Company shall offer to the holders of Common Stock for subscription or purchase by them any shares of stock of any class or any other rights, or (iii) in the event of any capital reorganization of the Company, reclassification of the capital stock of the Company, consolidation, sale, lease or transfer of all or substantially all of the property and assets of The Company to another corporation, or voluntary or involuntary dissolution, the Company shall cause to be delivered to the Option Holder, at least ten days prior to the date specified in (a) or (b) below, as the case may be, a notice containing a brief description of the proposed action and stating the date on which (a) a record is to be taken for the purpose of such dividend, distribution or rights, or (b) such reclassification, reorganization, consolidation, merger, conveyance, lease, dissolution, liquidation or winding up is to take place and the date, if any, is to be fixed, as of which holders of Common Stock of record shall be entitled to exchange their shares of Common Stock for securities or other property deliverable upon such reclassification, reorganization, consolidation, merger, conveyance, dissolution, liquidation or winding up.

12. Governing Law. This Agreement shall be governed by, and construed

in accordance with, the laws of the State of Utah applicable to contracts entered into and to be performed wholly within such State.

13. Notices. Notices and other communications to be given to the

Option Holder shall be delivered by hand or mailed, postage prepaid, to 4892 South Rebecca Circle, Salt Lake City, Utah 84117, or such other address as the Option Holder shall have designated by written notice to the Company and to the Company as provided herein. Notices or other communications to the Company shall be deemed to have been sufficiently given if delivered by hand or mailed postage prepaid to the Company at 75 West Center Street, Provo, Utah 84601, or such other address as the Company shall have designated by written notice to such registered owner as herein provided. Notice by mail shall be deemed given when deposited in the United States mail, postage prepaid, as herein provided.

14. Successors and Assigns. This Agreement shall be binding upon and

inure to the benefit of each party's successors, heirs or assigns.

IN WITNESS WHEREOF, the Company and the Option Holder have executed this Agreement as of the 5th day of September 1996, but this Agreement shall be effective as of January 1, 1994.

NU SKIN ASIA PACIFIC, INC.

By: /s/ Blake M. Roney

Blake M. Roney, Chairman

OPTION HOLDER

/s/ M. Truman Hunt

M. Truman Hunt

MANUFACTURING SUB-LICENSE AGREEMENT

This Manufacturing Sub-License Agreement ("Agreement") is made this 27th day of July, 1995 and effective as of the date of that Agreement entitled Exclusive World Wide Product License and Purchase Option entered between Nu Skin International, Inc. and the Millot Cosmetic Corporation.

Parties
- -----

This Agreement is made between Nu Skin International, Inc. a U.S. corporation duly registered under the laws of the State of Utah ("NSI") and Nu Skin Japan, Inc. a U.S. corporation duly registered under the laws of the State of Utah ("NSJ").

WITNESSETH

WHEREAS, NSI is the exclusive licensee of Product defined herein at Article 1.1 respecting their manufacture, distribution, use, sales and an exclusive right to sub-license such Products; and,

WHEREAS, NSJ desires to secure an exclusive sub-license to distribute, make, use and sell the Products, in the Territory as defined herein in Article 1.2, and NSI is willing to grant such an exclusive sub-license upon the terms and conditions set forth in this Agreement; and,

WHEREAS, NSJ is suited to manufacture and distribute the Products under sub-license in the Territory by virtue of its know how and expertise surrounding distribution of such Products; and,

WHEREAS, the parties desire to memorialize their agreement effective as of the Effective Date.

NOW THEREFORE, in consideration of the premises and undertakings set forth in this Agreement the parties agree as follows:

Article 1 (Definitions)
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- 1.1 The term "Product(s)" shall mean the products individually and collectively set forth in Attachment "1" and their formulae, mixing processes and associating manufacturing technology and know how.
- 1.2 The term "Territory" shall mean the entire area and jurisdiction comprising the country of Japan. The Territory defined in this Agreement may be modified from time to time by written amendment, signed by the parties.

- 1.3 The term "Confidential Information" shall mean, without limitation, all information, materials, and other commercially valuable information provided by or to emanating from NSI to NSJ or NSJ to NSI relating to the subject matter of this Agreement
- 1.4 The terms "Effective Date" shall mean the date of execution of the Exclusive World Wide Product License and Purchase Option between NSI and the Millot Cosmetic Corporation, which was the 3rd day of October 1994.

Article 2 (Grant of Exclusive Sub-License)

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- 2.1 NSI hereby grants to NSJ the sole and exclusive right and sub-license to distribute, make, have made, use and sell the Product(s) in the Territory. NSJ shall have the right to prevent all third parties from infringing any NSJ rights to any third party. NSI shall not sell, make or distribute the Product(s) in the Territory, nor shall NSI disclose any Confidential Information regarding the Product(s) without written consent from NSJ.
- 2.2 The sub-license granted in this Agreement shall remain in force until the termination of this Agreement in accordance with its terms.
- 2.3 NSI represents and warrants that no right granted under this Agreement infringes upon the right of any third party. NSI shall indemnify NSJ in the event of any third party litigation arising from the terms of this Agreement. NSJ shall have the right to manufacture, have manufactured or distribute any of the Products in the Territory which may be in its business judgement, profitable for its operations in the Territory.
- 2.4 As compensation for the exclusive sub-license granted pursuant to the terms of this Agreement NSJ shall pay to NSI a royalty equivalent to three percent (3%) (or as otherwise mutually agreed upon by the parties) of its sales, net consumption tax, of all Products sold in the Territory during the entire term of this Agreement.
- 2.5 NSJ shall give NSI a written statement of the sales volume of Products achieved during such period in the Territory, this statement shall be certified as to its correctness by NSJ's Principal Financial Office and dispatched to NSI within thirty (30) days following the close of each such period.
- 2.6 Amounts due and payable are to be made thirty (30) days after the last day of each quarter based upon sales to the last day of each such period. For the purpose of computing the

royalty, Products shall be considered sold when recognized for accounting purposes as a sale by NSJ to NSI Independent Distributors in the Territory.

- 2.7 The parties hereto agree that the royalty shall remain competitive in the market and shall be determined by negotiated arms length standard and may be amended from time to time as agreed upon by the parties in writing.
- 2.8 NSJ shall keep complete and accurate records of its activities under this Agreement which shall be open to inspection by authorized representatives of NSI at any reasonable time. NSI may also appoint a CPA or equivalent of NSI's choice in the Territory for the purpose of auditing NSJ's relevant records.
- 2.9 Payment made by NSJ to NSI under this Agreement and shall be payable in Japanese YEN. Payment shall be made either directly to NSI in immediately available funds by wire transfer to Zion's First National Bank, Provo Branch, Provo, Utah, U.S.A. - account number 32927931, or by such other means of payment as designated by NSI.
- 2.10 Without limiting any of NSI's other rights and remedies under this Agreement, amounts outstanding under the terms of this Agreement not paid within ninety (90) days from the date due and payable, as set forth in the payment provisions herein, shall bear interest at the prime rate as reported in the Wall Street Journal plus two percent (2%) for the period outstanding. Whether or not interest charges are actually levied is at the discretion of NSI.

Article 3 (Disclosure and Confidentiality)

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- 3.1 During the term of this Agreement, NSI hereby agrees to transmit and disclose to NSJ any technical information as is reasonably sufficient for NSJ to evaluate the Product(s) under the terms of this Agreement.
- 3.2 NSJ and NSI hereby agree to keep secret and confidential from any third party any Confidential Information relating to the Product(s) or other valuable commercial information disseminated to the other party.

Article 4 (Trademarks and Tradenames)

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- 4.1 NSJ agrees that NSI is the owner of all right, title and interest in or the sole authorized licensee to any trademark or tradename applied to or associated with the Products. NSJ agrees not to contest NSI's ownership or interest in any legal proceedings or otherwise. NSJ and NSI have entered a separate Trademark/Tradenname Licensing Agreement respecting the Territory. The parties agreed that this Agreement will not

affect the terms of the Trademark/Tradenname Licensing Agreement; the terms of this Agreement shall be interpreted consistently with the terms of the Trademark/Tradenname Licensing Agreement between the parties.

Article 5 (Duration and Termination)

5.1 The term of this Agreement shall be three (3) years from the date of its effective date, and this Agreement shall be renewed for an additional successive terms of three (3) years, unless either party gives the other three (3) months prior written notice of intention to terminate this Agreement.

5.2 In the event that either party defaults or breaches any provisions in this Agreement, the other party will have the right to terminate this Agreement by giving written notice to the defaulting party, provided that however, if the defaulting party cures the default of breach within sixty (60) days after notice is given this Agreement will continue in force.

5.3 Upon termination of this Agreement NSJ may notify NSI of the amount of Product(s) NSJ has on hand and NSJ shall have a license to sell the amounts on hand in the Territory.

Article 6 (Governing Law)

This agreement shall be interpreted according to the law of the State of Utah, U.S.A.

Article 7 (Notices)

Any notice under this Agreement will be deemed sufficient if given by registered mail to the party receiving the notice at the address hereafter provided by the parties to the other.

Article 8 (Modification and Assignment)

This Agreement may not be transferred, amended or otherwise assigned without the written consent of both parties.

Article 9 (Severability)

If any provision of this Agreement is judged by a court in any jurisdiction to be invalid or unenforceable, the remaining terms and conditions will be unaffected and fully enforceable at law.

Article 10 (Entire Agreement)

This Agreement represents the entire understanding between the parties concerning the subjects covered herein and supersedes all other agreements, negotiations and understandings, expressed or implied, between the parties.

Article 11 (Governing Language)
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If there are any differences between the English language text of the terms and conditions of this Agreement and any prepared Japanese language text translation, for all purposes the English language text shall be conclusive.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the day first written above, with the intention that it be effective upon the Effective Date.

NU SKIN INTERNATIONAL, INC.

By: /s/ Blake M. Roney

Name: Blake M. Roney
Title: President & C.E.O.

NU SKIN JAPAN, INC.

By: /s/ Michael D. Smith

Name: Michael D. Smith.
Title: General Counsel, Vice President and Assistant Secretary

ATTACHMENT #1

PRODUCT(S) :

- 1- White Skin Lotion C
- 2- White Milk Lotion C
- 3- White Cream C
- 4- White Essence C
- 5- Extra Mild Skin Lotion
- 6- Extra Mild Milk Lotion
- 7- Extra Mild Cream
- 8- Extra Mild Essence
- 9- UV Make-up Base
- 10- Face Cleansing Gel
- 11- Finishing Pressed Powder

List of Subsidiaries

NU SKIN JAPAN COMPANY, LIMITED - a domesticated Delaware corporation with dual residence in the United States and Japan.

NU SKIN TAIWAN, INC. - a Utah corporation operating in Taiwan through a branch.

NU SKIN KOREA, INC. - a domesticated Delaware corporation with dual residence in the United States and South Korea.

NU SKIN HONG KONG, INC. - a Utah corporation operating in Hong Kong through a branch.

NU SKIN PERSONAL CARE (THAILAND) LIMITED - a domesticated Delaware corporation with dual residence in the United States and Thailand.

CONSENT OF INDEPENDENT ACCOUNTANTS

We hereby consent to the use in the Prospectus constituting part of this Registration Statement (Amendment No.2) on Form S-1 (No. 333-12073) of our report dated September 10, 1996 relating to the combined financial statements of Nu Skin Asia Pacific, Inc., which appears in such Prospectus. We also consent to the references to us under the headings "Experts" and "Selected Combined Financial and Other Information" in such Prospectus. However, it should be noted that Price Waterhouse LLP has not prepared or certified such "Selected Combined Financial and Other Information".

/s/ Price Waterhouse LLP

Price Waterhouse LLP
Salt Lake City, Utah

October 23, 1996

CONSENT OF INDEPENDENT ACCOUNTANTS

We hereby consent to the use in the Prospectus constituting part of this Registration Statement (Amendment No.2) on Form S-1 (No. 333-12073) of our report dated September 10, 1996 relating to the balance sheet of Nu Skin Asia Pacific, Inc., which appears in such Prospectus.

/s/ Price Waterhouse LLP

Price Waterhouse LLP
Salt Lake City, Utah

October 23, 1996

[LETTERHEAD OF GRANT THORNTON HONG KONG]

October 23, 1996

Board of Directors
Nu Skin Hong Kong, Inc.
Room 2503 Windsor House
311 Gloucester Road
Causeway Bay
Hong Kong

Gentlemen

CONSENT OF INDEPENDENT CERTIFIED PUBLIC ACCOUNTANTS

We refer to our audit report, dated April 14, 1994 on the financial statements of Nu Skin Hong Kong, Inc. - Hong Kong Branch as of September 30, 1993 and for the year then ended, except for notes 2 and 8 to these financial statements as to which the date is August 30, 1996.

We consent to the use of the aforementioned report in the Registration Statement (Amendment No.2) on Form S-1 (333-12073) and Prospectus of Nu Skin Asia Pacific, Inc.

Very truly yours

/s/ Grant Thornton
GRANT THORNTON