

# COMPANY HISTORY



Blake Roney, Sandie Tillotson, and Steve Lund decided to build a company that would combine innovative personal care products with ingredients that subscribed to the philosophy of “all of the good, none of the bad” and a generous business opportunity that would attract high-calibre salespeople.

It didn't take long for people to discover the difference of Nu Skin's unique business opportunity and one-of-a-kind products. In fact, the first product order was so popular that it was gone in a matter of hours. People loved the products so much that many even brought their own bottles and jars for the founders to fill with the unique formulas using an ordinary spoon.

Since that time, Nu Skin has demonstrated a distinctively different approach to business. It began with an innovative concept of premium quality products and a uniquely compelling global business opportunity.

Combined with the immovable commitment of the distributor leaders, this exceptional business model has shaped the company into a more than one billion dollar enterprise that still remains true to its core values.

Today, Nu Skin is differentiated by its ability to demonstrate that they truly have the best people, product, culture, and opportunity in the direct sales, skin care, and wellness industries. As the premier anti-ageing company, Nu Skin sets the standard.

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