



NU SKIN  
DISCOVER THE BEST YOU®

February 8, 2018

Laura Smith, Esq.  
Legal Director  
Truth in Advertising, Inc.  
PO Box 927  
Madison, CT 06443

Dear Ms. Smith:

I am responding to your letter, dated December 18, 2017, addressed to D. Matthew Dorny, Vice President and General Counsel of Nu Skin Enterprises, Inc. ("Nu Skin"). Thank you for the concerns shared in your letter regarding the need to protect consumers from inappropriate income claims.

Nu Skin also places a high value on protecting consumers and, to that end, we maintain a robust compliance program through which we train and educate distributors, monitor and scrutinize business behaviors, follow up on non-compliant content when discovered, and take disciplinary action against repeat or egregious offenders.

We have reviewed each of the referenced concerns from your TINA.org website and have either directly removed the referenced content or worked with the respective independent distributor to have them remove content.

We trust that you will be able to confirm the removal of the problematic content in your review of the websites referenced on the Nu Skin portion of the TINA.org website, and we will appreciate your designating that content accordingly.

Should you have any questions, please do not hesitate to contact me.

Sincerely,

Brian P. Muir  
Vice President and Chief Compliance Officer  
Nu Skin Enterprises, Inc.