

**International Coalition of
Consumer Advocates**

**ICCA Data Analysis¹
Company: Nuskin Enterprises/USA 2012**

Data Source: NU SKIN ENTERPRISES, INC. DISTRIBUTOR COMPENSATION SUMMARY²

<http://www.nuskin.com/global/library/pdf/distearnings.pdf>

Level	No. in each Level	% of Active Distributors in each Level/ Group	% of all Distributors in each Level/ Group	Average Annual Payment per Distributor per Level	Total Payment per Level	% of Total Payments per Level/ Group
Blue Diamond Exec.	116	0.15%	0.0598%	\$ 617,232	\$ 71,598,912	57.03%
Diamond Exec.	77	0.10%	0.0397%	\$ 126,384	\$ 9,731,568	7.75%
Emerald Exec.	93	0.12%	0.0479%	\$ 62,892	\$ 5,848,956	4.66%
Total Gaining Approx. \$60,000 or more, on average per level, according to "Disclosure"	286	0.37	0.1474%	\$ 304,823	87,179,436	69.44%
Ruby Exec.	224	0.29%	0.1155%	\$ 32,640	\$ 7,311,360	5.824%
Lapis Exec.	487	0.63%	0.2512%	\$ 16,704	\$ 8,134,848	6.48%
Top 1% (1.29) of Actives	997	1.29%	0.5141%	\$103,030	102,625,644	81.7%
Gold Exec.	766	0.99%	0.395%	\$ 9,612	\$ 7,362,792	5.865%
Executive	2,560	3.36%	1.32%	\$ 4,812	\$ 12,318,720	9.812%
Provisional Exec.	232	0.3%	0.1196%	\$ 468	\$ 108,576	0.086%
Qualifying Executive	1,284	1.66%	0.6624%	\$ 984	\$ 1,263,456	1%
Active Distributor, non-Exec./Received a Check	4,424	5.72%	2.282%	\$ 420	\$ 1,858,080	1.48%
Active Distributors/ <i>did not Receive Payments</i>	67,093	86.7%	34.615%	0.0	0.0	0%
Bottom 99% (98.71) of "Active" Distributors	76,359	98.71%	39.39%	\$300	\$22,911,626	18.3%
Total Active Distributors	77,356	100%	39.91%	\$1,6623	\$ 125,537,268	100%
Non-Active Distributors/ <i>did not receive commissions</i>	116,470	N/A	60.09%	\$0.00	\$0.00	0%
Tot. USA Distributors	193,826		100%	\$648	\$ 125,537,268	100%

¹ The analysis applies the actual number of Nu Skin distributors in the USA, active and inactive, to the summary data that discloses percentages and average incomes for each level. By applying the actual number to the percentages, the number of distributors in *each level* can be determined. Multiplying the actual number in each level by the mean average income disclosed for the respective levels, reveals the *total payout to each level*. With the total payout for each level known, a total payout to the entire sales chain can be calculated and the percentage of the total transferred to each level can also be determined

² The report states, "In the United States, the Company had an average of 77,356 Active Distributors during 2012." and "Active Distributors represented an average of 39.91% of total distributors." From that data, it is calculated that there was a total of 193,826 total distributors ($77,356 \div .3991 = 193,826$)