

## Pharmanex

Pharmanex, is a global leader in the research and development of phyto-pharmaceutical and nutritional products. Pharmanex products are the convergence of eastern medicine and western science. Pharmanex products are sold world wide through a network of independent distributors. In 1998, Pharmanex became a wholly owned subsidiary of Nu Skin Enterprises (NUS on NYSE).

### **Nu Skin Enterprises:**

- 20 Year Track Record
- \$1 Billion in Annual Sales
- Publicly Traded – NYSE (NUS)
- Operates in 37 Countries
- D&B 5A-1 Rating
- \$4 Billion Commissions Paid
- \$600 Million in Paid for Assets
- Global Seamless Compensation Plan
- \$120 Million cash in reserves
- Pharmanex sales exceed \$450 Million, 2003, (\$50 Million in US)

### **THE PHARMANEX BIOPHOTONIC SCANNER**

#### **Pharmanex has the Secret Weapon**

*"Nu Skin might have a secret weapon...It's called the BioPhotonic Scanner, a tabletop laser device that through hand scans can measure a person's carotenoid antioxidant levels".*

*"You finally have a device that can measure the efficacy of nutrients or dietary supplements you're taking"*

Investor's Business Daily, April 16, 2004

Scientists from around the world are talking about a brand new University of Utah invention, the BioPhotonic Scanner which will change the way people think about antioxidant health. This revolutionary tool enables us, for the first time, to measure our level of carotenoid antioxidant protection quickly.

#### **How does it work?**

Sir C. V. Raman discovered the technology on which the scanner is based in the 1920's. Sir Raman was awarded the Nobel Prize for the discovery of the Raman Spectroscopy in 1930. Raman's discovery proved that molecules, like carotenoids, can be excited by a certain wavelength of light. The molecules then resonate releasing a specific light signal of an altered wavelength that then can be measured. Researchers at the University of Utah have developed the technology to utilize Raman's discovery.

The University of Utah exclusively licensed this scanner technology to Pharmanex for the life of the patent (17 ½ years). Pharmanex now has the Global exclusive rights for measurement of carotenoid antioxidants in the human body for the next 15 ½ years.

### **What are Antioxidants and Free Radicals?**

Antioxidants work together to help fight the harmful effects of free radicals in the human body. Antioxidants come primarily from fruits and vegetables and supplements.

Free radicals are highly reactive molecules that contribute to the aging process. They damage cells, proteins and even your DNA.

### **Who should take Supplements?**

*"Most people do not consume an optimal amount of all vitamins by diet alone. Pending strong evidence of effectiveness from randomized trials, it appears prudent for all adults to take vitamin supplements."*  
Journal of the American Medical Association, June, 2002.

Everyone on the Planet. Now we have the technology (Bio-Photonic Scanner) to rapidly prove they need these supplements in their body.

### **The Ability to Measure**

The ability to measure is the basis of science. Only Pharmanex has the ability to measure the effectiveness of supplements in your body in REAL TIME. This allows Pharmanex to offer the only "Performance Guarantee" in the nutritional industry. If your Antioxidant score does not go up in 60 days with consumption of LIFEPAK, Pharmanex will refund all of your money. No other supplement company in the world offers such a guarantee.

## **PRODUCTS**

### **LifePak**

LifePak is the most comprehensive micronutrient supplement available in the world. Each LifePak product is specifically formulated to meet the diverse nutritional needs of every individual.

- LifePak is the number one revenue generating supplement in the world.
- LifePak has been rated the #1 supplement by independent laboratories like Supplement Watch, ([www.supplementwatch.com](http://www.supplementwatch.com))

### **Pharmanex Solutions**

A full range of 50 additional products developed to help you with immune support, vitality, energy and stamina, mental sharpness, stress control, joint & bone health and much more.

Pharmanex is the first and only nutritional company to ever carry the endorsement of the US Olympic Committee.

## SCIENCE

### **The Measurable Difference**

Pharmanex measures every aspect of its science. See the Pharmanex 6S video at [www.gotyournumber.com](http://www.gotyournumber.com) (10 Minutes in length).

We measure:

- the health benefits of our products through clinical trials ([www.nutritionalfilecabinet.com](http://www.nutritionalfilecabinet.com))
- the levels of active ingredients through standardization
- to insure all ingredients are safe and contaminant free
- our manufacturing process to insure consistent product quality

### **Pharmanex Scientists & Scientific Advisory Board**

Over 76 on staff scientists make up the Pharmanex® research and development team. They coordinate research with more than 150 noted scientists from around the world, representing such institutions as Harvard, Stanford, UCLA, Columbia, Purdue, Beijing Medical University, Shanghai Medical University and Peking University.

The Pharmanex Scientific Advisory Board includes such noted scientists as **Lester Packer, Ph.D. (Berkley)**, **Carl Djerassi, Ph.D. (Stanford)** and **Chiy-Huey Wong, Ph.D. (Scripps Institute)** who are actively involved in clinical research and product development. In collaboration with the staff scientists this team creates a product development engine unparalleled in the nutrition world.

### **Pharmanex Research Laboratories**

The company operates three state of the art research laboratories in Provo, UT, Shanghai, China and Beijing China.

In addition the company maintains an affiliated laboratory at **University of California at Los Angeles** with the **Pharmanex Phytochemical Laboratory**.