

“WFDSA: Making the LEAP”

Truman Hunt, President and CEO,
Nu Skin Enterprises, Inc.

Biggest Threats to Our Business

- Regulatory Hostility
- Consumer Hostility
- Overly Critical Media

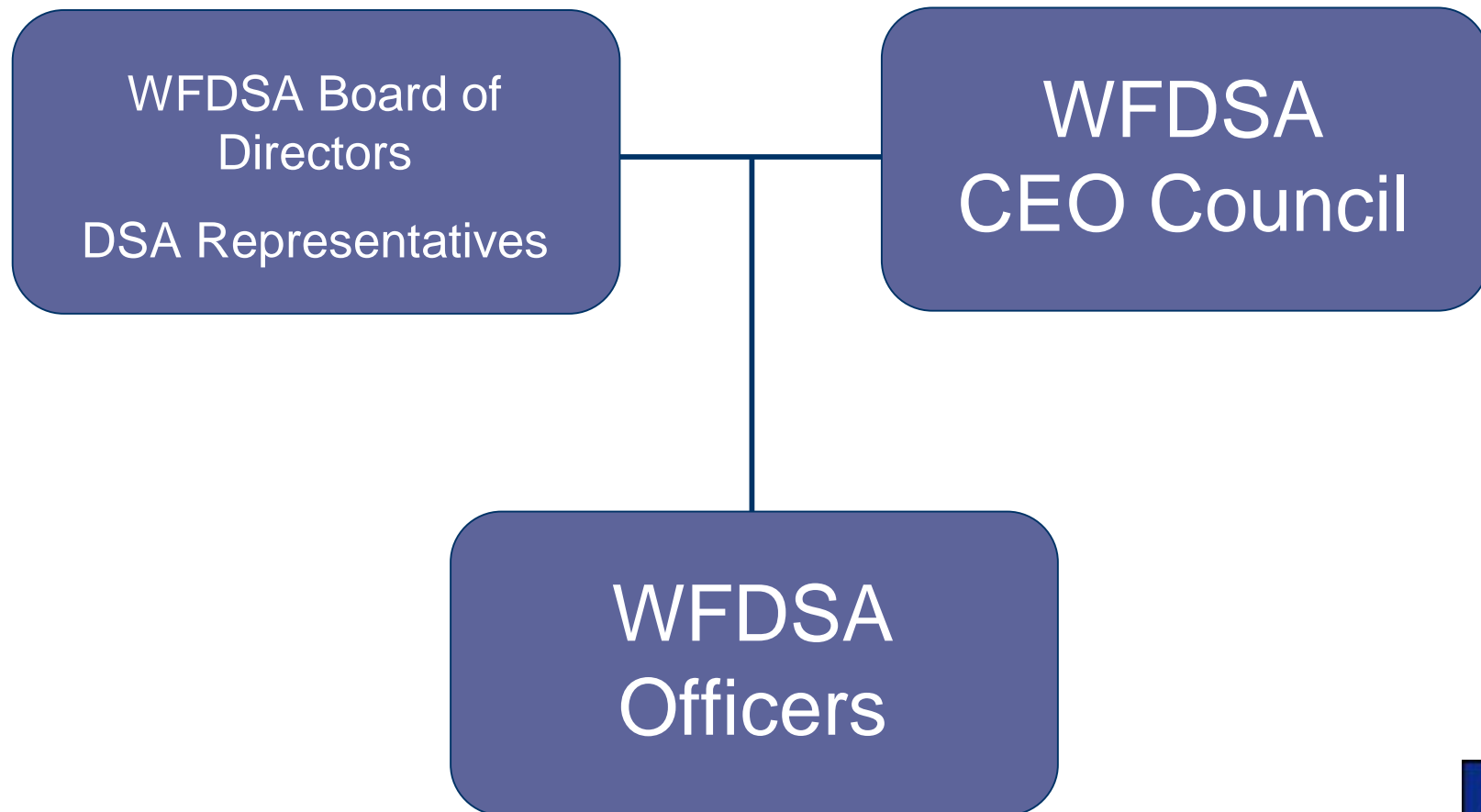


L.E.A.P

- **(L)** Increase the impact of **LOCAL** DSA's
- **(E)** Strengthen industry **ETHICS**
- **(A)** **ADDRESS** consumer and media skepticism
- **(P)** **PROTECT** the regulatory environment



WFDSA Organization



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