



## SHOWING UP STRONG

Nu Skin leaders are striving for peak performance at work and at home, proving that real strength goes far beyond the gym.



Nu Skin was founded more than 40 years ago as a beauty brand committed to helping people look, feel, and live their best through clinically backed, efficacious ingredients. Today, the company has evolved into a global force in wellness technology, expanding beyond skincare into data-driven tools designed to empower healthier living.

At the center of that evolution is Prysm iO, an antioxidant tracking device that democratizes access to meaningful health insights through a simple, noninvasive scan. Nu Skin President & CEO Ryan Napierski explains, “Pioneering wellness means advocating for choices that elevate quality of life. Our responsibility is to equip people with the knowledge, tools, and guidance they need to make confident, informed decisions about their health.”

Nu Skin brings that purpose to life with Prysm iO. In 15 seconds, the handheld device uses light and noninvasive sensors to scan and calculate carotenoids, key antioxidants that protect the body from the stress of unhealthy habits, like poor diet. Prysm iO delivers a nutritional health score, replacing the guesswork of

“Is what I’m doing really working?” with personalized data. That information enables smarter choices, accountability and an understanding of how daily habits affect health. Over time, those decisions can translate into increased energy, resilience, and mental clarity to support long-term strength and wellness.

**“Strength is about continuity, showing up consistently in small ways, tracking progress, and making informed changes. In that sense, strength is data informed yet deeply human, and at Nu Skin we build products and platforms that support both.”**

—Ryan Napierski, President & CEO

At Nu Skin, strength is defined holistically and measurably, beyond physical performance. Joe Chang, chair of the Nu Skin Scientific Advisory Board, explains, “Strength lives at the cellular level to manage stress, adapt metabolically, and recover. It’s not about pushing harder, but sustaining longer, recovering faster, and aging slower.”

This broader definition of strength is also reshaping modern masculinity. Masculinity today is rooted in more than hours clocked in the gym. Executive Vice President and Chief Product Officer Steve Hatchett explains, “For years the world has focused on performance metrics like sleep and heart rate. Those are valuable, but nutrition has remained largely invisible. Prysm iO changes that by giving your body a voice and translating daily lifestyle and nutrition choices into a personalized score.” When it comes to your health, nothing can be optimized until it’s tracked.

When wellness is measurable, it becomes actionable. Nu Skin’s Prysm iO represents a new era of biohacking-backed wellness technology, empowering you to make informed decisions about how you eat, sleep, train, and recover. Having stamina for your family, clarity for leadership, and resilience for the long game isn’t just about discipline; it’s about insight. And insight is power.

**NU SKIN**  
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# THE REAL FLEX



How Nu Skin Leaders Are **Redefining**  
What **Strength** Looks Like.