

**Objective:** Identify updated taxonomy for menu navigation for Nu Skin e-commerce web properties across the geographies. Utilize global branding communication architecture to organize categories under the People, Product, Culture, and Opportunity segments.

## Global Branding Communication Architecture Segments

**People:** Our difference is demonstrated through our people. It is evident that the strength and heart of Nu Skin are its people—those who collectively demonstrate their difference every day by improving lives around the world and becoming inspirational and aspirational leaders for life.

Tier 2 Global Navigation Items:

- Company
- Media Center
- Contact Us

**Product:** Our difference is demonstrated through our products. Nu Skin markets innovative products with benefits that can be demonstrated. Our brands offer a wide variety of opportunities that improve lives around the world.

Tier 2 Global Navigation Items:

- Nu Skin
- Pharmanex
- Big Planet
- Nourish The Children
- View All Products

**Culture:** Our difference is demonstrated through our culture. We attract talented distributor leaders who thrive in a fun and productive environment. From our events around the world to the Nu Skin Force for Good Foundation, we are connected by a powerful culture.

Tier 2 Global Navigation Items:

- Events
- Testimonials
- Force For Good
- Nourish The Children

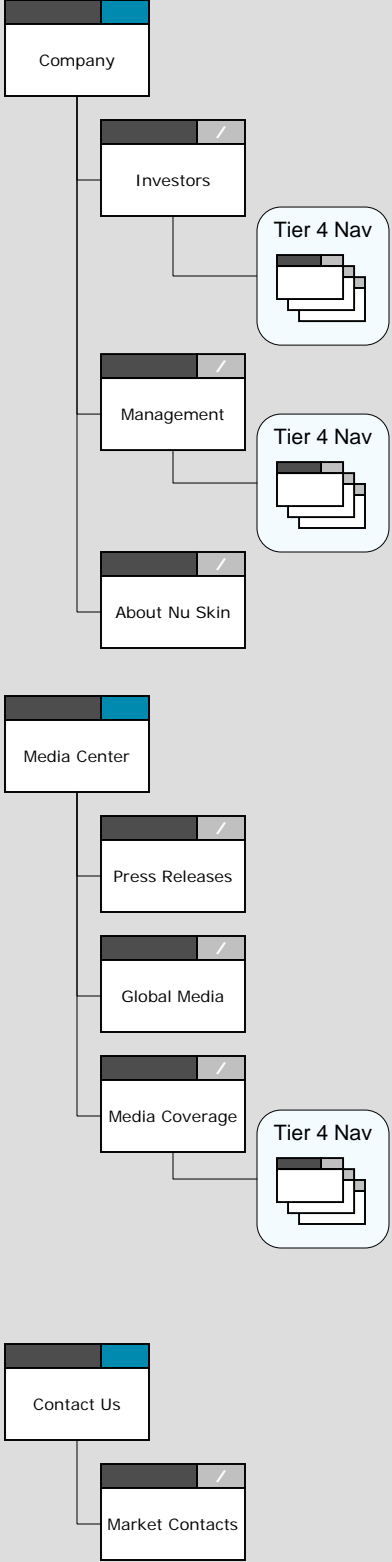
**Opportunity:** Our difference is demonstrated through our opportunity. At Nu Skin, professional distributor leaders thrive, inspiring and empowering others. Distributors say their lives are better today because they joined Nu Skin. We are committed to providing the best opportunity to make dreams a reality.

Tier 2 Global Navigation Items:

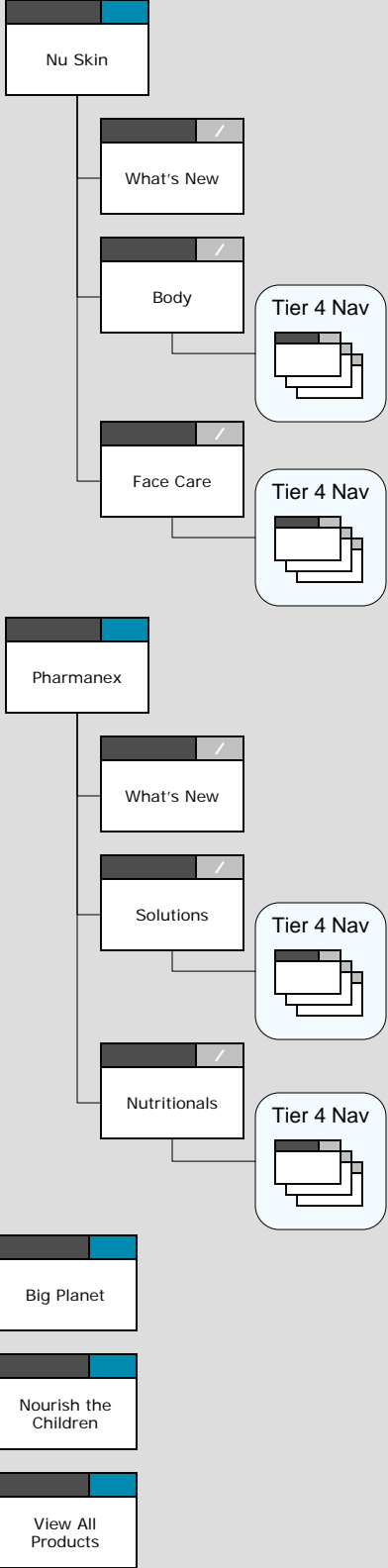
- Why Nu Skin
- Business Promotions
- Recognition

**Next Step:** Develop navigation guidelines for tier 3 and 4 to distribute to regional marketing teams. This can be included with web style guide deliverable from agency.

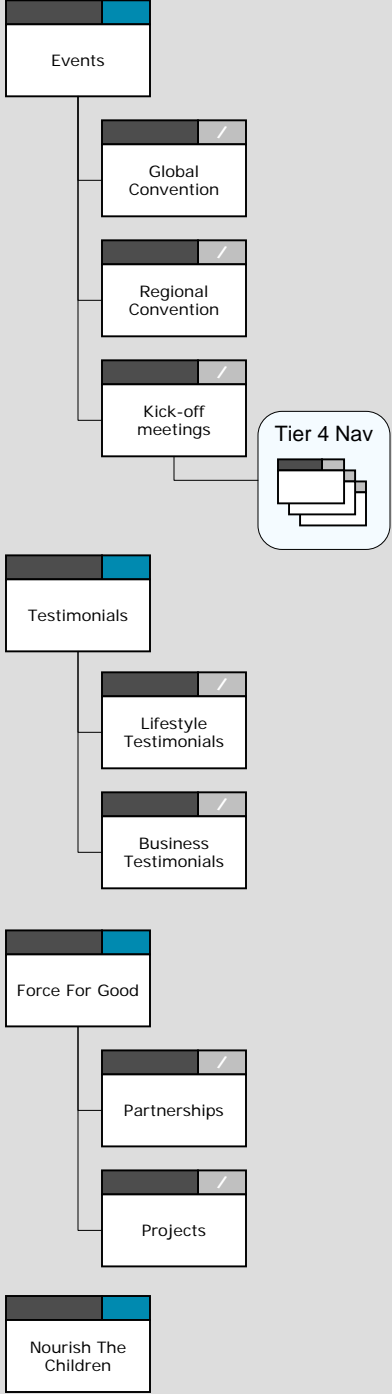
PEOPLE



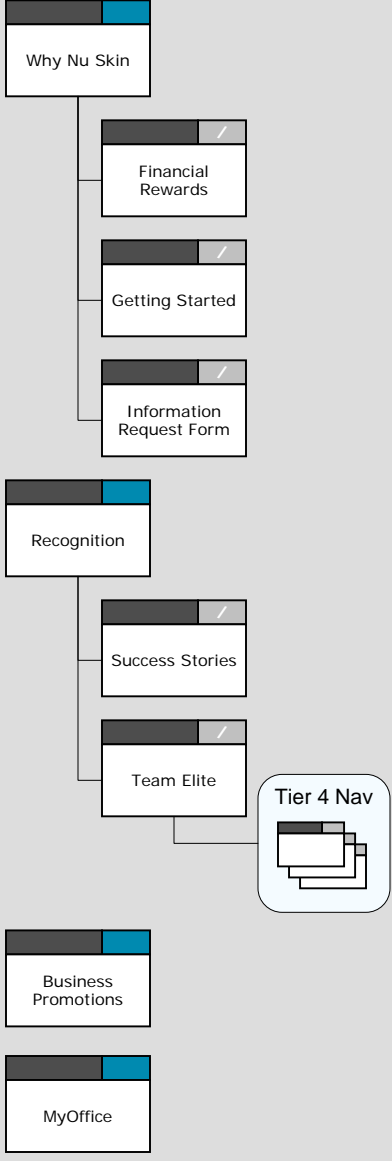
PRODUCTS



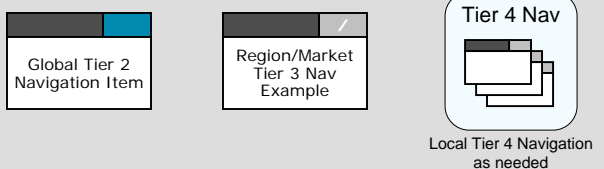
CULTURE



OPPORTUNITY



Legend





PEOPLE

1 Management team	2 Scientific advisory	23 Press Releases
24 Sign-up for updates	26 Media Resource Guide	25 Global Media Quotes
27 Nu Skin Press Kits	28 Media Contact	29 Convention Workshop .ppt
30 Submit Testimonials	31 Market Contact	32 Corporate Overview
33 Mission and Vision	34 Humanitarian Efforts	35 Management
53 Existing Markets	54 Future Markets	41 Overview
42 News	47 Historical Financial Data	48 Calendar
43 Governance	49 Presentations	44 Annual Reports
45 SEC	46 Stock	50 Investor Kit
51 Information Request	52 Alerts	81 Our Company
82 About Nu Skin	84 Scientific Advisory Board	85 Management
83 Nu Skin Difference	86 Media Coverage	

PRODUCTS

3 Core Daily Systems	4 Customized Solutions	5 Total Care	6 Epoch	7 Skin Compliments	8 View All Products
9 Nu Skin Regimen Optimizer	10 Nu Skin ProDerm Skin	11 Technical Terms	12 Ingredient Glossary	13 Testimonial	14 Which Products Are Right For Me
16 eLearning	17 Skin Care Essentials	18 Skin Care Science	19 Hot Topics	20 Clinical Studies	21 Technical Terms
22 Ingredient Glossary	66 Nuskin	67 Pharmanex	68 Big Planet	69 Nourish The Children	70 Holiday Packages
71 About ADR	72 Create ADR	73 Manage ADR	74 ADR Packages	75 ADR Tutorials	88 ageLOC Video
87 ageLOC Overview	89 Facial Gels with ageLOC	90 Science	91 ageLOC in Times Square	92 Testimonials	94 Purchase
93 Resources	95 Galvanic Spa EX	96 Galvanic Spa Overview	97 Tru Face Line Corrector	98 Resources	
99 Testimonials	100 Www.spabeautyathome.com	101 HCP Regulatory Update	102 Product Demo Policy		

OPPORTUNITY

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37 Financial Rewards	38 Getting Started
39 Direct Selling	40 Team Elite
76 Success Stories	77 Opportunity
79 Financial Rewards	80 Getting Started
103 Events	104 Recognition
78 Why Nu Skin	

CULTURE

62 Open Positions	63 Benefits
64 Living in Utah	65 Apply Online

