

A conversation with Dr. Helen Knaggs, Vice President NU SKIN Enterprises



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EURO COSMETICS: *Helen you have an interesting background. Can you tell us more about it?*

Dr. Helen Knaggs: Its almost 30 years now since I started working with skin models at Leeds University to earn a doctorate degree from the Department of Biochemistry and Molecular Biology. The team at Leeds was focused on studying the pathogenesis of acne and in my case specifically ductal hypercornification. This lead me to a position in Unilever in the US and then in Asia, where I was able to see first hand how skin differs across the world due to our inherent diversity as well as the climates and environments we put ourselves in.

EURO COSMETICS: *And what is your position and role at Nu Skin?*

Dr. Helen Knaggs: As a leader at Nu Skin, my fundamental belief is in creating an environment inspiring people to perform

their best and find fulfillment at work through achieving their ambitions. Today my team is committed to scientific integrity in the development of personal care products to impact the marketplace.

Serving since 2006 as Vice President of Global Research and Development, my team was instrumental in the company's growth by shaping the scientific foundation supporting the company's flagship anti-aging brand, ageLOC. In 2009, our work in gene expression, science, and skin aging was incorporated into the launch of Nu Skin's ageLOC Transformation System. Since its inception, the ageLOC product line has generated more than one billion dollars in sales. In 2015, personal care products contributed to company's revenues of \$2.2 billion, 60.7 percent of the company's overall revenue.

Throughout my Nu Skin career, I have spoken to thousands of Nu Skin distributors and customers globally and have been able to learn about their skin care needs and the problems they want efficacious products to solve. Nu Skin is a great vehicle to share new insights into the aging process and educate people on how they can look and feel younger. By sharing our knowledge, we can have an impact on people's health and beauty.

EURO COSMETICS: *We understand you have a passionate interest in Skin Care and would like to know how you became interested in its challenges and opportunities.*

Dr. Helen Knaggs: I am passionate about using scientific insights to provide better and more efficacious skin care. When I was studying at University, information about the skin barrier from Peter Elias and coworkers became available and I was fascinated with how ingredients we put on our skin interact with the skin to improve skin health.

More recently I have become passionate about a holistic approach to antiaging. Its not just about what we put on our skin, but also about our lifestyle choices and the ingredients we put in our body, as well as exercise etc. I am a firm believer that optimal skin care is a combination of many factors and unravelling this puzzle with all the latest scientific discoveries will make the future very exciting.

EURO COSMETICS: *What is Nu Skin's anti-aging science and scientific philosophy?*

Dr. Helen Knaggs: Currently our focus is on targeting the sources of aging, namely we have been conducting research on gene expression and epigenetic factors that influence how we age. We believe in finding unique scientific insights which can be implemented in development to provide products which inspire people to live younger longer. For example, Nu Skin's latest supplement product, ageLOC Youth, is built around key nutrients the body needs but will not get in a traditional everyday diet, while ageLOC Me is an innovative solution to provide customised skin care.



ageLOC TFEU Cropped



Dr. Helen Knaggs, Dr. Joseph Chang and Dr. Mark Bartlett (from left)

EURO COSMETICS: *Please tell us about Nu Skin's product lines.*

Dr. Helen Knaggs: Nu Skin has a robust portfolio that includes supplements sold under the Pharmanex brand as well as premiere anti-aging skin care products, along with more traditional personal care items, such as moisturizers, cleansers. Together these products provide a complete lifestyle approach to healthy living.

EURO COSMETICS: *We understand you have a major unique product called "ageLOC me". What does it do and how does it work?*

Dr. Helen Knaggs: ageLOC Me is an innovative and revolutionary anti-aging skin care system that combines Nu Skin's most sophisticated skin care products to date with the benefit of customization.

It is our premier product platform that now contains two full lines and additional targeted treatments. Each product in this line uses a blend of ingredients that have been shown to target sources of aging to preserve the look of youth and diminish the appearance of aging. We first launched ageLOC Galvanic Spa Gel and the ageLOC edition Galvanic Spa. This was quickly followed by ageLOC Transformation which was clinically shown to improve eight signs of aging in as little as seven days. We have also launch ageLOC Body System that includes ageLOC Galvanic Body Spa, ageLOC Body Shaping Gel and ageLOC Dermatic Effects. All of these product work synergistically to help target the appearance of cellulite and contour the body. Most recently we have launched our fully customizable ageLOC anti-aging skin care system called ageLOC Me which utilizes an assessment that can be downloaded on to

any smart phone. This line not only includes premier formulations that can be customized based off individuals needs and preferences but also a device that weaves 3 individualized serums together and provides exceptional convenience.

The ageLOC Me system consists of four steps to help you create your customized skin care regimen.

Step One – Take Your First Step Toward Customization

Order your Starter Kit online or from a distributor to start using ageLOC Me right away. The Starter Kit contains your Calibration Set (also known as the Reference Set), a set of five products specifically formulated to deliver comprehensive anti-aging benefits. With the Calibration Set, you have immediate access to the products so

you can experience how they feel and how they benefit your skin. Use the Calibration Set as a reference when you take your ageLOC Me skin assessment to further customize your products. The Calibration Set will also help you get comfortable using your ageLOC Me device and products.

Step Two – Tell Us About You

Together with your Calibration Set experience, the ageLOC Me skin assessment helps you determine your skin care needs through a series of questions concerning your environment, region, individual skin attributes, personal aging concerns, and preference for light or heavy moisturization. Like fragrance in your moisturizers? You can choose to include it. You can also choose a Day Moisturizer with SPF or one without. And you can dial in targeted benefits with the serums to meet your individual needs. At the end of the assessment, you'll receive your personal skin care code.

Step Three – Experience Your Customized Skin Care Regimen

Order your customized set with your personal skin care code. You told us about you, your skin, and your preferences and, combined with our expertise in anti-aging science innovation, we created a regimen that's just for you. Once you receive your customized product set, start using it right away. Like the Calibration Set, your customized set contains three serums and a day and night moisturizer. The powerful ageLOC Me serums and moisturizers are Nu Skin's most sophisticated anti-aging skin care formulations to date.

Step Four – Keep It or Change It Up

Retake the ageLOC Me skin assessment as many times as you like. You may find just the right combination for spring and summer, and then want to refine for fall and winter. There's no limit to how many times you can take the assessment.

EURO COSMETICS: *Can you share a few examples of how science was used in creating the product?*



ageLOC Family

Dr. Helen Knaggs: Science is an integral part of everything we do here at Nu Skin. From our unique quality process to how we choose ingredients.

Our 6S quality process was designed to make sure that we are providing our customers with the best skin care out there. This process involves a set of rigorous, highly integrated activities and includes multiple layers of scientific testing and attention to detail. It requires consistent collaboration and a unified commitment to quality. 6S stands for: Selection, sourcing, specification, standardization safety, substantiation.

We researched ingredients that influence gene expression in a positive way. These ingredients are then formulated into products. Products are then further verified through third part clinical studies to bring about a more youthful appearance.

EURO COSMETICS: *In Personal Care which major trends you have noticed?*

Dr. Helen Knaggs: Two big trends today are the huge growth in technology and the ability to customize items. At Nu Skin we have capitalized on these by providing ageLOC Me customized anti-aging system which delivers skin care as unique as we all are. Additionally, we have combined a knowledge of chemical engineering, chemistry, materials behavior and cosmetic ingredient variables to overcome issues formulators face and provide a delivery system for multiple, incompatible ingredients.

EURO COSMETICS: *What are some of the hot ingredients you see emerging and can you*

describe the major changes you have noticed in science and engineering that have, or will be impacting future cosmetic trends?

Dr. Helen Knaggs: We have been very lucky in personal care over the last few decades, we have seen the emergence of efficacious ingredients which are gentle to the skin, as well as technological advances making it possible to bring dermatology and spa treatments into our home. I am excited to see what the future holds and how we can use this to provide unique solutions to skin care. An exciting example is the world of opportunities opened up by improvements in 3D printing, for example anything from printing customized packaging options to bioprinting of human tissues for medical solutions is going to be possible.

EURO COSMETICS: *In view of these changes, what has Nu Skin decided to focus on in the future?*

Dr. Helen Knaggs: Today we live in a time where things change at a rapid pace, probably faster than at any other time we have known. Keeping up with how quickly things and the massive amount of information we can generate in today's world presents challenges we have never before experienced. This will continue especially as our workforce will largely be made up of millennials who themselves have grown up in a world of technological advances. Finding products that meet the needs of this demographic of consumers will be an interesting focus for personal care.

EURO COSMETICS: *Thank you for the conversation.* ■