



NERIUM™
INTERNATIONAL

Corporate Profile

UNITED STATES



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Nerium International was founded in 2011 by renowned entrepreneur Jeff Olson. Celebrating its Fifth Anniversary in 2016, this global anti-aging company is one of the fastest growing leaders in the relationship marketing industry.

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Nerium International has been the recipient of many prestigious industry and beauty awards, showcasing the company's products, growth and accomplishments in a highly competitive marketplace.

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Nerium's anti-aging products and business model are consistently in the public spotlight from beauty blogs to national fashion magazines, business newspapers to respected trade publications, podcast segments to lifestyle television shows.

Read Nerium's top product reviews and editorial features as seen in these powerful media outlets.

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Nerium International thrives in a company culture of loving, caring and sharing. The Nerium Ripple Foundation is Nerium International's philanthropic organization, dedicated to giving back to local and global communities.

"Making People Better" is the Nerium mission. The company works closely with philanthropic partners Big Brothers Big Sisters and World Vision, to leave a legacy of charitable giving that makes a difference in the world.



Company Overview

Nerium International, headquartered in Addison, Texas, is a global relationship marketing company with age-caring products created through innovative research and science. Nerium uses exclusive, patented ingredients with proven antioxidants, peptides, plant extracts and vitamins to offer effective products that target multiple signs of aging.

Founded in 2011 by Jeff Olson, Nerium is led by an executive leadership team with vast domestic and international experience. Nerium has shattered industry records for sales while developing a strong customer base in North America, Latin America and Asia-Pacific markets. This unprecedented success has allowed Nerium to generate more than \$1 billion in cumulative sales since inception.

Nerium has gained the attention of both the beauty and direct sales industries with its growth and success, earning the following accolades and awards for its leadership, product and corporate responsibility initiatives:

- In 2015, with more than 16,000 percent sales growth over a three-year timeframe, Nerium debuted No. 1 for consumer products and services on Inc. magazine's 34th annual Inc. 500 List of America's fastest-growing private companies and ranked No. 12 on the list overall.
- Nerium is the youngest company to break into the top 50 on Direct Selling News' "DSN Global 100" list of top direct sales companies and has continued to climb the list to No. 38 on the 2016 Direct Selling News' Global 100 list.
- In 2015, Nerium ranked No. 56 among the top 100 biggest beauty companies in the world based on beauty sales by Women's Wear Daily.
- Philanthropic partner Big Brothers Big Sisters presented Nerium its top award for corporate partners, the 2015 President's Award.
- Nerium executives have received countless awards including: Best in Biz Awards, Stevie Awards and CEO World Awards.

As a leader in the anti-aging industry, Nerium continues to develop partnerships and products that allow its Independent Brand Partners the opportunity to be successful in communities across the U.S., Mexico, Canada, South Korea and Japan.



FACTS ABOUT NERIUM INTERNATIONAL

6 Number of countries
Nerium International operates



U.S. Canada Korea Mexico Japan Australia

8
Number of
products
sold globally




275K+ Facebook likes

\$3M+

Cumulative total amount donated
to non-profit organizations through
Nerium Ripple Foundation



\$515M Annual revenue earned in 2015

456 Number of global corporate
employees in 2016; up from
just 14 in 2011



6
Number of exclusive,
patented ingredients
used in Nerium products

\$1B Dollar amount reached in cumulative sales after only four years,
making Nerium International the fastest product-based company in the
direct selling industry to reach this milestone

1 Nerium's rank on the 2015 Inc. 500 List of fastest-growing private U.S. companies
in consumer products and services



59 Number of prestigious industry awards and accolades earned as of 2016



38 Overall ranking on *Direct Selling News*' Global 100 List in 2016





Awards & Recognition

#12 on the Fastest Growing Companies List - 2015



Nerium earns the #12 overall spot and No. 1 spot for the consumer products category.

Top 20 Members - 2016



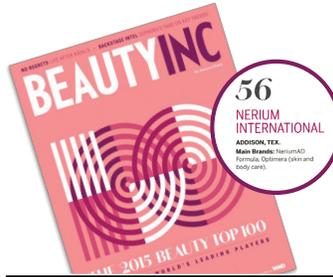
Direct Selling Association (DSA) named Nerium among its Top 20 members based on 2015 United States net sales.

#38 on the Global 100 List - 2016



The Direct Selling News' Global 100 List was created to honor the top 100 direct selling companies in the world.

#56 on the Beauty Inc. Top 100 List - 2015



Women's Wear Daily (WWD) annually ranks the world's biggest beauty companies.

#1 Beauty Inc. Top 10 Sales Gains List - 2014



Nerium International ranked No. 1 in the Women's Wear Daily (WWD) Beauty Inc. Top 10 Sales Gains List.



3 Golden Bridge Awards

3 Best in Biz Awards

12 Stevie Awards

7 CEO World Awards



Jeff Olson, Founder & Chief Executive Officer



Jeff Olson, Founder and CEO of Nerium International, is a dynamic and visionary leader who has served in many executive roles across different business channels and companies. He is also a best-selling author and speaker.

Jeff has helped thousands of people build successful direct sales businesses worldwide. He has spoken to thousands of audiences around the world helping them achieve the success they desire. Over the past 20 years, Jeff has helped grow companies into massive successes by creating proven systems designed to empower people to succeed, whether they are new to the industry or 20-year veterans.

Jeff earned his business degree from the University of New Mexico. While in graduate school, he was hired by Texas Instruments and went on to become the manager of the intelligence systems division.

Jeff eventually left corporate America to become an entrepreneur. He launched a couple of successful businesses, and it was during that time that he was introduced to direct sales. He fell in love with the business model as he saw it as a way he could help people achieve their dreams; there was no glass ceiling and there was an opportunity for all to succeed.

He went on to become a National Marketing Director for National Safety Associates (Juice Plus) and the top distributor and eventual CEO for Quorum Electronics, a publicly traded company based in Hong Kong. He then founded The People's Network (TPN), the first and only direct sales company that built a satellite network and produced hundreds of television programs on personal excellence in health, family, relationships and finances, with

authors such as Brian Tracy and Jim Rohn. As the CEO of TPN, Jeff solidified his reputation as a thought leader in personal development.

From there he went on to become a senior consultant, working with the executives and board of directors of Pre-Paid Legal, a NYSE company now known as Legal Shield, to help significantly grow the company.

In 2011, Jeff founded Nerium International, which has earned a string of accolades due to the success of its exclusive, scientifically based anti-aging products. Nerium made its debut on the 2015 Inc. 500 list of fastest growing companies in America at the No. 12 spot overall, and No. 1 in the consumer products category. In its first four years, Nerium reached a cumulative \$1 billion in sales earning a spot on the DSN Global 100 list and the DSA Top 20 Companies List. Nerium's products have been featured in the New York Times, Shape and Cosmopolitan.

Jeff has been featured in Forbes, Entrepreneur, Success from Home and the Wall Street Journal. He authored the USA Today best-selling book, THE SLIGHT EDGE, which outlines his key principles for helping people transform simple daily choices into the massive success and happiness they desire. He also worked with the SUCCESS FOUNDATION to develop SUCCESS for Teens: Real Teens Talk about Using the Slight Edge, which is based on principles from his book. Success for Teens has been distributed to almost 2 million teenagers nationwide.

Jeff is fueled by his passion to make the world a better place. He founded Live Happy magazine to help teach people the principles of positive psychology and, through Live Happy, he has helped fund the International Positive Education Network. Jeff has addressed the UN on the topic of global happiness and has been inducted into the Happiness Hall of Fame.

Jeff serves on the board of the Nerium Ripple Foundation, through which he has helped raise \$3.5 million for Big Brothers Big Sisters (BBBS) and World Vision International. For its charitable work, Nerium has been awarded the President's Award by BBBS, the highest honor the organization bestows.

Jeff's belief is that a company is only as good as its culture, and in all that he does he ensures he puts people over profits and creates purpose and meaning into the DNA of his business philosophy.



Deborah K. Heisz, President and Chief Operating Officer



With more than 20 years of leadership experience in a variety of roles within the multibillion dollar direct selling industry, Deborah K. Heisz has successfully built strong teams and led them to embody the company vision and culture to achieve strategic goals. An entrepreneur at her core, Deborah brings solid experience in strategic planning, new business development, new product development, information technology, creative services, branding and publishing to her role as Nerium International's President and Chief Operating Officer.

As President and Chief Operating Officer, Deborah has successfully chaired the company's global steering committee and directed the leadership team to position the company for new growth domestically and internationally. Deborah is driven to ensure that Nerium U.S. and international teams continue to move forward as a unique model of positivity, diversity, innovation and integrity in the worldwide direct selling industry.

In addition to her position as Nerium's President and Chief Operating Officer, Deborah maintains her role as Chief Executive Officer of Live Happy, LLC. Deborah is the co-founder and editorial director of the positive lifestyle magazine Live Happy and the happiness movement. She is also on the board of directors for International Positive Education Network (IPEN) and was recently inducted to the prestigious Happiness Hall of Fame (happinesshalloffame.com). Deborah is also the author of Live Happy: Ten Practices for Choosing Joy. Before leading the Nerium and Live Happy teams, she served as the founding editor-in-chief of the current SUCCESS magazine.

A graduate of Texas Tech University with a bachelor's degree in English, Deborah holds an MBA from The University of Dallas.

Deborah resides in Dallas, Texas, with her three children and spouse. Her greatest source of joy and wonder is watching her kids learn, experience life and ask questions without filter. She also enjoys spending time in the great outdoors with her family and her three dogs.



Age-Defying Night Cream, NeriumAD[®] Formula

If your night cream is just combating the symptoms of aging skin, it's fighting a losing battle. To turn back the clock, you need to combat the visible signs of aging as well as the root causes—the trouble brewing below the skin's surface.

With patented, exclusive ingredients, Nerium International's Age-Defying Night Cream, NeriumAD[®] Formula is clinically proven to fight fine lines, wrinkles and discoloration.

Powered by some of the most potent antioxidants available in both science and nature, including the patented, exclusive, next-generation antioxidant **NAE-8[®]**, Age-Defying Night Cream not only addresses the visible signs of aging—such as fine lines, wrinkles and discoloration—it addresses the root causes of aging. Age-Defying Night Cream's revolutionary formula works by targeting age-accelerating free radical damage, as well as boosting the cell renewal process. The result is a product that works hard while you sleep, combating both the short- and long-term signs of aging for, even-toned, younger-looking skin.

Unlike other face creams that tend to slide off the second your head hits the pillow, Age-Defying Night Cream adheres to your skin like a mask. The unique consistency acts like a seal, allowing the exclusive age-defying formula to stay put and go to work for you while you're at rest, as sleep is the optimal time for repair.

Additionally, while many creams on the market list "water" as the first ingredient, Age-Defying Night Cream has a unique **aloe vera base**, which both boosts hydration and offers maximum staying power for dramatic results by morning—leaving you with a smoother, youthful-looking glow.



The Night Cream powered by our proprietary NAE-8:

- Addresses both the signs of aging *as well as* the causes.
- Acts as a powerful antioxidant and targets free radical damage.
- Boosts the cell renewal process to reveal younger-looking skin.

Key Ingredients, Concentrated for Dramatic Results:

- **NAE-8[®]** - A patented, proprietary extract and powerful antioxidant derived from nerium oleander and aloe vera that helps reduce the appearance of fine lines and wrinkles.
- **Aloe barbadensis leaf juice** - This nutrient-rich ingredient forms the base of the formula. It's highly emollient and is a well-known source of moisture and hydration.
- **Peptide matrix** - A blend of collagen, elastin and glycosaminoglycans helps restore skin's suppleness and firmness.
- **Vitamin E** - A potent antioxidant that helps protect the skin from free radicals and UV damage.
- **Castor seed oil** - This nutrient-rich ingredient forms the base of the formula. It's highly emollient and is a well-known source of moisture and hydration.
- **Hydrolyzed quinoa** - Helps guard against environmental stressors and soothes irritated skin.
- **Rice bran oil** - Rich in vitamin E and fatty acids; helps fight free radicals.
- **Olus oil** - Moisturizes the skin and acts as a barrier to moisture loss.

Clinical Results:

Clinically proven to reduce the appearance of:

- Fine lines
- Uneven skin texture
- Wrinkles
- Enlarged pores
- Discoloration
- Sagging skin

Independently conducted clinical trials show:

- **93%** - of participants showed statistically significant improvement in the appearance of their wrinkles.
- **92%** - of participants showed statistically significant improvement in their skin's radiance.
- **72%** - of participants showed statistically significant improvement in discoloration.

Get Younger, More Beautiful Skin While You Sleep...

After cleansing skin, apply 4-5 pumps of product to the face and neck. Apply to slightly damp skin for optimal absorption. It is recommended to apply at night, before bed, when skin is in its rest-and-repair cycle. Rinse skin the morning following usage.

Ideal for all skin types: product is non-comedogenic, paraben free, gluten free and dermatologist tested.

Available for purchase at Nerium.com for \$110 or as a set with the Age-Defying Day Cream for \$165.



Age-Defying Day Cream, NeriumAD[®] Formula

When it comes to aging skin the biggest culprit isn't actually *aging*—it's the onslaught of environmental aggressors your skin endures each day like sun exposure, smog and other environmental pollutants that produce free radicals and skin-damaging inflammation.

Nerium International's breakthrough Age-Defying Day Cream, NeriumAD[®] Formula uses patented, exclusive age-fighting ingredients clinically proven to combat the oxidative stress brought on by free radicals, as well as addressing both the signs and the causes of aging. The result – a cutting-edge, multifunctional product that reduces the appearance of fine lines, wrinkles and discoloration for younger, healthier-looking skin.

The secret to the Age-Defying Day Cream is the NAE-8[®] extract. NAE-8 is a next-generation antioxidant derived from the nerium oleander plant through a patented process that is exclusive to Nerium International. This state-of-the-art extraction process preserves the nerium oleander's unique and beneficial anti-aging properties.



The Age-Defying Day Cream:

- Addresses both the signs of aging *as well as* the causes.
- Acts as a powerful antioxidant and works to target free radical damage.
- Boosts the cell renewal process to reveal younger-looking skin.

Clinically tested and containing high-impact ingredients from both science and nature, Nerium International's NeriumAD Formula is the ONLY line of skincare products on the market containing the patented, revolutionary NAE-8.

The Age-Defying Day Cream's unique, aloe-based formula is both lightweight and deeply hydrating, making it perfect for daytime wear. Add this sheer cream to your daily routine for a youthful, radiant glow wherever you go.

Key Ingredients, Synergistically Blended for Maximum Impact:

- **NAE-8[®]** - A patented, proprietary extract and powerful antioxidant derived from nerium oleander and aloe vera that helps reduce the appearance of fine lines and wrinkles.
- **Aloe barbadensis leaf juice** - This nutrient-rich ingredient forms the base of the formula. It's highly emollient and is a well-known source of moisture and hydration.
- **Peptide blend** - Helps smooth the look of existing fine lines and wrinkles and supports natural collagen production.
- **CoQ10** (Ubiquinone) - An antioxidant that also helps support natural, healthy collagen production.
- **Jojoba esters** - A lightweight, natural moisturizer for long-lasting hydration.
- **Sodium hyaluronate** - Naturally present in the skin, it binds water to skin for volume and firmness.
- **Green tea** - A well-known antioxidant that guards against damage caused by UV rays.
- **Vitamin E** - A potent antioxidant that helps protect the skin from free radicals and UV damage.
- **Vitamin C** - A vitamin known for its antioxidant and skin brightening properties.
- **Superoxide dismutase** - A potent antioxidant that guards against free radical damage.

Clinical Results:

Clinically proven to reduce the appearance of:

- Fine lines
- Wrinkles
- Discoloration
- Uneven skin texture
- Enlarged pores
- Sagging skin

Independently conducted clinical trials show:

- **93%** - of participants showed statistically significant improvement in skin moisture.
- **86%** - of participants showed statistically significant improvement in uneven skin texture.
- **86%** - of participants noted a reduction in pore size.

For Younger, More Beautiful Skin All Day Long...

Apply four pumps of product to face and neck in the morning, after cleansing. If necessary, product may be applied throughout the day and to other parts of the body as a moisturizer.

For best results: Use the Age-Defying Day Cream with the Age-Defying Night Cream, NeriumAD[®] Formula for a 24-hour anti-aging regimen.

Available in the U.S. and Nerium.com

Ideal for all skin types: product is non-comedogenic, paraben free, gluten free and dermatologist tested. The Nerium Age-Defying Day and Night Creams are available together for \$165, or the Night Cream is sold separately for \$110.



Firming Body Contour Cream, NeriumAD[®] Formula

A product that boosts beach-body confidence, amplifies results at the gym and helps carve out that coveted slim, smooth physique in 30 days? It's not too good to be true—it's Firming Body Contour Cream, NeriumAD[®] Formula. This is a cutting-edge Body Contour Cream that can help sculpt, slim and quickly tighten the body from head to toe, helping tame "trouble spots," such as cellulite, love handles and dimples, while providing deep hydration.

A favorite of celebrity trainers, including David Kirsch, Firming Body Contour Cream features advanced ingredients to help firm problem areas for sleeker, more youthful-looking skin. This revolutionary product is powered by the exclusive, patented next-generation antioxidant NAE-8[®], as well as caffeine, forskohlii root and white willow bark.

Firming Body Contour Cream:

- Helps smooth and tighten skin for a more toned appearance.
- Works to improve the appearance of cellulite and dimpled skin.
- Provides soothing benefits and moisture to skin, leaving it soft and hydrated.
- Smooths, tightens, firms and tones problem areas.

Clinically tested and containing high-impact ingredients from both science and nature, Nerium International's NeriumAD Formula is the ONLY line of skincare products on the market containing the patented, revolutionary NAE-8.



Key Ingredients, Synergistically Blended for Maximum Impact:

- **NAE-8[®]** - A patented, proprietary extract and powerful antioxidant derived from nerium oleander and aloe vera that helps reduce the appearance of fine lines and wrinkles.
- **Caffeine** - Helps stimulate circulation to smooth the appearance of dimpled skin.
- **Aloe barbadensis leaf juice** - This nutrient-rich ingredient forms the base of the formula. It's highly emollient and is a well-known source of moisture and hydration.
- **Forskohlii root oil** - Helps firm skin to reduce the appearance of dimpling.
- **Shea & coca butters** - Natural moisturizers with superior skin conditioning properties.
- **White willow bark** - Known to have astringent and exfoliating benefits.
- **Peptide matrix** - A blend of collagen, elastin and glycosaminoglycans helps restore skin's suppleness and firmness.
- **Green tea** - A well-known antioxidant that guards against damage caused by UV rays.

Independently conducted clinical trials show:

- **92%** - of participants reported positive improvements on their thighs.
- **92%** - of participants reported an increase in skin hydration.
- **83%** - of participants reported an improvement in the appearance of skin smoothness and cellulite.

For Firm, Toned and Smooth Skin...

Massage a quarter-size amount of product into each targeted area in a circular motion for a minimum of 20 seconds or until fully absorbed. To maximize results, use twice a day, preferably after a warm shower and before bedtime.

Available in the U.S. and Nerium.com

Ideal for all skin types: product is free of parabens, gluten, DEA, propylene glycol, sulfates, synthetics, colors and phthalates. Dermatologist tested. Available for purchase in the U.S. at Nerium.com for \$110.



EHT[®] Supplement

The normal aging process and lifestyle choices can take their toll on brain function. Over time, vital neuronal connections in the brain weaken, which can cause mild memory loss, slower reactions and diminished alertness. After 20 years of research, Princeton University Professor Dr. Jeffrey Stock discovered a molecule, EHT, which helps protect the brain against age-related mental decline.

Now part of Nerium International's breakthrough portfolio of anti-aging products, EHT[®] Supplement includes this patented, exclusive molecule derived from coffee that keeps neurons strong to create more robust synaptic connections. This formula is fortified with other ingredients that help to protect and support the brain. The result: increased brain performance for a healthy, focused mind.

Nerium International's EHT Supplement is the ONLY product on the market containing the patented, revolutionary ingredient EHT.



EHT* Supplement:

- Promotes better cognitive function and overall brain health[†]
- Improves memory and recall[†]
- Fortifies and strengthens natural brain functions[†]
- Increases focus and mental alertness[†]
- Protects and supports neuronal networking[†]
- Enhances the body's natural energy stores[†]
- Boosts the body's immune system[†]

*EHT was discovered by Dr. Jeffrey Stock, Professor of Molecular Biology, Princeton University.

US Patents #7,794,965 B2 and 2006/0171938 A1

Key Ingredients, Synergistically Blended for Maximum Impact:

- **EHT** - EHT is a proprietary coffee extract consisting of a naturally occurring mix of bioactive molecules isolated from coffee that protects and strengthens neuronal connections by counteracting damage to tau, an essential brain protein.
- **Vitamin D3 (as cholecalciferol)** - Vitamin D3 is important in assisting the absorption of Calcium, which helps promote a healthy immune system, as well as teeth and bones. It also supports improved memory function and information-processing capabilities.
- **Vitamin B6 (as pyridoxine HCl)** - Vitamin B6 helps maintain normal nerve, immune, cardiovascular and digestive functions and is necessary for proper brain development and function, and regulating the body's internal clock.
- **Vitamin B12 (as cyanocobalamin)** - Vitamin B12 has been shown to improve cognitive function and enhance the body's natural energy stores while also helping promote a stronger immune system and maintaining normal nerve functions.
- **Magnesium (as selenomethionine)** - Magnesium is a naturally occurring mineral that is important for many systems in the body, especially the muscles and nerves, and has been reported to help improve memory and learning functions.
- **Selenium (as selenomethionine)** - Selenium, although not produced by the body, is important for proper thyroid and immune system function. It aids in antioxidant production, has cardio-protective qualities, and is considered a protective mineral against cognitive impairment.
- **Huperzine-A (from Huperzia serrata whole plant extract)** - Huperzine A has shown beneficial effects on memory and overall cognitive function.
- **Alpha lipoic acid** - Alpha-lipoic acid is a naturally occurring antioxidant, also reported to support healthy sugar levels.

The addition of EHT expands Nerium's anti-aging product portfolio to provide a more complete, holistic approach, with solutions for the face, body and mind.

For Increased Brain Performance for a Healthy, Focused Mind...

Take one tablet daily with food.

Available in the U.S. and Nerium.com for \$80

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



Age-Defying Eye Serum

With the hands of time, the thin skin around our eyes is often the first place to reveal the signs of aging. With the years come fine lines, crow's feet, and for many, troublesome dark circles and puffiness. Combating these issues is the key to keeping you looking younger, longer. That's where **Nerium's NEW Age-Defying Eye Serum** comes in.

Nerium's Age-Defying Eye Serum is an advanced age-fighting product that works to address all the signs of aging around the eye area to help you look fresh and bright-eyed.

This innovative, multifunctional serum works two ways to deliver maximum age-fighting benefits:

1. It works **immediately** to diminish the appearance of fine lines, hydrating the eye area as it dries to a soft, matte finish.
2. With daily-use, this anti-oxidant rich Eye Serum firms and brightens the appearance of the eye area while also working to address:
 - Dark circles
 - Puffiness
 - Wrinkles

A key component of this intensive, age-fighting product is its unique "serum-to-matte" texture, which helps seal in its key ingredients for maximum benefit.

Additionally, the Age-Defying Eye Serum is designed to maintain and support optimal skin health, formulated with a pH similar to the pH of your skin. This ensures maximum age-fighting benefits in a formula that works in harmony with your skin.

Exclusive Science:

The patented SIG-1191 molecule delivers targeted antioxidant power to help smooth the skin for a more youthful, healthy appearance, while also adding essential hydration.

Additionally, the exclusive I-FIL4R™ ingredient, derived from White Lily and Brazilian Ginseng, helps reduce the appearance of puffiness, dark circles, wrinkles and firmness – all benefits that become even more apparent with consistent use.

The Eye Serum also goes beyond addressing the signs of aging you see today. By targeting the underlying causes of aging, it provides long-term benefits so you can have youthful, healthy looking skin for years to come.

Key Ingredients:

- **SIG-1191** - A patented, exclusive ingredient that works as a super antioxidant and skin hydrator specifically developed to target aging around the eyes.
- **I-FIL4R** - An exclusive ingredient from White Lily and Brazilian Ginseng that helps reduce the appearance of puffiness, fine lines and dark circles.
- **Caffeine** - A potent vasoconstrictor which helps minimize the appearance of dark circles and puffiness.
- **Jojoba esters** - Superior hydrators for light, yet intensive moisturizing of the thin skin around the eyes.
- **Advanced Peptide** - Supports the skin's natural collagen and elastin, which helps skin look fuller and plumper.
- **Hyaluronic Acid** - Boosts and locks moisture into the skin for softer, smoother, fuller-looking skin.
- **Green tea** - A well-known antioxidant that guards against damage caused by UV rays.

For brighter, more beautiful skin around the eyes...

Apply one pump of product per eye in the morning and evening to clean skin. Gently smooth the serum around the eye area, and it will begin to gently adhere to skin and fill lines. After a few seconds, stop smoothing in the product and remain expressionless for 30- 40 seconds while it dries to a soft, smooth finish.

Application tips for use with makeup:

If applying makeup or concealer to your eye area after using the product, make sure the product is fully dry. Then spread your makeup around the eye area, patting and smoothing it out. Use the tip of your ring finger to blend the product into your skin.

Available for purchase at Nerium.com

Product is free of artificial colorants, dyes, fragrance, parabens, sulfates, phthalates and is dermatologist tested. Available for purchase at Nerium.com for \$80.00 for 10 ml or \$95.00 for 30 single-use packets.





Press Coverage



The New York Times
(Circulation: 2,101,611)
(UVM: 94,277,583)

Model Lexi Boling raves about Nerium products, calling them her go-to skincare solution.

The New York Times, Sept. 2016



Prevention
(Circulation: 1,539,872)

Mask and treat cellulite with a circulation-boosting, skin-firming formula like...Nerium International Firming Body Contour Cream, NeriumAD Formula.

Prevention, June 2016



ESSENCE
(Circulation: 1,062,717)

Essence Magazine highlights Age-Defying Eye Serum and recommends popping it in the fridge for an extra de-puffing boost.

Essence, June 2016

COSMOPOLITAN
(Circulation: 3,019,778)

If you're an advocate of anti-aging, try Nerium's antioxidant-heavy formulas.

Cosmopolitan, Sept. 2015



Inc.

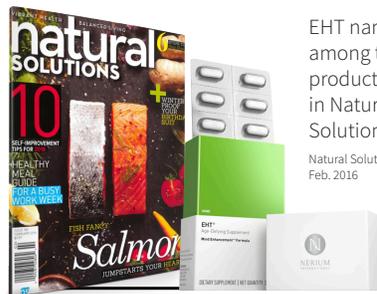
(Circulation: 794,173)

Nerium ranked #12 on Inc. 500's 2015 list.

Inc., Sept. 2015



VIBRANT HEALTH BALANCED LIVING
natural SOLUTIONS
(Circulation: 225,000)



EHT named among top products in Natural Solutions

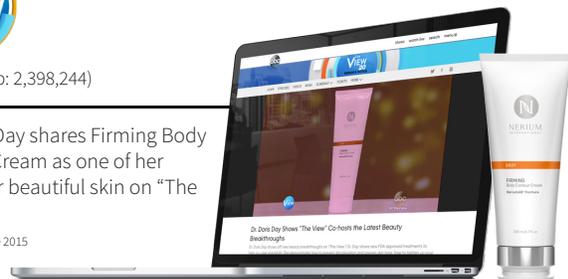
Natural Solutions, Feb. 2016



(Viewership: 2,398,244)

Dr. Doris Day shares Firming Body Contour Cream as one of her secrets for beautiful skin on "The View."

"The View", June 2015



People StyleWatch
(Circulation: 882,678)

Help fight wrinkles with Nerium's Age-Defying Eye Serum.

People StyleWatch, June 2016

Women'sHealth
(UVM: 5,463,361)

Dermatologist Dr. Dendy Engelman dishes on the top cellulite treatments and Nerium's Firming Body Contour Cream is at the top of the list.

Women's Health, Aug. 2015





Press Coverage



DSN

(UVM: 2,759,708)

After hitting its fifth birthday, direct-selling skincare business Nerium is poised for global expansion.

Featured an interview with CEO Jeff Olson to celebrate Nerium's fifth anniversary, Aug. 2016

NEWBEAUTY

(UVM: 1,480,490)



Nerium Firming Body Contour Cream, NeriumAD Formula helps firm up areas of the body that have lost their youthful contours with age.

New Beauty, March 2015

SHAPE

(Circulation: 1,638,925)



On extra-puffy days, I deflate fast with Nerium Age-Defying Eye Serum.

Shape, Oct. 2016

InStyle.com

(UVM: 2,685,943)

Instyle.com raves about Nerium Age-Defying Day and Night Creams.

InStyle.com, July 2016



MUSCLE & FITNESS

(UVM: 281,940)

A powerful mix of B vitamins, selenium, and coffee extracts give you a hyper shot of focus. Take that, afternoon drag.

Muscle & Fitness, Dec. 2015

BRIDES

(UVM: 3,090,836)

If you're not down with a multi-step bodycare regimen, at least trade up to a high-tech lotion that firms and tightens.

Brides.com, Feb. 2016



BAZAAR

(UVM: 749,719)

Nerium's EHT Supplement contains a mixture of bioactive molecules isolated from coffee and helps to maintain and enhance healthy neuron connections in the brain.

Harper'sBazaar.com, Jan. 2016

allure

(UVM: 3,767,699)

Allure.com listed Nerium as one of the top companies for prospective beauty entrepreneurs.

Allure.com, Dec. 2015





Nerium Ripple Foundation



Individually Taking Responsibility, Collectively Changing the World

The Nerium Ripple Foundation is a charitable organization devoted to the vision of Making People Better on a global basis.

The Foundation's goal is to inspire Nerium Brand Partners and their communities to take the initiative to make the world a better place, both individually and collectively. By making life better for one person, we inspire them to do the same, in turn creating a ripple effect.

The Nerium Ripple Foundation partners with organizations that share our vision of Making People Better. Organizations such as Big Brothers Big Sisters and World Vision are experts in the work of helping people around the world to live happier, healthier and more productive lives. The Foundation operates on the strategy of matching one carefully selected non-profit partner with each country in which Nerium does business. To date, we are actively partnered with Big Brothers Big Sisters in the United States and Canada, and with World Vision in Mexico.

The Nerium Ripple Foundation got its start in 2012 and has given more than \$3 million in charitable donations. Because of this dedication to its mission, the Foundation has been honored with many national and international awards, including four PR News Corporate Social Responsibility Awards, the 2013 Big Brothers Big Sisters of America Community Spirit Award and the 2015 Big Brothers Big Sisters President's Award.

2015 was a milestone year for the Nerium Ripple Foundation, raising in excess of \$1.3 million in charitable donations, beginning a new partnership with World Vision in Mexico and leading the inaugural mission trip to a village in Mexico. The Foundation has set new record-setting goals for 2016: raising \$2 million for charity and starting operations in two additional countries.