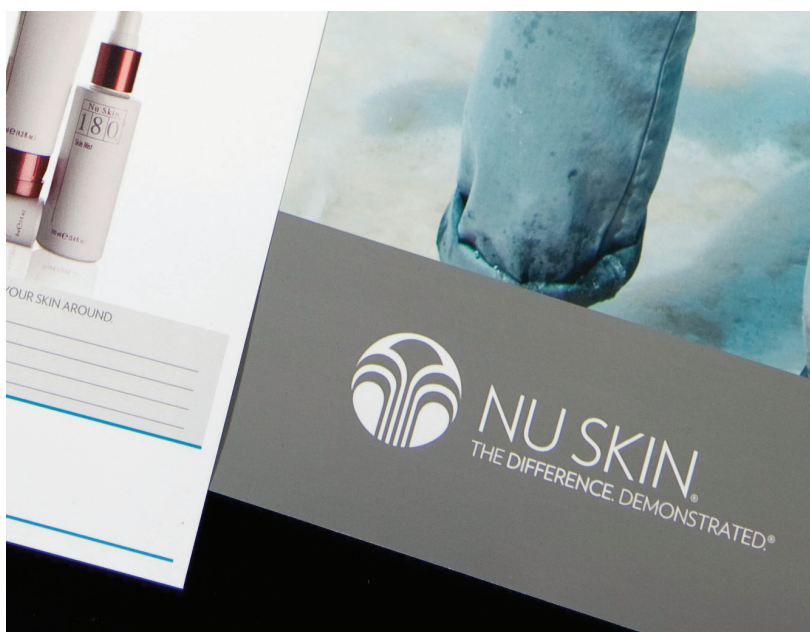


# NU SKIN

*Skin Care Company*



## ANATOMY OF THE PROJECT

*Summary of things created*

- Business Cards
- Product Cards
- Product Posters
- Table Top Posters
- Brand Posters
- Distributor Online Ordering Portal
- Personalization and Customization

### CLIENT DESCRIPTION

Going strong since 1984, Nu Skin distributes more than 200 premium quality anti-aging products in both the personal care and nutrition categories worldwide. Having more than 550,000 distributors spread throughout the world, and no fast or easy way to manage the marketing needs of every one of them, Nu Skin was running into a problem. Nu Skin didn't know where to turn until Alexander's came into the picture.

### CREATIVE SOLUTION

The solution came from Alexander's automated online platform, Divvy. This platform gives each Nu Skin distributor the one tool they need to order all of their marketing materials online. With a few clicks of the mouse, the system is capable of personalizing, customizing, proofing and ordering business cards, letterhead, and various marketing pieces.

Headache and stress are eliminated, and the Nu Skin brand stays intact. Alexander's helped Nu Skin distributors streamline their marketing needs with one easy online solution.

### RESULTS

117,000 individual printed pieces shipped out each month to distributors around the world.

24/7 ordering capabilities for 550,000 Nu Skin distributors.

Easy automation.

Distributors get what they need, when they need it.

