



Nu Skin Enterprises

Locations: Utah (HQ)

Industries: Household and Personal Products

RISK LEVEL:



Lower Risk

DESCRIPTION:

Nu Skin Enterprises does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Overall, Nu Skin Enterprises does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Lower Risk

Nu Skin Enterprises has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (1).

Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk

Nu Skin Enterprises does not appear to discriminate against charitable organizations based on views or beliefs (1).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

Nu Skin Enterprises requires its employees to complete DEI training (1). Nu Skin Enterprises does not provide viewpoint protections for its employees (2).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression. Medium Risk

Nu Skin Enterprises hosted an external art show from Raynbow Collective, featuring the work of LGBTQ+ students and alumni (1). Otherwise, there are no publicly known cases of Nu Skin Enterprises using its reputation to advance ideological causes or policies (2).

Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. Medium Risk

Nu Skin was a corporate sponsor in the Utah Pride Festival and the Pride, Not Prejudice conference (1). Otherwise, there are no publicly known cases of Nu Skin Enterprises using corporate funds to advance ideological causes, organizations, or policies (2).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes. Lower Risk

Nu Skin Enterprises has not used its PAC donations or lobbying for ideological purposes (1)(2)(3).

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