



PRYSM iO™

AN EVOLUTION IN INTELLIGENT NUTRITIONAL WELLNESS

Prysm iO™ represents a breakthrough in data-driven wellness technology, translating complex health science into a simple, actionable insight consumers can use every day. Created by Rhyz and launched by Nu Skin, the device empowers individuals with measurable health data by transforming advanced optical diagnostics into an accessible, real-time wellness experience.

At the core of Prysm iO is its ability to measure skin carotenoid levels. Carotenoids are an established biomarker of antioxidant status, which Prysm iO measures through a fast, non-invasive finger scan that takes just **15 seconds**. Using patent-pending Spectral Rai™ technology, the device performs more than **100,000** hyperspectral absorption measurements during a single scan. These data points are analyzed and converted into a single, easy-to-understand metric called the Prysm Score. This score reflects the body's antioxidant status and provides immediate feedback on how diet, lifestyle habits, and supplementation influence overall wellness.



CONSUMER NEED

In 2024, Statista reported that the global wellness industry was **\$6.8 trillion**, with **\$9 trillion** in growth expected through 2028. GrandView Research further reported that the connected wellness solutions market is **\$54 billion** with a compound annual growth rate of more than **20%**. Prysm iO sits at the convergence of these trends, personalized health, preventative care, and connected consumer technology, positioning it to serve a rapidly expanding global audience of health-conscious individuals seeking credible, data-driven insights.



COMPETITIVE DIFFERENTIATION

Prysm iO™ operates at the intersection of diagnostics, consumer wellness technology, and behavioral health. Its primary competition comes from three categories: traditional lab testing, first-generation carotenoid scanners, and consumer wearable health devices. Each offers partial value, but none delivers the combination of accessibility, scientific validation, and real-time personalization that defines Prysm iO.

First, traditional laboratory testing represents the gold standard for biomarker analysis, including antioxidant status. However, these solutions are inherently limited by cost, inconvenience, and delayed feedback. Blood draws require clinical settings, trained professionals, and extended turnaround times, creating friction that discourages frequent monitoring. As a result, they fail to support the kind of continuous, behavior-driven engagement necessary for long-term lifestyle change. Prysm iO eliminates these barriers, delivering immediate, non-invasive results in just 15 seconds, without needles, labs, or appointments.

Second, earlier carotenoid scanning technologies—often based on Raman spectroscopy—validated the ability to measure antioxidant levels in living tissue, supported by more than 80 peer-reviewed publications. However, these systems were typically confined to research institutions, retail installations, or bulky countertop devices. They lacked portability, scalability, and user-centric design, limiting their reach and everyday utility. Prysm iO's true innovation lies in translating this decades-long body of scientific research into a compact, handheld device powered by patent-pending Spectral Rai™ technology. By performing over 100,000 hyperspectral absorption measurements per scan, it delivers comparable scientific insight in a dramatically more accessible and consumer-friendly format.

Third, the rapidly growing market of wearable devices, such as fitness trackers and smartwatches, provides continuous health-related data but focuses primarily on external or physiological signals like movement, heart rate, or sleep patterns. While these metrics are valuable, they do not capture internal nutritional status or antioxidant capacity. Prysm iO fills this critical gap by offering a direct, validated biomarker tied to cellular health, enabling users to understand not just how their body is performing, but how well it is protected at a foundational level.

The connected Prysm iO app extends the device's value, providing personalized insights, historical tracking, and tailored wellness recommendations. Users can visualize trends, celebrate progress, and better understand how diet or supplements influence their health over time.



SCIENTIFIC BACKING

As the latest innovation within Nu Skin's portfolio, recognized by Euromonitor as the "World's #1 Brand for Beauty and Wellness Device Systems", Prysm iO™ represents a fundamental shift in how individuals understand, measure, and manage their health.

What makes Prysm iO especially unique is not just its technology, but its ability to redefine an entire category: bringing clinically validated biomarker tracking out of the lab and into everyday life in a way that is intuitive, engaging, and scalable.

Historically, meaningful insights into internal health, particularly those tied to nutrition and antioxidant status, have been inaccessible to most consumers. They required clinical testing, specialized equipment, or delayed lab results, limiting their relevance in shaping daily decisions. Prysm iO disrupts this model entirely by delivering real-time, non-invasive feedback on a validated biomarker, enabling users to immediately connect their lifestyle choices to measurable biological outcomes. This transforms wellness from a passive concept into an active feedback loop where individuals can see, adjust, and improve their health in real time.

Equally important is the depth of scientific validation supporting the device. Prysm iO is backed by a growing body of clinical and real-world research conducted by leading institutions across multiple countries. Dr. Hanjoe Kim of Yonsei University led an eight-week, randomized, double-blind, placebo-controlled study demonstrating that LifePak® supplementation significantly increased Prysm Scores, reinforcing the device's sensitivity to nutritional intervention. Research led by Professor Cai at Shanghai Jiao Tong University further supports Prysm iO as a reliable tool for assessing skin carotenoid status and identifying meaningful associations with diet, lifestyle, and even skin appearance.

In addition, Dr. Zoe Draelos, a board-certified dermatologist, conducted laboratory research demonstrating that noninvasive carotenoid measurements from Prysm iO are strongly and consistently associated with serum carotenoid concentrations. The reproducibility of these results across multiple devices—including comparison to the BioPhotonic Scanner S3—provides critical validation of Prysm iO as a practical and accurate proxy for systemic antioxidant status. Additional studies from Stanford University, expected to be published later this year, further reinforce the device's efficacy and clinical relevance.

In a wellness technology landscape dominated by indirect metrics and generalized insights, Prysm iO stands apart by delivering a direct, validated measure of internal health, paired with an experience designed to drive understanding, engagement, and sustained behavior change.

