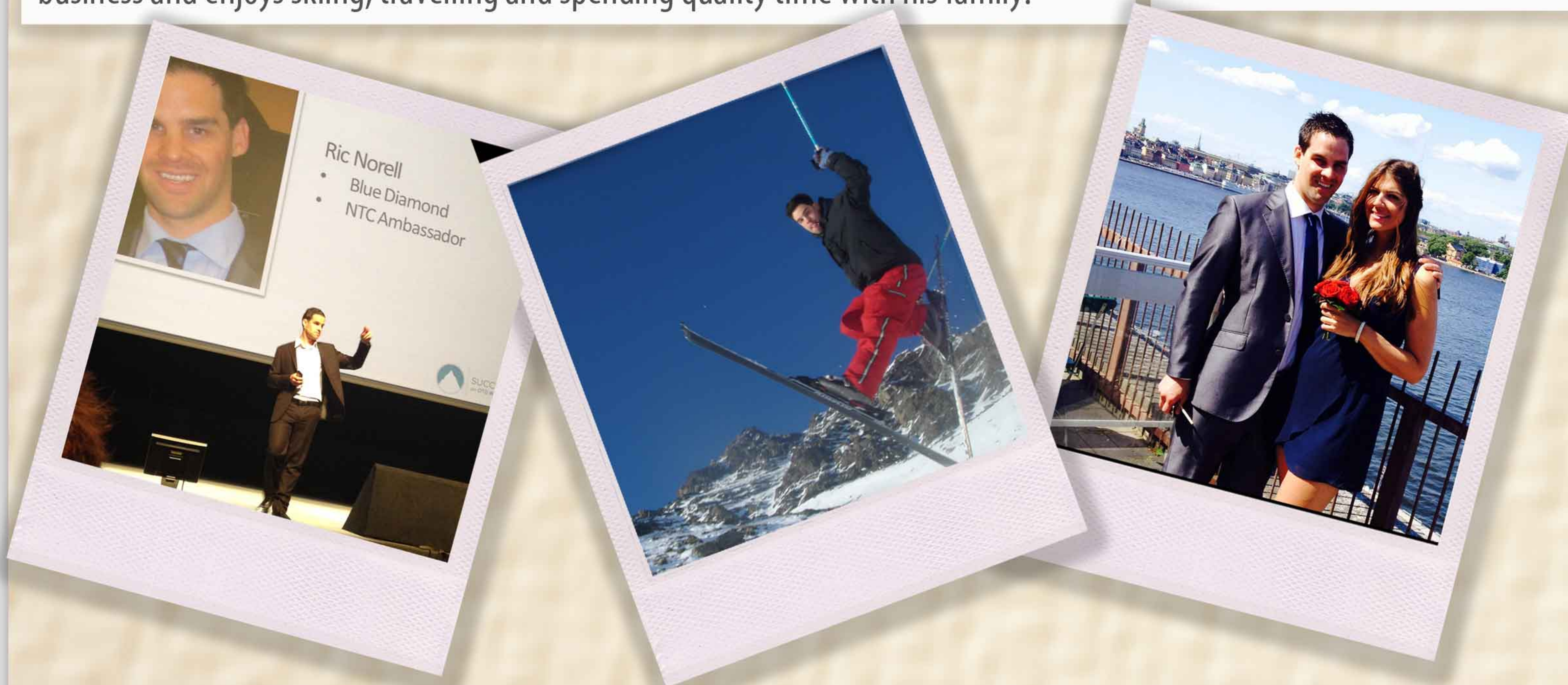


About Ric: Holding an honours degree from Tufts university in Massachusetts, with a double major in economics and international relations, Ric started his professional career in the banking industry at a world-renowned company. There he was working alongside colleagues who were spending their years hoping and praying to get promoted; they were stressed, depressed, or going through a mid-life crisis. It was easy to see that private banking was not for him. As a loyal Pharmanex customer and a former semi-professional basketball player, Rick knew firsthand how much the products helped him with his health and sporting career. After learning more about the business, and attracted by the breakthrough technologies and leveraged income potential, Ric started building his Nu Skin business part-time, before going fulltime two years later. As one of the most successful Nu Skin leaders in Europe, Ric continues to build his business and enjoys skiing, travelling and spending quality time with his family.



Ric Norell



- **What advice would you give a brand new person?** Don't hesitate or think too much, figuratively put your brain in the freezer for a few months (or even some years). Make a strong decision, follow the OTG System 7, stay focused and be consistent. Have fun and never quit!
- **How do you deal with fear of failure?** The only way to fail is to quit, and that is a choice one makes. So basically once I got started with Nu Skin I decided that I would continue doing it no matter what and therefore I will never ever have to deal with the fear of failure.

Random Trivia: When he was ten years old, Ric unintentionally upset another boy at a Barcelona pool when he took some pool balls "owned" by the kid. Later it transpired it was the Prince of Sweden that Ric upset, and the queen was sitting nearby.

"Entrepreneurship is living a few years of your life like most people won't, so you can spend the rest of your life like most people can't."