



**FOR IMMEDIATE RELEASE**

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**NU SKIN ENTERPRISES DECLARES QUARTERLY DIVIDEND OF \$0.10**

PROVO, Utah — May 17, 2006 — Nu Skin Enterprises, Inc. (NYSE: NUS) today announced the board of directors has declared a quarterly dividend of \$0.10 per share which will be paid on June 21, 2006 to stockholders of record on June 2, 2006.

**The Company**

Nu Skin Enterprises, Inc. is a global direct selling company operating in 43 countries throughout Asia, the Americas and Europe. The company markets premium quality personal care products under the Nu Skin® brand, science-based nutritional supplements under the Pharmanex® brand and technology products and services under the Big Planet® brand. Nu Skin Enterprises is traded on the New York Stock Exchange under the symbol “NUS.”

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