



FOR IMMEDIATE RELEASE

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**NU SKIN ENTERPRISES ANNOUNCES CHANGES
TO ITS BOARD OF DIRECTORS AND REGIONAL MANAGEMENT TEAM**

PROVO, Utah—Sept. 7, 2006—Nu Skin Enterprises, Inc. (NYSE: NUS) today reported organizational changes to its board of directors and regional management team. Included in the changes is the appointment of Steven J. Lund to the company’s Board of Directors where he will serve as vice chairman.

“Steve’s extensive history with the company, as well as his thorough understanding of our business and corporate mission makes him an invaluable asset as we pursue our growth initiatives throughout the world,” said Blake Roney, chairman of the board. “We look forward to taking advantage of his knowledge of our business in this new leadership role.”

Lund previously served as president and chief executive officer of Nu Skin Enterprises from 1996 to 2003. He joined the company shortly after it was formed and has served in various executive positions since its inception in 1984. Lund most recently returned from a three-year assignment for his church.

Unrelated to Lund’s appointment, Jose “Joe” Ferreira, Jr. is resigning from his position on the board to devote more time to Goode Partners, the private equity business he co-founded last year. Ferreira has served on the board since May 2003.

“We have appreciated Joe’s service on our board. His extensive experience in consumer products and direct sales has been of great value to us over the last few years,” said Roney. “We thank him for his dedication to our company and wish him all the best.”

The company also announced that Corey Lindley, who has served as executive vice president and president of the Greater China region, has repatriated from China. Lindley will continue to serve as an executive vice president and will focus his activity on corporate strategic issues now that the China direct selling license has been secured and local management is prepared to assume responsibility for the continued development of the market.

“Each of the general managers and regional personnel within the Greater China region will report directly to Dan Chard, our executive vice president who oversees all of our geographic operations,” said Truman Hunt, president and chief executive officer. “This includes Frankie Kiow, who has served as president of our Mainland China operations for approximately eight years.”

Kiow joined the company in 1999 as president of Shanghai Nu Skin (now Nu Skin China), where he played an integral role in helping China become one of the company’s leading markets.

As part of the management transition in China, Keynes Li will continue his role as regional vice president of regulatory affairs and general manager of North China operations, based in Beijing. Li played a critical role in the company’s successful effort to secure a direct selling license in China. He has been the head of the Nu Skin Enterprises Beijing Representative Office since 2000.

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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**NU SKIN ENTERPRISES ANNOUNCES
\$75 MILLION INCREASE IN SHARE REPURCHASE AUTHORIZATION**

PROVO, Utah — Sept. 7, 2006 — Nu Skin Enterprises, Inc. (NYSE: NUS) today announced that its board of directors has authorized a \$75 million extension to the company's ongoing share repurchase authorization. The newly authorized funds will be used to repurchase company stock on the open market and in private transactions. The \$75 million share repurchase authorization adds to the \$37.9 million remaining from the prior repurchase authorization.

"We are optimistic about the future of our business," said Truman Hunt, president and chief executive officer. "We have used our financial strength in the past to repurchase shares, and it makes sense to increase share repurchase activity at this point in time to benefit our shareholders in the future."

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 and telecommunications products and services under the Big Planet brand. Nu Skin Enterprises is traded on the New York Stock Exchange under the symbol "NUS."

Nu Skin Enterprises' news releases are available online at www.nuskinenterprises.com.

Please note: *This press release contains forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934 that represent the company's current expectations and beliefs, including the company's plans to continue to use some of its free cash to repurchase its shares on the open market and in private transactions. The forward-looking statements and related assumptions involve risks and uncertainties that could cause actual results and outcomes to differ materially from any forward-looking statements or views expressed herein. These risks and uncertainties include, but are not limited to: (a) there is no guarantee that the company will decide to repurchase any more of its shares, as management will continually assess the financial position of the company as well as strategic considerations; (b) there is no guarantee that the company's cash flows from operations and cash position will continue to remain strong, and our financial position and our ability to repurchase stock in the future may be weakened by such factors as negative market conditions, failure to execute effective initiatives in existing markets and expand in new markets, and regulatory risks associated with the company's business model, products and tools. The company's financial performance and the forward-looking statements contained herein are further qualified by a detailed discussion of associated risks set forth in the documents filed by the company with the Securities and Exchange Commission, including the company's Annual Report on Form 10-K/A filed on March 17, 2006. The forward-looking statements set forth the company's beliefs as of the date of this release, and the company assumes no duty to update the forward-looking statements contained in this release to reflect any change.*

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