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**NU SKIN JOINS CHINA EARTHQUAKE RELIEF WITH
DONATION OF MORE THAN \$1.6 MILLION**

PROVO, Utah—May 22, 2008—Nu Skin Enterprises today announced that the company, its foundation, and distributors and employees are donating cash, food and supplies valued at \$1.629 million (Rmb11.4 million) to assist victims of last week’s 8-magnitude earthquake in Sichuan, China.

Coincidentally, the earthquake shook China the same week as Nu Skin’s biannual Greater China and Southeast Asia distributor convention in Hong Kong. At the opening session on May 15, 8,000 convention attendees observed a minute of silence for those who had died.

“We feel great sorrow for the tens of thousands of victims who have lost their lives or loved ones in the earthquake,” expressed Andrew Fan, president of the Greater China region for Nu Skin Enterprises. “Due to the compassion of our Nu Skin family, we are able to provide immediate assistance to those in need. It’s a credit to Nu Skin people who demonstrate a difference as they improve lives. ”

Fan announced a cash donation from the Nu Skin Force for Good Foundation of \$143,000 (Rmb1 million) and 810,000 servings of Pharmanex VitaMeal, a nutrient-dense food formulated to meet daily nutritional requirements. These donations will be received by the China Foundation for Poverty Alleviation and the China Children and Teenagers’ Fund.

In addition to the aid from the Nu Skin Force for Good Foundation, a spontaneous campaign organized by Nu Skin distributors and employees at the regional convention raised another \$571,000 (Rmb4 million) from distributors and employees, and from matching contributions

by company executives. The donation campaign focused on encouraging people to “Donate One Day of Love” by contributing one day of their income for relief efforts.

Other donations from Nu Skin China include 6,800 bottles of Scion Waterless Handwash and 6,000 bottles of Epoch Body Armor Repellent Liquid. These products, valued at \$143,000 (Rmb1 million), were transferred to Chengdu by air on Tuesday to help improve hygiene conditions and prevent the spread of disease.

Beyond the initial VitaMeal donation, Nu Skin Enterprises also increased its program for matching VitaMeal donations from distributors in the Greater China region through the end of May. Nu Skin’s VitaMeal plant in Jixi, China, is working around the clock to satisfy the growing demand for VitaMeal in China and other disaster areas.

The company is equally saddened by the plight of people in Myanmar. Another 540,000 servings of VitaMeal has been diverted to cyclone victims. Nu Skin continues to work with its regional office in Southeast Asia to identify long-term relief projects to help rebuild areas of devastation.

Nu Skin Enterprises senior executives attending the convention in Hong Kong, including Chairman of the Board Blake Roney and President and CEO Truman Hunt, expressed appreciation for the goodness of Nu Skin people, as well as their concern and prayers for all the victims in the disaster-stricken areas. The mission of Nu Skin Enterprises is centered on being a force for good throughout the world by empowering people to improve lives.

The Company

Nu Skin Enterprises is a global direct selling company operating in more than 47 markets 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-based products and services under the Big Planet® brand.

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