



## **FOR IMMEDIATE RELEASE**

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## **NU SKIN RESEARCH AND DEVELOPMENT TEAM**

### **A FINALIST FOR NATIONAL BEAUTY AWARD**

#### **Tru Face Essence Ultra<sup>®</sup> Recognized by Health and Beauty America**

NEW YORK—Sept. 10, 2008— Health and Beauty America recognized Tru Face Essence Ultra—a firming serum from Nu Skin Enterprises—at its annual industry awards dinner last night. The popular Nu Skin product was a finalist in the New Product Research and Development Technical Team Award and was nominated by the voting of more than 3,000 technical production specialists who selected new products based on innovation and technical breakthroughs.

“We are honored to be a finalist for this award, particularly considering the caliber of companies we competed with,” said Helen Knaggs, PhD, vice president of global research and development for Nu Skin. “The HBA Award is one of the highest honors in the industry and being a finalist for this award is a testament to the quality of Tru Face Essence Ultra and the great aptitude of Nu Skin’s research and development team.”

Tru Face Essence Ultra was a finalist with other well-recognized products Olay Regenerist Micro-Sculpting Cream and and Tarte’s Vitamin Infused Lipstick and Lipgloss with BORBA Nutraceuticals. Nu Skin was the only direct selling company finalist for an HBA award.

The HBA Awards dinner was hosted during the HBA Global Expo, which attracts a who’s who in the cosmetic, fragrance and personal care industry. With more than 700 exhibitors and educational partners from 80 countries participating in the Expo, it was the most important product development event of the year in these industries.

### **Tru Face Essence Ultra**

Tru Face Essence Ultra restores facial firmness with Ethocyn<sup>®</sup>—a proprietary molecule that increases skin elastin content to youthful levels—and helps prevent future signs of aging with a powerful antioxidant network. Perfectly measured doses of the silky serum are presented in metered dose capsules for just the right amount.

### **Nu Skin Products**

Nu Skin, the premium personal care products brand of Nu Skin Enterprises, is committed to providing customers with highly effective anti-aging skin, body and hair care products. Nu Skin partners with renowned scientists and industry experts to bring the latest anti-aging innovations to market and truly demonstrate a difference for our customers. The products are created specifically for person-to-person distribution through more than 750,000 active independent distributors and preferred customers. For more information, select your market at <http://www.nuskin.com>.

### **The Company**

Nu Skin Enterprises, Inc. is a global direct selling company operating in 47 markets throughout Asia, the Americas and Europe. The company markets premium-quality personal care products under the Nu Skin<sup>®</sup> brand, science-based nutritional supplements under the Pharmanex<sup>®</sup> brand, and technology-based products and services under the Big Planet<sup>®</sup> brand. Nu Skin Enterprises is traded on the New York Stock Exchange under the symbol “NUS.” More information is available at <http://www.nuskinenterprises.com>.

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