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NU SKIN CELEBRATES 25th ANNIVERSARY

Success Measured in People, Product, Culture and Opportunity

PROVO, Utah—As companies around the world struggle with shrinking revenues and slimmer profit margins, Nu Skin Enterprises reported its highest ever revenue year in 2008 – a fitting prelude to the celebration of its 25th anniversary. Nu Skin’s journey of success has been marked by a distinctively different approach to business – a difference that is evident in its people, product, culture and opportunity.

“It has been amazing to help fulfill the dreams of hundreds of thousands of people all over the world as we grew Nu Skin from a hopeful idea to a billion-dollar company,” said Blake Roney, founder and chairman of Nu Skin Enterprises board of directors. “Our success is not our own, but it is the culmination of hard work and a desire to be a force for good in improving lives around the world.”

Empowering People To Improve Lives

One key to Nu Skin’s success has been its long history of attracting high-quality, motivated and ethical employees and distributors, and empowering them to reach their personal and professional dreams. This legacy is particularly evident in the company’s more than 750,000 worldwide distributors. In addition, Nu Skin’s worldwide management and employees maintain an unyielding dedication to supporting the company’s distributor force.

Innovative Products

Nu Skin’s innovative personal care and nutritional products provide its people with exclusive and scientifically proven anti-aging solutions to fill consumer needs and build a competitive business. The company dedicates significant resources, including more than 100 scientists in three global

research centers, to ensure that its products are scientifically substantiated and efficacious. Nu Skin's innovative products, including the Nu Skin® Galvanic Spa® System II, Tru Face® Essence Ultra and LifePak® Nano, and cutting-edge business tools like the exclusive Pharmanex® BioPhotonic Scanner S2, enable distributors to easily demonstrate the tangible benefits of Nu Skin products to consumers.

In 2009, Nu Skin will unveil the breadth of products based on the revolutionary ageLOC™ discovery, that represents a paradigm shift in the anti-aging industry. Not only will Nu Skin address the signs and symptoms of aging, but breakthrough technology will now address the sources of aging, allowing new products to help slow the aging process.

Enriching, Uplifting Culture

Nu Skin's force for good culture unites distributors, customers and employees in an innovative effort to multiply Nu Skin's ability to improve the lives of children around the world. The company accomplishes this through the Nu Skin Force for Good Foundation, as well as the company's Nourish the Children initiative.

The Nu Skin Force for Good Foundation began in 1996 with a goal of improving the lives of children by offering hope for a life free from disease, illiteracy and poverty. With the support of individual contributors and proceeds from the company's Epoch® product line, the Foundation has supported hundreds of worthwhile projects in more than 50 countries throughout the world.

In 2002, Nu Skin expanded its tradition of innovation with a unique social business opportunity. The Nourish the Children initiative applies the rigor of successful business practices to addressing the problem of hunger in a sustainable manner. Distributors, customers and employees purchase and donate VitaMeal® – a nutrient-rich food specifically formulated to nourish the minds and bodies of children – to Nu Skin's charity partners, who in turn, deliver the life-saving meals to children in need around the world. In just six short years, Nu Skin and its supporters have generously donated more than 150 million meals through the social business initiative.

Rewarding Business Opportunity

Since its inception in 1984, Nu Skin has offered a rewarding business opportunity to entrepreneurs around the world. In fact, Nu Skin pays the highest percentage of sales revenue in distributor commissions of all direct selling companies traded on the New York Stock Exchange (NYSE). The

company's direct selling business model enables people from all walks of life to pursue their financial and lifestyle dreams – an opportunity that is particularly attractive in today's economic climate.

“Our vision is to become the world's leading direct selling company by generating more income for distributors than any other company,” said Truman Hunt, Nu Skin president and CEO. “This is a statement that we take seriously and it represents our commitment to the success of our distributor partners.”

The Next 25 Years

As a leader in the direct selling industry, Nu Skin continues the company's mission to be a force for good throughout the world by empowering people to improve lives.

“In the past 25 years, Nu Skin Enterprises has matured into a multinational enterprise doing business in nearly 50 markets, but we've really only scratched the surface of our potential,” said Hunt. “Our people, product, culture and opportunity are demonstrating the Nu Skin difference all over the world. We have an incredibly bright future ahead of us.”

The Company

For 25 years, Nu Skin Enterprises, Inc. has been demonstrating its tradition of innovation through its comprehensive anti-aging product portfolio, independent business opportunity and corporate social responsibility initiatives. Nu Skin's scientific leadership in both skin care and nutrition has established Nu Skin as a premier anti-aging company, evidenced in its patent-pending ageLOC™ technology and flagship products including the Galvanic Spa® System II, Tru Face® Essence Ultra, LifePak® Nano and the g3® nutrition beverage. A global direct selling company, Nu Skin operates in 48 markets throughout Asia, the Americas and Europe and has more than 750,000 independent sales representatives. 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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