



## **nu Skin Enterprises opens Walk-In Center in Greater Nagoya**

September 2, 2005

Facility Will Support Growth in the Market and Further Increase Company's Profile in Japan

PROVO, Utah — September 2, 2005 — Nu Skin Enterprises (NYSE: NUS) today announced the opening of a new distributor walk-in center in Greater Nagoya that will support increased growth of the company's business in the region. Greater Nagoya is one of the largest economic districts in Japan and has a population of nearly 11 million people.

"With its prime location, innovative design, and interactive multi-use areas, the Nagoya walk-in center will provide a unique opportunity for consumers to learn about the company and experience our products," said President and CEO Truman Hunt. "Operating as our first walk-in, shopping-style outlet and distributor business center in Japan, the Nagoya store will offer a full range of services to help customers and distributors connect with our products and business opportunity."

In addition to a retail shopping area comprised of Nu Skin® personal care products, Pharmanex® nutritional supplements and Big Planet® technology solutions, the center houses a service counter and distributor meeting area. Additionally, the center provides a product experience area that features the Pharmanex® BioPhotonic Scanner and an innovative skin analysis tool. A spacious entrance gallery uses videos and displays to preview the company's history, products and business opportunity.

Nu Skin Enterprises

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