



Nu Skin Enterprises Announces New Appointment to Board of Directors

June 28, 2005

PROVO, Utah—June 28, 2005—Nu Skin Enterprises, Inc. (NYSE: NUS) today announced that Patricia A. Negrón has been appointed to the company's board of directors. Negrón's appointment to the board brings the number of independent members to six out of a total of 10 directors.

"Patricia's substantial achievements in finance and her knowledge of the nutritional and direct selling industries will be extremely beneficial to the company as we look forward to further expanding our business," said Blake Roney, chairman of the board. "Patricia enhances our board of directors as a balanced and experienced leader."

Negrón is a seasoned financial and business analyst whose professional background includes banking, strategic consulting and corporate governance. She is currently an independent consultant to private clients and author working on her second book, *The Good Health Guide*. In October 2004, she published her first book, *The Good Food Guide: A Handbook for Healthy Eating* (AuthorHouse, 2004).

In 1999, Negrón launched the financial advisory group at Breakaway Solutions, an Internet consulting firm. In 1996, she joined Adams, Harkness & Hill, an investment banking firm, where her research focused on the trademarked "Healthy Living"

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theme. While there, she published *Freshen Up Your Portfolio* and *Direct Selling: A Distribution Evolution*, in addition to co-authoring several other related industry reports. In 1992, Negrón began her career as an equity analyst in the asset management division of United States Trust Company of Boston, where she also established corporate governance policy and proxy voting guidelines for invested assets.

Negrón received a Certificate of Special Studies in Administration and Management from Harvard University Extension School. She also received a Bachelor of Science degree from Armstrong Atlantic State University in Savannah, Ga.

The Company

Nu Skin Enterprises, Inc. is a global direct selling company operating in 40 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. Nu Skin Enterprises is traded on the New York Stock Exchange under the symbol "NUS". Nu Skin Enterprises' press releases are available online at www.nuskinenterprises.com.