



Nu Skin Enterprise To Open Operations In Costa Rica

September 14, 2006

Company Strengthens Presence in Central America

PROVO, Utah — Sept. 14, 2006 — Nu Skin Enterprises, Inc. today announced the opening of Costa Rica as the company's 44th global market. They will launch both Nu Skin® personal care and Pharmanex® nutritional products in Costa Rica.

"We are excited about Costa Rica's addition to our regional operations," said Scott Schwerdt, president of the America's and Europe. "Costa Rica is a diverse, democratic nation with great potential for success. We look forward to a bright future there and are eager to share our innovative products and rewarding business opportunities." Nu Skin Enterprises' Costa Rica operations will be administered by a corporate office in San Jose, the capital city. The company's offices in Guatemala City will provide additional support for distributors. The opening will continue the company's expansion in the Central America region, adding to its current markets in Guatemala, Honduras and El Salvador. For more information on Costa Rica's opening, please visit www.nuskin.com/guatemala. The Company Nu Skin Enterprises, Inc. is a global direct selling company operating in 44 countries 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 products and services under the Big Planet® brand. Nu Skin Enterprises is traded on the New York Stock Exchange under the symbol "NUS."

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Please note: This press release contains forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934 that represent the company's current expectations and beliefs regarding its commencement of operations in Costa Rica. The forward-looking statements and related assumptions involve risks and uncertainties that could cause actual results and outcomes to differ materially from any forward-looking statements or views expressed herein. Risks and uncertainties include, but are not limited to: (a) difficulties that we may face in achieving acceptance of our premium-priced products and operating successfully in a developing country such as Costa Rica; (b) risk that our commencement of operations in this market and our planned initiatives may not generate interest among distributors and customers and generate sponsoring and selling activities on a sustained basis; and (c) any inability of the company to obtain necessary product registrations for its nutritional and personal care products in a timely manner. The forward-looking statements contained herein are further qualified by a detailed discussion of associated risks set forth in the documents filed by the company with the Securities and Exchange Commission, including the company's Annual Report on Form 10-K/A filed on March 17, 2006. The forward-looking statements set forth the company's beliefs as of the date of this release, and the company assumes no duty to update the forward-looking statements contained in this release to reflect any change.