



Nu Skin Enterprises \$75 Million Increase In Share Repurchase Authorization

September 7, 2006

PROVO, Utah — Sept. 7, 2006 — Nu Skin Enterprises, Inc. (NYSE: NUS) today announced that its board of directors has authorized a \$75 million extension to the company's ongoing share repurchase authorization. The newly authorized funds will be used to repurchase company stock on the open market and in private transactions. The \$75 million share repurchase authorization adds to the \$37.9 million remaining from the prior repurchase authorization.

"We are optimistic about the future of our business," said Truman Hunt, president and chief executive officer. "We have used our financial strength in the past to repurchase shares, and it makes sense to increase share repurchase activity at this point in time to benefit our shareholders in the future."

The Company

Nu Skin Enterprises, Inc. is a global direct selling company operating in 43 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 and telecommunications 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' news releases are available online at www.nuskinenterprises.com

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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, including the company's plans to continue to use some of its free cash to repurchase its shares on the open market and in private transactions. 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. These risks and uncertainties include, but are not limited to: (a) there is no guarantee that the company will decide to repurchase any more of its shares, as management will continually assess the financial position of the company as well as strategic considerations; (b) there is no guarantee that the company's cash flows from operations and cash position will continue to remain strong, and our financial position and our ability to repurchase stock in the future may be weakened by such factors as negative market conditions, failure to execute effective initiatives in existing markets and expand in new markets, and regulatory risks associated with the company's business model, products and tools. The company's financial performance and 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.