



Nu Skin Enterprises To Announce First-Quarter Results

April 25, 2006

PROVO, Utah — April 25, 2006 — Nu Skin Enterprises, Inc. (NYSE: NUS) today announced it will release first-quarter financial results prior to the market opening on Wednesday, May 3, 2006.

Truman Hunt, president and chief executive officer, will host a conference call with the investment community at 11 a.m. (EST) that day. During the call, senior management will review first-quarter financial results and discuss future plans and initiatives.

The live webcast of the conference call, including the financial information to be presented, will be available on the investor section of the company's website at www.nuskinenterprises.com. A replay of the webcast will be made available from the same location through Friday, May 19, 2006.

The Company

Nu Skin Enterprises, Inc. is a global direct selling company operating in 43 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 products and services under the Big Planet® brand. Nu Skin Enterprises is traded on the New York Stock Exchange under the symbol "NUS."