



Nu Skin Enterprises Acquisition Expands Supplement Marketing and Research Opportunities for Pharmanex® Biophotonic Scanner

March 13, 2006

PROVO, Utah – March 13, 2006 – Nu Skin Enterprises (NYSE: NUS) announced today the acquisition of expanded rights to use the Pharmanex® BioPhotonic Scanner in all environments, increasing the marketing opportunity for its sales force to promote and sell the company's nutritional supplements. The acquisition also opens up new clinical research opportunities for the company to further evaluate the application of the Pharmanex® BioPhotonic Scanner technology in nutrition science.

"Acquiring these additional rights to the Scanner improves our ability to significantly leverage the full potential of this important technology," said Truman Hunt, president and chief executive officer. "Our sales representatives will now have the opportunity to market the Scanner to all potential customers, extending their access to an unrestricted group of people who can benefit from our nutrition products. In addition, this merger further expands our clinical research and development efforts using the Scanner technology."

As part of the acquisition, Pharmanex has proposed, over the next four years, a clinical research plan that will further substantiate the Pharmanex® BioPhotonic Scanner as an important tool for measuring antioxidant status in the body and its relationship to overall nutritional health.

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"We have received great recognition in the scientific community for the Pharmanex BioPhotonic Scanner and we expect to collaborate with academic researchers throughout the country on Scanner research," said Joseph Chang, Ph.D., chief scientific officer and executive vice president of product development. "Our new fields of use for this technology and our expanded research capability to work with the medical community will further our understanding of the biological role of antioxidants in overall health and open new doors that were not available previously."

This announcement coincides with the launch of the second-generation model of the Pharmanex® BioPhotonic Scanner. Just like the original, the S2 Scanner measures carotenoid antioxidants in the skin. Based on recent studies, these important dietary micronutrients are reliable indicators of a person's overall antioxidant status. The S2 Scanner is a significant technological improvement over the original version of the Scanner. It is 30 percent smaller, has a shorter scanning time, is less sensitive to temperature fluctuation and is more economical—benefits that maximize the use of the technology for sales representatives. For more information about the Pharmanex® BioPhotonic Scanner or the new S2 Scanner, visit www.pharmanexscanner.com.

About Pharmanex

Pharmanex, a Nu Skin Enterprises company, applies pharmaceutical processes and scientific measurement to create nutritional supplements in 41 markets worldwide. Pharmanex® products are sold direct to the consumer through the Internet and a network of independent sales representatives. For more information, visit www.pharmanex.com.

About Nu Skin Enterprises

Nu Skin Enterprises, Inc. is a global direct selling company operating in 41 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' press releases are available online at www.nuskinenterprises.com.