



Nu Skin Enterprises Announces 11 Percent Increase in Quarterly Dividend

February 8, 2006

PROVO, Utah — Feb. 8, 2006 — Nu Skin Enterprises, Inc. (NYSE: NUS) today announced the board of directors declared a quarterly cash dividend of \$0.10 per share which will be paid on March 22, 2006 to stockholders of record on March 3, 2006.

"Our strong cash flow allows us to increase our dividend for the fifth consecutive year," said Truman Hunt, president and chief executive officer.

"Increasing our quarterly dividend by 11 percent is part of our commitment to utilize cash to improve the value of our stock for our shareholders."

The Company

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 is traded on the New York Stock Exchange under the symbol "NUS."