



Nu Skin Enterprises Declares Quarterly Dividend of \$0.09

November 9, 2005

PROVO, Utah — Nov. 9, 2005 — Nu Skin Enterprises, Inc. (NYSE: NUS) today announced that the board of directors has declared a quarterly cash dividend of \$0.09 per share for all outstanding shares of common stock. The quarterly dividend will be paid on Dec. 14, 2005 to stockholders of record on Dec. 2, 2005.

The Company

Nu Skin Enterprises, Inc. is a global direct selling company operating in 41 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."