



Nu Skin Enterprises Concludes Successful Distributor Convention

October 13, 2005

PROVO, Utah — Oct. 13, 2005 — Nu Skin Enterprises, Inc. (NYSE: NUS) today reported on its global distributor convention held in Salt Lake City, Oct. 5 to 8. More than 10,000 visitors from around the world were in attendance, including distributor leaders from each of the company's 41 international markets. The largest delegation to the convention arrived from Japan.

"We are pleased with the turnout and the overwhelmingly positive reaction we received from the announcement of our new products and initiatives," said President and Chief Executive Officer Truman Hunt. "It is at great personal expense that these distributors spend their time and resources to attend our global convention. Because of this, we focus a tremendous amount of energy on making this event the highlight of our corporate calendar."

Pharmanex

Pharmanex, the company's nutritional supplement division, announced the February 2006 debut of its second-generation Pharmanex® BioPhotonic Scanner, called the "S2." The Scanner, originally released in February 2003, is a cutting-edge nutritional testing tool that measures the strength of the body's antioxidant protection. The S2 Scanner is 50 percent smaller than the original scanner, making it more portable. It also calibrates and scans much faster than its predecessor, making it a more effective tool to measure the impact of Pharmanex nutritional products on body chemistry.

Pharmanex further strengthened its LifePak® product offering with the introduction of LifePak® Nano, featuring novel, proprietary nano-carotenoid antioxidants delivered through a

Nu Skin Enterprises
Page 2
Oct. 13, 2005

unique lipid system that maximizes nutrient absorption. As a nutritional anti-aging program, LifePak® Nano supplies all of a person's necessary vitamins, minerals and antioxidants in easily absorbable forms. Pharmanex also introduced NanoCoQ10™, using cutting-edge nano technology to deliver highly bioavailable coenzyme Q10 for potent antioxidant, cardiovascular and cognitive benefits.

Pharmanex also announced the global rollout of g3, a nutrient-rich juice blend that was launched in the United States in March 2005 and has quickly become a top-selling product. Created from the Southeast Asian gac fruit, Chinese lycium, Siberian pineapple and cili fruit, g3 contains a highly concentrated mix of carotenoid antioxidants.

Additionally, as an extension of the g3 product line, Pharmanex introduced g3 Xoi Bar™, a whole food energy bar. Xoi Bar™ is comprised of whole grains, nuts and fruits that deliver carbohydrates, proteins, fats and fiber for long-lasting energy and wholesome nutrition.

Nu Skin

Nu Skin, the company's personal care division, unveiled a prototype of a proprietary, patentpending skin analysis tool that provides a visual and quantifiable assessment of key skin attributes. Developed in cooperation with leading dermatologists, the portable instrument will enable sales representatives to analyze their customers' skin to develop a personalized skincare regimen and then measure the impact of the regimen over time.

Nu Skin also introduced a new version of its top-selling Nu Skin 180⁰™ Anti-aging Skin Therapy System, along with Nu Skin 180⁰™ AHA Facial Peel and Neutralizer—two products that work together to show visible improvement in photo-aged skin in just seven days. Nu Skin also added to its daily skin care line Celltrex CoQ10 Complete™, a topical product that combines coenzyme Q10 with colorless carotenoids and vitamins C and E, creating an antioxidant network for the skin and helping it to rebound from daily oxidative stress.

Additionally, Nu Skin added a new offering to its Epoch® line of products. Called Sole Solution™ Foot Treatment, the new Epoch® product incorporates the wisdom of the

Nu Skin Enterprises
Page 3
Oct. 13, 2005

indigenous people of Central America by featuring crushed allspice berry – an ingredient traditionally used to relieve persistent dry, cracking or red skin on the heels, toes and sides of feet.

Big Planet

Big Planet, the company's technology division, announced the global launch of its Photomax Web site (www.photomax.com), designed to help users easily preserve, organize, share and enjoy photos online. The division also launched a new business tool called VideoStream that allows distributors to talk face to face with customers and business associates from around the world via a Web interface.

"We are confident the new products launched at convention will make a positive impact as we continue to grow our distributor force and build our recurring revenue stream," said Chief Financial Officer Ritch Wood. "We are encouraged by our distributors' enthusiasm for our new initiatives and feel we have been successful in providing them with the tools necessary to receive maximum benefit from our business opportunity."

Also during the convention, attendees donated more than \$800,000 to the Nu Skin Force for Good Foundation, the company's non-profit organization that has supported more than 100 humanitarian projects in more than 40 countries on six continents since its founding in 1996. Convention attendees also donated more than 400,000 meals to support the company's Nourish the Children initiative. Since 2002, Nourish the Children has provided nearly 35 million meals to starving or malnourished children and families around the world.

The Company

Nu Skin Enterprises, Inc. is a global direct selling company operating in more than 40 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."

Nu Skin Enterprises

Page 4

Oct. 13, 2005

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, among other things, new products and strategic initiatives. 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) any failure of current or planned initiatives or products, including those introduced at our recent global convention, to generate interest among distributors and customers and generate sponsoring and selling activities on a sustained basis; (b) any inability of the company to obtain necessary product registrations for its nutritional and personal care products in a timely manner; (c) regulatory risks associated with the Pharmanex® BioPhotonic Scanner, which could inhibit the company's use of the Scanner in a market if it is determined to be a medical device in any market; and (d) continued competitive pressures in the company's markets. 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 filed on March 15, 2005. 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.