



Nu Skin Enterprises Appoints General Manager to Open Russian Market

September 22, 2005

Mikael Linder to Oversee Operations in Company's 42nd Global Market PROVO, Utah — September 22, 2005 — Nu Skin Enterprises (NYSE: NUS) today announced the appointment of Mikael Linder as general manager for Nu Skin Russia, which is scheduled to open as the company's 42nd market during the first half of 2006. Calling upon more than 10 years of executive management experience in the direct selling industry, Linder will establish sales, support and service infrastructures for the company's Russian operations.

"Mikael has done a tremendous job for Nu Skin Enterprises in Scandinavia, where his management has directly influenced significant growth in the region," said President and CEO Truman Hunt. "I am confident his leadership will help establish Nu Skin Enterprises as a leading direct selling company in Russia."

Before accepting the appointment, Linder served as general manager for Nu Skin Enterprises' Scandinavian market, a position in which he increased annual revenue by 100 percent over four years. Under his leadership, Scandinavian operations grew to account for nearly 50 percent of the company's total business in Europe.

Prior to joining Nu Skin Enterprises in 2001, Linder worked in executive management capacities for Oriflame International, a publicly traded Swedish direct selling skin care and cosmetics company with operations in 60 countries. While at Oriflame, Linder oversaw the

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