



## **Pharmanex® Introduces G3™ Nutrition drink, Scientifically Shown to have High Levels of Antioxidants**

March 17, 2005

PROVO, Utah — March 17, 2005 — Pharmanex, a division of Nu Skin Enterprises (NYSE: NUS), today announced the introduction of G3™, nutrient-dense fruit juice that contains an exceptionally high amount of antioxidants. Importantly, the carotenoid antioxidants contained in G3™ have been scientifically shown to be better absorbed by the body than carotenoids from many other food or supplement sources because of the unique lipocarotene™ delivery system found naturally in the fruit.

"With its high concentration of antioxidants, we see the introduction of G3 adding further fuel to our successful Pharmanex BioPhotonic Scanner initiative," said Truman Hunt, president and chief executive officer of Nu Skin Enterprises. "With the Scanner and the launch of G3, consumers — for the first time — can scientifically measure the benefits of a superfruit juice. With the global nutritional beverage category representing an \$8 billion industry, we expect this new, proprietary health drink to broaden our consumer base, and enhance our business opportunity."

Joe Chang, Ph.D., president of Pharmanex, added, "Because of the high concentration of antioxidants and their excellent bioavailability, G3 will substantially enhance a person's antioxidant status and protection from free radical damage, particularly when the juice is used in conjunction with LifePak, our daily micronutrient product. And, unlike some other nutrition juices on the market, G3 has a naturally great taste, making it easy for anyone to drink."

Positioning G3™ as a monthly product subscription order, the company plans to officially launch the G3™ health drink to consumers in the United States and Canada in May 2005. At a recent North American pre-launch event, the company sold all its pre-allocated supply in one day. The company is encouraged by the initial customer response towards G3™ and is optimistic about its global rollout beginning in the second half of 2005.

### **About Gác**

G3™ includes gác, which is known as the "fruit from heaven" by the indigenous people of southern Asia. The fruit has long been prized in the region for its ability to promote longevity and vitality. Gram for gram, gác provides 70 times more lycopene than a tomato and 10 times more beta-carotene than a carrot.

Among gác's potent phytonutrients are a unique and highly bioavailable form of carotenoids called lipocarotenes™. Unique among fruits, gác has exceptionally high levels of long-chain fatty acids, which attract and dissolve important antioxidants, making them easier to be absorbed by the body. A recent clinical study demonstrated that gác fruit carotenoids have much higher bioavailability than supplemental beta-carotene<sup>1</sup>.

### **Additional Nutrient-Rich Fruits in G3™**

Along with the beneficial nutrients from gác, the G3™ formula contains three additional fruits—Chinese lycium fruit, cili fruit, and Siberian pineapple—that synergistically provide exponential benefit because of their high amounts of natural antioxidants, carotenoids, flavonoids, vitamins, amino acids and bioactive polysaccharides.

Chinese lycium has been shown to promote cellular rejuvenation by protecting DNA and by acting as an antioxidant. This fruit contains 40 times more of the eye-healthy carotenoid zeaxanthin than yellow corn, which previously had been thought to be the highest source of this important nutrient.

### **Pharmanex®**

Pharmanex®, a division of Nu Skin Enterprises, is a leader in the research and development of nutritional products. The company offers comprehensive micronutrient supplements, natural health products, standardized botanicals and specialized health systems. Pharmanex® products are sold direct to the consumer through the Internet and a network of independent distributors. For more information, go to [www.pharmanex.com](http://www.pharmanex.com).

### **The Company**

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

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, the company's plans for a new product introduction and related initiatives, and the expected positive impact on its business. 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, any failure of the new product and initiatives to generate interest among distributors and customers on a sustained basis. The company's 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.