



Nu Skin Enterprises Declares Quarterly Dividend of \$0.105

August 16, 2007

PROVO, Utah, Aug. 16 /PRNewswire-FirstCall/ -- Nu Skin Enterprises, Inc. (NYSE: NUS) today announced the board of directors has declared a quarterly dividend of \$0.105 per share that will be paid on Sept. 19, 2007, to stockholders of record on Aug. 31, 2007.

The Company

Nu Skin Enterprises, Inc. is a global direct selling company operating in more than 40 countries throughout Asia, the Americas and Europe. The company markets premium quality personal care products under the Nu Skin(R) brand, science-based nutritional supplements under the Pharmanex(R) brand and technology products and services under the Big Planet(R) brand. Nu Skin Enterprises is traded on the New York Stock Exchange under the symbol "NUS."

SOURCE Nu Skin Enterprises, Inc.

CONTACT:

Investors, Scott Pond
of Nu Skin Enterprises,
+1-801-345-2657,
spond@nuskin.com

Web site: <http://www.nuskinenterprises.com>