



## **Nu Skin Enterprises Concludes Successful Distributor Convention**

September 12, 2007

PROVO, Utah, Sept. 12 /PRNewswire-FirstCall/ -- Nu Skin Enterprises, Inc. (NYSE: NUS) today reported on its global distributor convention that took place in Salt Lake City, Sept. 5 through 8. Approximately 10,000 visitors were in attendance, including distributor leaders from the company's more than 40 international markets. The largest delegations to the convention came from the United States, Japan and Korea.

"We are pleased with the overwhelmingly positive reaction we received from new products and initiatives introduced during the convention," said President and Chief Executive Officer, Truman Hunt. "This convention also served as the platform for the launch of our new global strategic positioning, encapsulated in the phrase, "the difference. demonstrated." The new strategic positioning is a result of a comprehensive global research study conducted with both distributors and consumers. It reflects Nu Skin Enterprises' commitment to demonstrate substantive competitive advantages in its products, business opportunity, culture and people."

### **Pharmanex Key Product Introductions**

The company introduced several new products and tools to its Pharmanex nutritional product line including the new My Victory(TM) weight management system and a new "Everest-edition" Pharmanex(R) BioPhotonic Scanner.

#### **My Victory**

The Pharmanex My Victory Weight Control Plan is based on years of weight-management research. The program incorporates three products that help consumers control food cravings, boost caloric burn, and measure caloric intake and expenditure.

Calories expended are monitored by the GoWear(TM) Fit Armband-a product offered through a strategic partnership with BodyMedia, Inc. The GoWear Fit Armband uses state-of-the-art technology to measure the amount of calories expended throughout the day. By tracking calories through an interactive Web site, wearers can celebrate daily victories or course correct for greater success.

In an open label study, My Victory consumers lost an average of more than 22 pounds over a 12-week period. Approximately 500 studies have been conducted on the active ingredients in My Victory and related aspects of obesity and weight loss.

#### **Pharmanex BioPhotonic Scanner - Everest Edition**

The company introduced advancements to its Pharmanex BioPhotonic Scanner (S2), a cutting-edge testing tool that non-invasively measures skin carotenoid levels, providing an immediate indication of a person's overall antioxidant level. The "Everest Edition" upgrade to the S2 Scanner will simplify the scanning process by reducing set-up time and eliminating calibration steps. The Everest Edition is so named because of a research project that measured cellular damage from oxidative stress on a group of Sherpas as they climbed Mount Everest.

### **Nu Skin Key Product Introductions**

The company's Nu Skin personal care brand also introduced new product innovations. Key launches include an advanced Galvanic Spa(R) System II home spa treatment system and the new Baobab Body Butter skin moisturizer. New versions of the Tru Face(TM) Essence Ultra and ProDerm(R) 2.0 Skin Analyzer were also introduced.

#### **Galvanic Spa System II EX**

The company has made further enhancements to its popular Galvanic Spa System II. The new Galvanic Spa System II EX is a sleeker-looking version of the original Spa System and includes an additional head for the optimum home spa experience. The product works by sending self-adjusting galvanic currents through specially designed attachments to promote the transfer of key nutrients from specially formulated Nu Skin products to help revitalize the skin, scalp and face.

#### **ProDerm 2.0 Skin Analyzer**

The ProDerm Skin Analyzer 2.0 captures and analyzes detailed images of key skin attributes -- lines and wrinkles, pore size, skin texture and discoloration. The ProDerm 2.0 provides a visual assessment of the attributes and recommends Nu Skin products specifically developed to address the signs of aging. The ProDerm 2.0 screen has a sharper focus, enhanced image detail and a viewable image that is up to seven times better than the original.

#### **Tru Face Essence Ultra**

The powerful science of Tru Face Essence Ultra helps restore facial firmness, promotes cellular energy production and helps prevent future signs of aging. The new and improved Essence Ultra features 25 percent more Ethocyn(R), and includes the coenzyme Q10 and a protective antioxidant network. This silky serum is designed to improve skin elastin content to youthful levels, enhancing skin firmness and elasticity.

#### **Baobab Body Butter**

Another product introduced at convention is the Baobab Body Butter from Nu Skin's Epoch(R) brand. The rich Baobab cream promotes smooth, supple skin and enhances the skin's resiliency. The Baobab Fruit Pulp Extract, the staple of Body Butter, comes from the fruit of the African baobab tree and is known for its long-lasting moisturization qualities. Twenty-five cents for the purchase of each Epoch Baobab Body Butter product will be donated to the Nu Skin Force for Good Foundation, as is the case with every Epoch line purchase. This money will specifically go to the "Seeds of Hope" project meaning that for every unit of Baobab Body Butter sold, one Baobab tree will be planted, providing vital nourishment and water to the people of Malawi, Africa during the dry season.

In addition to the new products and positioning launched at convention, the company introduced a new personal development program, as well as advancements to its distributor Web sites. Products introduced during the convention were launched in the United States market, and will begin rolling out internationally in the coming months.

"We are confident the new products and our new global positioning introduced at convention will make a positive impact on our global business," said Executive Vice President of Distributor Success Dan Chard. "We are encouraged by our distributors' enthusiasm for our initiatives and feel we have been successful in providing them with the tools necessary to demonstrate the difference of our products, people, culture and opportunity as they grow their businesses."

#### 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(R) brand, science-based nutritional supplements under the Pharmanex(R) brand, and technology-based products and services under the Big Planet(R) brand. Nu Skin Enterprises is traded on the New York Stock Exchange under the symbol "NUS."

Nu Skin Enterprises' press releases are available online at <http://www.nuskinenterprises.com>.

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 initiative and the anticipated positive impact on our global 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: (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(R) BioPhotonic Scanner and ProDerm, which could inhibit the company's use of these products in a market if they are 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 1, 2007 and subsequent Form 10-Qs. 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.

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