



Nu Skin Enterprises to Hold 2007 Analyst Day

October 5, 2007

PROVO, Utah, Oct. 5 /PRNewswire-FirstCall/ -- Nu Skin Enterprises, Inc. (NYSE: NUS) today announced that it will host its annual Investor Day presentation the morning of Monday, Nov. 5, 2007, at the Intercontinental Hotel in New York City. Key members of Nu Skin Enterprises' executive management team will discuss operational results and introduce 2008 plans.

To learn more about the event or to register, please e-mail contact information to investorrelations@nuskin.com.

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."

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

SOURCE Nu Skin Enterprises, Inc.

CONTACT:

Investors,
Scott Pond,
+1-801-345-2657,
spond@nuskin.com,
or
Media,
Kara Schneck,
+1-801-345-2116,
kschneck@nuskin.com,
both of Nu Skin Enterprises

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