



Nu Skin Enterprises Restructures Debt

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PROVO, Utah, Jan. 11 /PRNewswire-FirstCall/ -- Nu Skin Enterprises, Inc. (NYSE: NUS) announced today that it converted \$20 million of existing U.S. dollar denominated debt bearing a coupon rate of 6.14 percent into \$20 million of yen denominated debt with a coupon rate of 3.28 percent. The conversion was executed using an exchange rate of 108.5 yen to the dollar.

"We continue to execute on initiatives which are helping improve shareholder value," said Ritch Wood, Nu Skin Enterprises chief financial officer. "We were able to capitalize on the recent strengthening of the Japanese yen in a continuing effort to improve the profitability of the company. With this recent conversion, we currently have approximately 50 percent of our outstanding debt in yen denominated notes with an average coupon rate of 2.50 percent. In addition to the attractive interest rate, the yen denominated liabilities provide a natural exchange rate hedge for our business in Japan."

The Company

Nu Skin Enterprises, Inc. is a global direct selling company operating in more than 45 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."

SOURCE Nu Skin Enterprises, Inc.

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