



Americans Develop Personal 'Economic Stimulus' Plans to Re-Energize Their Financial Futures

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PROVO, Utah, Jan. 22 /PRNewswire-FirstCall/ -- As President Obama and his new economic team try to revive the U.S. economy, more and more Americans are developing their own "economic stimulus" plans. This trend bodes well for direct selling companies that offer business opportunities with minimal start-up costs, exclusive products, solid business support and supplemental or full-time income options.

Deanna Gilliland, a former full-time realtor, decided to take control of her financial future when the Southern California housing market began to collapse in late 2007. "I had spent years working hard in real estate, but knew that I couldn't depend on that industry to keep paying my bills. I considered my options and chose to start my own business and become a Nu Skin distributor. It's been one of my best decisions. I can sell products that I truly believe in, work with people I enjoy and be generously compensated for my hard work."

Gilliland has become one of the company's top sales people and was recently honored as Nu Skin Enterprises' 'Woman Entrepreneur of the Year.' "We don't have to be victims of the economy, we can take control and create our own financial future," she said.

Taking Control: A Financially Sound Business Model

"As economies sour, historically we see more people turn to direct selling as they look to supplement or replace their income," said Scott Schwerdt, president of Nu Skin Enterprises' American and European regions. "We see people from all walks of life moving beyond what traditional employment structures have to offer to find security in an insecure financial environment and at the same time, pursue and attain lifestyle goals as business owners, rather than as employees."

Nu Skin Enterprises (NYSE: NUS), reported increases in both revenue and the number of people selling their products during the third quarter of 2008, as well as double-digit growth in active distributors and revenue in North America. "This growth is even more impressive considering the current financial crisis," said Schwerdt.

According to Amy Robinson, spokesperson for the Direct Selling Association (DSA), direct sellers often fare better than average in a poor economy. "When coupled with the steady growth pattern of direct selling over the past two decades, the numbers suggest that when the national economy sours, direct selling can be expected to demonstrate its recession-resistant tendencies," noted Robinson.

Taking Control: Abundant Rewards for Independent Business Owners

Adding to what Schwerdt calls a "very attractive" business opportunity; he notes the company's vision of paying out more distributors' commissions than any other direct selling company. Nu Skin has made significant strides toward this goal considering that the company pays the highest percentage of sales revenue in distributor commissions of all direct selling companies traded on the prestigious New York Stock Exchange (NYSE). In addition, during its 25-year history Nu Skin has paid more than \$6 billion in commissions to its global network of distributors.

With the slowing economy, for many people, it comes down to making enough to just stay out of the red. According to Gilliland, "I started out doing my Nu Skin business part-time to supplement my income. I worked on the weekends and evenings, but it was comforting to have another earning opportunity that could serve as a financial 'safety net' at a time when the real estate market was on shaky ground."

As an added benefit for Nu Skin distributors, the company also provides international opportunities and business support. With one of the industry's most powerful seamless global business opportunities, Nu Skin's independent distributors can do business in 48 global markets. For example, a distributor in California can successfully build their business through contacts in Venezuela, Hungary or Hong Kong and be confident that Nu Skin has the infrastructure in place to ensure payment of accurate commissions in local currency, while providing translated business materials and support personnel who speak the local language.

Taking Control: Exclusive Products That Build on MegaTrends

Nu Skin distributors are benefiting from significant social and economic megatrends by providing exclusive anti-aging products that offer demonstrable results to their expanding customer base. "We believe the demand for products associated with delaying the visible effects of aging will continue to increase, and this is no longer limited to baby boomers," said Ashok Pahwa, chief marketing officer for Nu Skin. "Young people are increasingly interested in anti-aging products. The global beauty and wellness markets are estimated at \$500 billion and savvy consumers are increasingly aware of the connection between nutrition and beauty."

The company's balanced portfolio of scientifically validated nutrition and personal care products is uniquely positioned in the direct selling industry. Nu Skin's anti-aging portfolio features nationally honored and exclusive products such as LifePak(R) nano, the Galvanic Spa(R) System II and Tru Face(R) Essence Ultra, featuring Ethocyn(R). In addition, the company recently introduced its breakthrough ageLOC(TM) technology that when incorporated into Nu Skin's anti-aging skin care lineup that slows a newly-discovered internal age-related free-radical generator at its source, and demonstrates visible benefits in the form of smoother, brighter, more youthful-looking skin.

The Company

For 25 years, Nu Skin Enterprises, Inc. has been demonstrating its tradition of innovation through its comprehensive anti-aging product portfolio,

independent business opportunity and corporate social responsibility initiatives. Nu Skin's scientific leadership in both skin care and nutrition has established Nu Skin as a premier anti-aging company, evidenced in its patent-pending ageLOC(TM) technology and flagship products including the Galvanic Spa(R) System II, Tru Face(R) Essence Ultra, LifePak(R) nano and the g3 nutrition beverage. A global direct selling company, Nu Skin operates in 48 markets throughout Asia, the Americas and Europe and has more than 750,000 independent sales representatives. Nu Skin Enterprises is traded on the New York Stock Exchange under the symbol "NUS." More information is available 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 belief. These forward-looking statements 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) the negative impact of exchange rate fluctuations, (b) any failure of current or planned initiatives or products to generate interest among distributors and customers, (c) risks that our business could be impacted in the future by continued or worsening economic conditions; and (d) increased regulatory and media scrutiny in some of our markets, including Japan. 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 most recent Form 10-K and subsequent Forms 10-Q. 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 except as required by law.

*For specific distributor compensation information, visit <http://nuskinenterprises.com/en/business-opportunity/financial-rewards>.

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