



Nu Skin Charitable Promotion Reaches Important Milestone: 100,000 Trees Donated to African Nation of Malawi

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PROVO, Utah, March 27 /PRNewswire-FirstCall/ -- Nu Skin Enterprises, Inc. (NYSE: NUS) announced that more than 100,000 trees are being donated to villages in Malawi thanks to the company's distributors and customers who have purchased Epoch Baobab Body Butter. Since launching the product in January 2008, the company has donated \$0.25 from the sale of every Epoch Baobab Body Butter to the Nu Skin Force for Good Foundation's Seeds of Hope reforestation project.

"When someone purchases a jar of Epoch Baobab Body Butter, they are making a difference by helping plant one tree in Malawi," said Scott Schwerdt, president of Nu Skin's Americas, Europe and Pacific regions. "Malawi suffers from one of the highest rates of deforestation in the world. Drought is also a main concern in Malawi, and trees help produce the much-needed rain. Through this reforestation program supported by loyal Nu Skin distributors and customers, we help renew a valuable resource as well as beautify, preserve and improve the environment."

Nu Skin Force for Good Foundation

The Nu Skin Force for Good Foundation was chartered in 1996 and annually grants more than \$1 million to projects that improve the lives of children by offering hope for a life free from disease, illiteracy and poverty. The Foundation is funded by Nu Skin distributor and employee donations, and from 25 cents from the sale of each Nu Skin Epoch product. Nu Skin Enterprises covers all administrative and overhead costs, allowing for 100 percent of donations to be used for humanitarian and charitable causes. More information is available at <http://www.forceforgood.org>.

Epoch Baobab Body Butter

Epoch Baobab Body Butter combines the antioxidant-rich fruit pulp of the African baobab tree with rich emollients, including shea butter and macadamia nut oil to promote smooth, supple skin. It is available from independent Nu Skin distributors, at www.nuskinusa.com or by calling 1-800-487-1000. US \$29.50.

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>.

SOURCE Nu Skin Enterprises, Inc.

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