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Nu Skin Child Hunger Relief Effort Surpasses 150 Million Meals

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--Nourish the Children(R) Promotes Sustained Food Donations

PROVO, Utah, April 14, 2009 /PRNewswire-FirstCall via COMTEX/ -- Nu Skin Enterprises (NYSE: NUS) today announced more than 150 million meals have been donated to malnourished and hungry children around the world through its innovative social enterprise, Nourish the Children. Nu Skin distributors, customers and employees, purchase and donate nutrient-dense VitaMeal(R) through a humanitarian initiative the company introduced in June 2002.

"Nourish the Children applies the rigor of successful business practices to addressing the problem of hunger in a sustainable manner, despite a slumping economy," said Steve Lund, vice chairman of Nu Skin Enterprises board of directors and executive director of Nourish the Children. "In just over seven years, we surpassed 150 million meals donated, and now we are well on our way to reaching 200 million. I am very impressed by the individual sacrifice and generosity that have accomplished this tremendous good."

About Nourish the Children

Every six seconds a child dies of malnutrition and more than 800 million people suffer from hunger. To help address this desperate situation, Nu Skin has developed nutrient-dense VitaMeal and for its Nourish the Children initiative. Nourish the Children facilitates ongoing VitaMeal donations and distribution by uniting the company's global distributor network of 750,000 entrepreneurs with a humanitarian cause. More than 150 million servings of VitaMeal have been purchased and donated by Nu Skin distributors, customers and employees, and the company boosts donations through a percentage of matching donations. The purchased meals are then donated to reputable non-profit agencies, such as Feed The Children(R). Partnering agencies distribute VitaMeal to the world's needy children at no additional cost.

Nourish the Children is in direct correlation with Nu Skin's mission to be a force for good throughout the world by empowering people to improve lives. The Nourish the Children initiative was awarded a prestigious "Stevie" from the American Business Awards in 2007 in the category of Best Corporate Social Responsibility Program. More information is available at <http://www.nourishthechildren.com>.

About Nu Skin Corporate Social Responsibility

Nu Skin's "force for good" culture unites its family of distributors, customers and employees in innovative efforts that multiply our ability to nourish and uplift children around the world. The company accomplishes this through the unique combination of social business and charitable activities. The innovative Nourish the Children social enterprise initiative provides millions of life-saving meals to the world's malnourished children, and the non-profit Nu Skin Force for Good Foundation provides grants to improve the lives of children by offering hope for a life free from disease, illiteracy and poverty.

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.

<http://www.nuskinenterprises.com>