

PROXY
This proxy is solicited on
behalf of the Board of
Directors

The shares of Class A Common
Stock represented by this
proxy card will be voted as
directed below. Where no
direction is given, such
shares will be voted FOR each
proposal and in accordance
with the judgement of the
proxies or either of them with
respect to any other matter
which may come before the meeting.

Please mark your vote in this manner. X

Mark only one vote for each item.

Item 1 Elect Board of Directors (see reverse for names of
nominees)

Vote FOR all nominees except: _____

___ For ___ Withhold authority for all nominees

Item 2 Approval of the 1996 Nu Skin Asia Pacific, Inc. Stock
Incentive Plan

___ For ___ Against ___ Abstain

Item 3 Ratification of appointment of Price Waterhouse LLP as
Independent Accountants for the year ending December 31,
1997

___ For ___ Against ___ Abstain

Please sign your name(s) exactly as printed hereon. If signing
as attorney, administrator executor, guardian, or trustee, please
give full title as such.

Signature of Stockholder Date

Signature of Stockholder Date

SIGN, DETACH AND RETURN

Please help us eliminate duplicate mailings.
Nu Skin Asia Pacific, Inc. is required to send an Annual Report
to every stockholder. If you have multiple accounts with the
same address, please help us reduce costs by directing us to
discontinue mailing future Annual Reports to one or more
accounts.

It is important that your proxy be signed, dated and returned
promptly. Therefore you are urged to complete, detach and return
the accompanying proxy in the enclosed envelope.

Nu Skin Asia Pacific, Inc.
Annual Meeting of Stockholders

Provo Park Hotel
101 West 100 North
Provo, Utah 84601

May 15, 1997
Ballroom opens at 3:30 p.m.
Meeting begins at 4:00 p.m.