

NU SKIN'S AGELOC SUPPLEMENT RECEIVES TOP HONORS

Company Honored with Best of State Awards and as Finalist for Nutraceutical Business and Technology Award

PROVO, Utah—June 7, 2011—Nu Skin Enterprises was recently honored with two Best of State awards for its ageLOC Vitality nutritional supplement and its proprietary ageLOC science that targets the sources of aging. Nu Skin's ageLOC Vitality was also named a finalist in the international Nutraceutical Business and Technology Award for Best New Finished Product.

“We are honored to be recognized for our innovative ageLOC anti-aging science,” said Joseph Chang, Ph.D., Nu Skin chief scientific officer and executive vice president of product development. “With our exclusive access to 30 years of genetic anti-aging research, ageLOC science is able to identify youth gene clusters and reset the expression of targeted genes to a more youthful pattern. ageLOC is helping people all over the world look and feel younger.”

ageLOC Vitality is Nu Skin's first nutritional supplement to incorporate ageLOC science and is formulated to improve three dimensions of vitality, including physical vigor, mental acuity and sexual health, by promoting healthy gene activity associated with youthful vitality. With consistent use, the product helps raise baseline energy and avoid the highs and lows typically associated with harsh stimulants and excessive sugar.

Utah Best of State Awards

The Utah Best of State Awards recognize the state's outstanding businesses and products. Nu Skin received two Utah Best of State Awards for ageLOC Vitality in the categories of Best Health/Nutrition Products and Best Research and Development.

Nutraceutical Business and Technology Awards

The Nutraceutical Business and Technology (NBT) Awards recognize excellence in R&D, marketing, business and technology within the nutraceutical industry, across the entire sector. Nu Skin was named a finalist in the Best New Finished Product category for its ageLOC Vitality product.

About Nu Skin Enterprises, Inc.

Nu Skin Enterprises, Inc. demonstrates its tradition of innovation through its comprehensive anti-aging product portfolio, independent business opportunity and corporate social responsibility initiatives. The company's scientific leadership in both skin care and nutrition has established Nu Skin as a premier anti-aging company, evidenced in its unique ageLOC™ science that addresses aging at its source. The company's anti-aging products feature the new ageLOC suite of products including the ageLOC Transformation daily skin care system, ageLOC Future Serum and the ageLOC Edition Galvanic Spa® System II, as well as the ageLOC Vitality nutritional supplement. A global direct selling company, Nu Skin operates in 51 markets worldwide and has approximately 800,000 independent distributors. Nu Skin is traded on the New York Stock Exchange under the symbol “NUS.” More information is available at <http://www.nuskin.com>.