



FOR IMMEDIATE RELEASE

CONTACTS

Scott Pond (investors)
(801) 345-2657, spond@nuskin.com
Bill Weidner (media)
(801) 345-2165, bweidne@nuskin.com

CERTIFICATIONS RECONFIRM PHARMANEX'S COMMITMENT TO QUALITY

*NSF International, ConsumerLab.com® and the Banned Substances Control Group
Certify LifePak® as the First Multivitamin Product to Pass All Tests*

PROVO, Utah — March 23, 2005 — Pharmanex, a division of Nu Skin Enterprises (NYSE: NUS), announced today that its flagship product LifePak® is the first to receive independent certification from three major independent testing groups, reaffirming the quality and labeling accuracy of the product. These third-party testing companies include NSF International, ConsumerLab.com® and the Banned Substances Control Group (BSCG™) — all considered having reputable dietary supplement product testing programs.

“We applaud NSF, ConsumerLab.com and BSCG for supporting high standards in the dietary supplement industry,” said Joseph Chang Ph.D., president of Pharmanex. “Passing these testing programs reaffirms our commitment to high standards for sourcing raw materials, standardizing active ingredients and building safeguards into our manufacturing processes to ensure we deliver the highest-quality product to consumers.”

Kathy Jordan, general manager of NSF’s dietary supplements program, added, “Pharmanex is one of the first direct selling companies to receive NSF dietary supplement certification, which demonstrates their continued commitment to quality. I would like to congratulate them for taking a leadership role in their segment of the industry.”

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“Pharmanex is to be complemented for holding LifePak up to the most rigorous testing available and coming through with flying colors,” said Tod Cooperman, M.D., president of ConsumerLab.com.

NSF Dietary Supplement Certification Program

The NSF Dietary Supplement Certification Program assists manufacturers and product brands by providing independent testing and verification of quality for their products and processes. NSF certified LifePak[®] in three primary areas of product quality and manufacturing compliance, including formulation reviews, manufacturing facility audits, and product testing.

NSF conducted product testing in its own accredited laboratories and found LifePak[®] to meet all of its requirements for certification, ensuring that the LifePak[®] contents matched label claims, that there were no product ingredients not openly disclosed on the label and that there were no unacceptable levels of contaminants in the product. During this process the manufacturer of LifePak[®] also became a certified NSF manufacturer.

LifePak[®] will be listed on the NSF consumer Web site and in the NSF certified product listing book. For more information, go to www.nsf.org.

ConsumerLab.com Voluntary Certification Program

ConsumerLab.com recently certified LifePak[®] in six separate categories of its independent testing program: multivitamins, athletic banned substances, alpha-lipoic acid, B vitamins, vitamin C and vitamin E. The LifePak[®] product is listed on the product review for each category on its Web site, www.consumerlab.com, and will be included in the next edition of *ConsumerLab.com's Guide to Buying Vitamins & Supplements*. LifePak[®] is the only multivitamin supplement on the market to undergo and pass these six separate categories of ConsumerLab.com tests.

ConsumerLab.com used the criteria of identity, strength and purity to evaluate LifePak[®]. Identity considers whether the product meets recognized standards of quality and the level of

quality claimed on the label; strength is tested to ensure the product contains the amount of ingredient claimed on the label; and purity determines if the product is free of common contaminants.

The ConsumerLab.com Athletic Banned Substances Testing program was developed for the U.S. Olympic Committee and tests for more than 170 banned substances including stimulants, narcotics, anabolic agents, diuretics, masking agents and beta blockers. The list of these substances is based on the World Anti-Doping Agency's (WADA) prohibited list – the most stringent list worldwide.

BSCG Ongoing Testing Program

BSCG has tested and determined LifePak[®] to be free of more than 80 substances banned by the International Olympic Committee (IOC), World Anti-Doping Agency (WADA), United States Anti-Doping Agency (USADA), National Football League (NFL), National Collegiate Athletic Association (NCAA), and many other international, professional and amateur sports leagues. The testing performed by BSCG reinforces that LifePak[®] is free from stimulants, such as ephedrine, as well as anabolic agents, including androstenedione and other steroids.

BSCG is the only certification program in the United States that uses IOC and WADA accredited laboratory for all analyses. A unique aspect of BSCG's testing program is its ongoing certification process that tests every batch of LifePak[®] using validated methods tailored to the product composition. For more information, go to www.bscgi.org.

Pharmanex

Pharmanex, a Nu Skin Enterprises company (NYSE: NUS), applies pharmaceutical processes and scientific measurement to create nutritional supplements for more than 30 markets worldwide. Pharmanex[®] products are sold direct to the consumer through the Internet and a network of independent distributors. For more information, go to www.pharmanex.com.

The Company

Nu Skin Enterprises, Inc. is a global direct selling company operating in 40 markets throughout Asia, the Americas and Europe. The company markets premium quality personal care products under the Nu Skin[®] brand, science-based nutritional supplements under the Pharmanex[®] brand, and technology based products and services under the Big Planet[®] brand. Nu Skin Enterprises is traded on the New York Stock Exchange under the symbol “NUS.” For more information on the company, please visit www.nuskinenterprises.com.

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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. The forward-looking statements and related assumptions 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, unanticipated production difficulties with the company’s suppliers. The company’s 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 Annual Report on Form 10-K filed on March 15, 2005. 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.*