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**NU SKIN ENTERPRISES WINS TOP AWARD FOR THE PHARMANEX®
BIOPHOTONIC SCANNER FROM THE AMERICAN BUSINESS AWARDS**

Pharmanex® BioPhotonic Scanner Recognized in Most Innovative Company Category

PROVO, Utah — June 7, 2005 — Nu Skin Enterprises, Inc. (NYSE: NUS) announced today that it was awarded a 2005 American Business Award at the annual American Business Awards ceremony in New York City on June 6. Nu Skin Enterprises won the award in the Most Innovative Company category for the Pharmanex® BioPhotonic Scanner, a unique nutritional testing tool developed by Nu Skin Enterprises' Pharmanex division.

“We are honored to receive this award, particularly considering the caliber of companies we were competing against,” said Truman Hunt, president and CEO of Nu Skin Enterprises. “The Pharmanex BioPhotonic Scanner is an innovative tool that allows our sales force and customers to measure the benefits of our nutritional products and continues to add quantifiable success to our business. Receipt of this award is a reflection of our commitment to innovation with respect to our products, sales tools and direct-selling business model.”

The award was given in recognition of the Pharmanex® BioPhotonic Scanner for the Most Innovative Company among contenders with more than 2,500 employees, competing against other finalists Oracle Corporation and PACCAR Inc. Last year's winner in the same category was United Parcel Service (UPS).

Nu Skin Enterprises was recognized among other top companies that included AT&T, Procter & Gamble, Sprint, and Intuit and was the only direct selling company to receive a 2005 American Business Award.

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About the Pharmanex® BioPhotonic Scanner

The Pharmanex® BioPhotonic Scanner is the first to use innovative laser technology to non-invasively measure the concentration of carotenoid antioxidants in the body's tissue; antioxidants protect the body at the cellular level against the effects of aging and the environment. The Scanner score provides a scientifically validated measurement of how a person's diet and supplementation program is protecting his or her body's cells and overall nutritional health. By consistently tracking carotenoid antioxidant levels in the body, consumers are equipped with the knowledge to maintain a lifestyle and nutrition program that will help boost antioxidant levels and maintain proper nutrition and health. Currently, over 4,000 Scanners are in operation throughout the world and over two million people have been scanned.

About The American Business Awards — Stevie Awards

The 2005 American Business Awards is the first national, all-encompassing business awards show, governed by a board of distinguished judges and advisors. The award has been called "the business world's own Oscar Awards" by *The New York Post*.

About Pharmanex

Pharmanex, a Nu Skin Enterprises company, applies pharmaceutical processes and scientific measurement to create nutritional supplements for more than 40 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.

About Nu Skin Enterprises

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' press releases are available online at www.nuskinenterprises.com.

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 beliefs, including, among other things, strategic initiatives. 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 (a) regulatory risks associated with the BioPhotonic Scanner, which could inhibit the use of the BioPhotonic Scanner if it is determined to be a medical device in any market and (b) any failure of current or planned initiatives or products, including the BioPhotonic Scanner, to generate interest among distributors and customers and generate sponsoring and selling activities on a sustained basis. The 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.