



## **FOR IMMEDIATE RELEASE**

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## **WORLD-RENOWNED SCIENTISTS COLLABORATE ON ANTI-AGING SOLUTIONS AT ANNUAL PHARMANEX SCIENTIFIC ADVISORY BOARD MEETING**

PROVO, Utah—Aug. 21, 2008—Prominent scientists on the Pharmanex Scientific Advisory Board at Nu Skin Enterprises discussed the latest anti-aging research at the recent annual meeting in Park City, Utah. The meeting included experts representing scientific thought leaders in nutrition, natural products chemistry, ethnopharmacology and microbiology, as well as many of Nu Skin's in-house scientists.

“Now, more than ever, people are looking for proven ways to slow the aging process and Nu Skin's research is at the forefront of this anti-aging discussion,” Joe Chang, Ph.D., chief scientific officer and executive vice president of product development for Nu Skin Enterprises, said. “The Pharmanex Scientific Advisory Board offers invaluable insight that will help advance Nu Skin's solutions for enjoying an active lifestyle at any age.”

arNOX, a free-radical generator discovered through a collaboration of Nu Skin and scientists at Purdue University, was the focal point of discussion during the meeting. The scientific advisory board members see arNOX inhibitor research as breakthrough science in anti-aging technology with broad application for the company's nutrition and skin care product portfolio.

### **About the Pharmanex Scientific Advisory Board**

The Pharmanex Scientific Advisory Board (SAB) of Nu Skin Enterprises is a research and development engine that is actively involved in cutting-edge clinical research to improve current products and influence future offerings. The Pharmanex SAB aids in providing valuable feedback for developing proprietary products with proven efficacy.

Members of the Pharmanex SAB include globally recognized experts such as Lester Packer, Ph.D., recent recipient of the Knight of the French National Order of Merit by the president of France, and Carl Djerassi, Ph.D., advisory board chairman and noted father of the birth control pill. Additional members of the board include Benjamin N. Chiang, M.D. (Taiwan); David Chang-Hung Chung, M.D. (Taiwan), D.Min; Feng-Lin Hsu, Ph.D.(Taiwan); Jae-Heon Kang, M.D. (Korea), Ph.D.; Koji Nakanishi, Ph.D.; Ho Cheol Shin, M.D., Ph.D.(Korea); Georges Halpern, M.D., Ph.D (Hong Kong).; Lester Mitscher, Ph.D.; Lars Bohlin, Ph.D. (Sweden); and Hildebert Wagner, Ph.D (Germany).

In addition to an industry advisory board, Nu Skin Enterprises employs a research and development department with more than 100 staff scientists. These scientists review published clinical and scientific studies to identify ingredients that may have health- and beauty-promoting properties, as well as contribute their own research findings to the academic literature. Original research is also coordinated with many noted scientists from around the world, representing several renowned research institutions.

### **The Company**

Nu Skin Enterprises, Inc. is a global direct selling company operating in 47 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.” More information is available at <http://www.nuskinenterprises.com>.

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