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**NU SKIN ENTERPRISES ACHIEVES 100 MILLION MEAL MILESTONE IN
CHILD HUNGER RELIEF EFFORT**

*Nourish the Children™ Initiative Proves an Effective Model
for Sustained Food Donations*

PROVO, Utah — Nov. 26, 2007 — Nu Skin Enterprises today announced it has surpassed the milestone of donating 100 million meals to malnourished and hungry children around the world. Nu Skin Enterprises distributors, customers and employees, along with the company, donate nutrient-dense VitaMeal through the Nourish the Children initiative the company introduced in June 2002.

“I am very proud of the individual sacrifice and generosity that have accomplished this tremendous good,” said Steve Lund, vice chairman of Nu Skin Enterprises board of directors and executive director of Nourish the Children. “We look forward to providing the next 100 million meals that will make a difference for precious children around the world.”

To celebrate this significant milestone, Nu Skin Enterprises matched all VitaMeal donations made worldwide on Nov. 16. Other activities include employee service projects at Community Action Food Bank, a “banner of hope” on the corporate office high rise in Provo, a VitaMeal Cook-off with participation from local chefs and a Nourish the Children Ambassador reception. The activities are designed to celebrate the accomplishment, express gratitude to donors and look forward to doing more.

“It is miraculous what has been accomplished so far, but we haven’t helped very much compared to what we are going to do in the future,” said Blake Roney, chairman, Nu Skin Enterprises.

Nourish the Children

Every six seconds a child dies of malnutrition. To help address this desperate situation, Nu Skin Enterprises has developed nutrient-dense VitaMeal™ and the Nourish the Children initiative. Nourish the Children facilitates ongoing VitaMeal donations and distribution by uniting the company’s global distributor network of 800,000 entrepreneurs with a humanitarian cause. As of November, more than 100 million servings of VitaMeal have been purchased and donated by Nu Skin Enterprises distributors, customers and employees, and matched by the company on a one-to-eight basis. The purchased meals are then donated to reputable humanitarian agencies, such as Feed The Children®. Partnering agencies distribute VitaMeal to the world’s needy children at no additional cost.

Nourish the Children is in direct correlation with Nu Skin Enterprises’ mission to be a force for good in the world—particularly in the lives of children. The company’s initiative was awarded in 2007 with a prestigious “Stevie” from the American Business Awards in the category of Best Corporate Social Responsibility Program. The Nourish the Children Advisory Board is chaired by Lee Iacocca, former chairman of Chrysler Corporation. More information is available at www.nourishthechildren.com.

The Company

Nu Skin Enterprises, Inc. is a global direct selling company operating in more than 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 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 www.nuskinenterprises.com.