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PHARMANEX STUDY CORRELATES SKIN CAROTENOIDS TO OVERALL ANTIOXIDANT HEALTH

Research Presented at 15th International Symposium on Carotenoids

PROVO, Utah—Aug. 5, 2008—Scientists from Nu Skin Enterprises, Inc. (NYSE:NUS), presented results and consistency of findings from two large studies at the 15th International Symposium on Carotenoids in Okinawa, Japan. The research concludes that skin carotenoid levels measured with the Pharmanex® BioPhotonic Scanner correlate with, and are a good indication of, the body's overall antioxidant defense system. Carotenoids are pigments that are primarily found in fruits and vegetables and have been the focus of intense research to determine their importance in human health.

“The Pharmanex studies demonstrate that we are accurately measuring something meaningful with the Skin Carotenoid Score from the Pharmanex BioPhotonic Scanner,” said Joe Chang, Ph.D., chief scientific officer and executive vice president of product development at Nu Skin Enterprises. “The conclusions reached from this study are another validation of the ability of the Pharmanex BioPhotonic Scanner to accurately depict an individual's overall antioxidant defense system.”

Skin Carotenoids Correlate with Overall Antioxidant Status

An important finding from the Pharmanex study was a positive correlation between a person's carotenoid antioxidants, such as beta-carotene, lutein and lycopene, and levels of other important non-carotenoid antioxidants, such as vitamins C and E. The research concludes that skin carotenoid levels are a good marker for an individual's overall antioxidant status. Antioxidants are known to

counter free radical damage resulting from a variety of sources, including exposure to pollution, cigarette smoke and sunlight, and being overweight.

Higher Antioxidant Levels Show Reduced Oxidative Damage

By measuring a biomarker of oxidative stress (urinary F₂-Isoprostranes), study authors were able to demonstrate that higher skin carotenoid levels are associated with lower levels of oxidative damage. This suggests that a healthy antioxidant system offers greater protection from oxidative stress and can therefore promote better nutritional health.

BioPhotonic Scanner Measurements Correlate with Industry “Gold Standard”

Finally, skin carotenoids measured quickly and painlessly with the non-invasive Pharmanex BioPhotonic Scanner using Raman Spectroscopy were shown to be positively correlated with serum carotenoid levels measured by the conventional method of high performance liquid chromatography (HPLC), which typically requires a blood draw and specialized analytical equipment.

“HPLC is the gold standard of carotenoid measurement, yet we’ve effectively shown that a non-invasive two-minute measurement with the Pharmanex BioPhotonic Scanner is just as accurate,” said Mark Bartlett, Ph.D., vice president of Pharmanex global research and development at Nu Skin Enterprises. “The BioPhotonic Scanner is an innovative business tool our distributors can use to definitively demonstrate that Pharmanex nutritional products make a difference for their customer’s carotenoid status and potentially their overall antioxidant health.”

Steve Wood, Ph.D., R.D., Pharmanex senior scientist at Nu Skin Enterprises, presented the research that was conducted in collaboration with scientists at several universities.

About the Pharmanex BioPhotonic Scanner

More than 8 million people worldwide have been scanned during the past six years with the Pharmanex BioPhotonic Scanner and are empowered to develop a personalized antioxidant defense strategy with an individual Skin Carotenoid Score (SCS). SCS-certified products Lifepak[®] nano and g3 are sold by Nu Skin distributors with a money-back guarantee. Utilizing non-invasive Raman Spectroscopy, the Pharmanex BioPhotonic Scanner is a unique tool that can very effectively demonstrate the bioavailability of carotenoid-containing supplements. Nu Skin Enterprises is the

exclusive owner of the patented Pharmanex BioPhotonic Scanner technology and received the 2005 American Business Award for the Most Innovative Company in recognition of the scanner.

About the International Symposium on Carotenoids

The 15th International Symposium on Carotenoids was held June 22-27 in Okinawa, Japan. The International Symposium was founded in 1966 and every three years scientists gather for critical presentations and discussions in the fields of carotenoid research, such as organic and biological chemistry, physics, medical science, biology and industrial application. Recent interest in carotenoids as essential nutrients has diversified carotenoid research into new areas, especially nutrition and medicine. The International Carotenoid Society exists to provide support and encourage all areas of carotenoid science.

About Pharmanex Products

Pharmanex, the science-based nutritional supplement brand of Nu Skin Enterprises, helps people build healthier, more productive lives by providing safe and effective supplements. With more than 100 full-time scientists employing the 6S Quality Process at three international research centers, Pharmanex has grown to be a global leader in the nutritional supplement industry. Superior nutritional products, solutions products and weight management products are available worldwide. For more information, select your market at <http://www.pharmanex.com>.

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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