



Nu Skin Enterprises Expands To Peru

February 26, 2019

PROVO, Utah, Feb. 26, 2019 /PRNewswire/ -- Nu Skin Enterprises, Inc. today announced plans to open in Peru, expanding the company's presence in Latin America. Peru will begin operations on March 7, 2019, with a grand opening event in Lima, Peru.



"Nu Skin's business in Latin America has seen incredible growth over the past year as our products and business opportunity continue to improve lives throughout the region," said Tyler Whitehead, West Region president. "Peru is a well-established market for direct selling, and we have seen great anticipation from potential customers and sales leaders there. We are committed to investing in Peru as a new market and are confident in a successful future."

Nu Skin will offer a selection of its most popular personal care products at launch with plans to introduce additional products over the coming months. A list of the innovative Nu Skin products available in Peru at launch and information on the grand opening can be found at https://www.nuskin.com/content/nuskin/en_US/products/peru.html.

"For 35 years, Nu Skin has grown around the world by providing customers innovative products deeply rooted in science and technology and building a strong partnership with our sales leaders to help them succeed with a rewarding business opportunity. Providing our empowering products and opportunity to the people of Peru is the latest milestone in our growth initiatives and an exciting new chapter of Nu Skin's global operations," adds Ryan Napierski, president.

About Nu Skin Enterprises, Inc.

Founded more than 30 years ago, Nu Skin Enterprises, Inc. develops and distributes innovative consumer products, offering a comprehensive line of premium-quality beauty and wellness solutions. The company builds upon its scientific expertise in both skin care and nutrition to continually develop innovative product brands that include the Nu Skin® personal care brand, the Pharmanex® nutrition brand, and most recently, the ageLOC® anti-aging brand. The ageLOC brand has generated a loyal following for such products as the ageLOC LumiSpa skin cleansing and treatment device, ageLOC Youth nutritional supplement, the ageLOC Me® customized skin care system, as well as the ageLOC TR90® weight management and body shaping system. Nu Skin sells its products through a global network of sales leaders in Asia, the Americas, Europe, Africa and the Pacific. As a long-standing member of direct selling associations globally, Nu Skin is committed to the industry's consumer guidelines that protect and support those who sell and purchase its products through the direct selling channel. Nu Skin is also traded on the New York Stock Exchange under the symbol "NUS." More information is available at [nuskin.com](https://www.nuskin.com).

Please Note: This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that represent the company's current expectations and beliefs. All statements other than statements of historical fact are "forward-looking statements" for purposes of federal and state securities laws and include, but are not limited to, statements of management's expectations regarding the Peru market and our business and product introductions in that market; statements of belief; and statements of assumptions underlying any of the foregoing. In some cases, you can identify these statements by forward-looking words such as "believe," "expect," "project," "anticipate," "estimate," "intend," "plan," "targets," "likely," "will," "would," "could," "may," "might," the negative of these words and other similar words.

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, the following:

- *competitive pressures in Peru, or changes in operations or future financial results from those currently anticipated;*
- *adverse publicity related to the company's business, products, industry or any legal actions or complaints by the company's sales force or others;*
- *any failure of current or planned initiatives or products to generate interest among the company's sales force and customers and generate sponsoring and selling activities on a sustained basis;*
- *regulatory risks associated with the company's products, which could require the company to modify its claims or inhibit the company's ability to import or continue selling a product in a market if it is determined to be a medical device or if it is unable to register the product in a timely manner under applicable regulatory requirements; and*
- *unpredictable economic conditions and events globally.*

The company's financial performance and 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. The forward-looking statements set forth the company's beliefs as of the date that such information was first provided and the company assumes no duty to update the forward-looking statements contained in this release to reflect any change except as required by law.

 View original content to download multimedia: <http://www.prnewswire.com/news-releases/nu-skin-enterprises-expands-to-peru-300802529.html>

SOURCE Nu Skin Enterprises, Inc.

Nu Skin Media: media@nuskin.com, (801) 345-6397, Investors: investorrelations@nuskin.com, (801) 345-3577