



Nu Skin Announces Launch Of Epoch Essential Oils

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Company brings global presence and scientific approach to growing category

PROVO, Utah, March 3, 2015 /PRNewswire/ -- Nu Skin Enterprises, Inc. (NYSE: NUS) today announced the upcoming introduction of Epoch[®] Essential Oils in the United States, Canada and Latin America. Nu Skin also plans to introduce essential oils in China and Europe later this year. The essential oils can be used topically or aromatically to provide a variety of sensory and wellness experiences and benefits.

"The essential oils category is growing rapidly, and our sales leaders are enthusiastic for the upcoming launch," said Truman Hunt, chief executive officer. "Given our global footprint, we believe we are ideally positioned to quickly grow market share as we launch specialized essential oils into many of our international markets. We look to differentiate ourselves in this marketplace by applying Nu Skin scientific rigor to this category."

Initially, Epoch Essential Oils will be available in three single oils – lavender, lemon and peppermint – and five oil blends. Each one is uniquely designed to provide a variety of benefits including mental alertness, relaxation and mood elevation. As part of Nu Skin's Epoch brand, the new essential oils line includes blends formulated with scientific insights from ethnobotany and features natural ingredients used throughout history.

"Indigenous cultures have long known the value of botanical substances and have used them for their healthful benefits," said Joseph Chang, Ph.D., chief scientific officer. "Nu Skin has partnered with one of the world's leading ethnobotanists to bring this knowledge to our modern lifestyle."

As part of Nu Skin's philanthropic efforts, the company intends to donate \$0.25 from each sale of Epoch Essential Oils to the Nu Skin Force for Good Foundation, which helps improve the lives of children by offering hope for a life free from disease, illiteracy and poverty.

The first Epoch Essential Oils package will be available in the Americas Region beginning April 9 and will feature all eight of the oils, as well as a diffuser, a mini diffuser and topical blending oil. Individual products will be available for sale in July. For more information, please visit nuskinusa.com.

About Nu Skin Enterprises, Inc.

Nu Skin Enterprises, Inc. demonstrates its tradition of innovation through its comprehensive anti-aging product portfolio, independent business opportunity and corporate social responsibility initiatives. The company's scientific leadership in both skin care and nutrition has established Nu Skin as a premier anti-aging company. The company's anti-aging products feature the new ageLOC[®] line of products including ageLOC[®] Tru Face[®] Essence Ultra firming serum, the ageLOC[®] TR90[®] weight management and body shaping system, ageLOC[®] R² nutritional supplement, and ageLOC[®] Transformation daily skin care system. A global direct selling company, Nu Skin operates in 53 markets worldwide and is traded on the New York Stock Exchange under the symbol "NUS." More information is available at <http://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 company's essential oil products, including the introduction of such products and the products' benefits; statements of management's expectations regarding the market size of the essential oil product category and the company's share of such 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:

- any failure of current or planned initiatives or products to generate interest among our sales force and customers and generate sponsoring and selling activities on a sustained basis;
- risks related to accurately predicting, manufacturing, delivering or maintaining sufficient quantities of products to support our planned initiatives or launch strategies, and increased risk of inventory write-offs if we over-forecast demand for a product or change our planned initiatives or launch strategies;
- 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 unable to register the product in a timely manner under applicable regulatory requirements;
- adverse publicity related to the company's business, products, industry or any legal actions or complaints by the company's sales force or others; and
- continued competitive pressures in the company's markets.

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.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/nu-skin-announces-launch-of-epoch-essential-oils-in-its-america-region-300044331.html>

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