



Nu Skin Enterprises Receives Direct Selling Authorization For Additional City In Mainland China

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PROVO, Utah, March 16, 2015 /PRNewswire/ -- Nu Skin Enterprises, Inc. (NYSE:NUS) today announced it has received approval from China's Ministry of Commerce for the company to commence direct selling activities in Shaoxing City in Zhejiang Province. Nu Skin is now licensed in 30 cities in 19 provinces and municipalities. The licensing process included a review of the company's operations. According to the Shaoxing City government, the city's population was more than 6 million in 2013.



"We believe the government's approval of our application is a reflection of our ongoing commitment to work cooperatively with China to ensure healthy, long-term growth of our business," said Truman Hunt, president and chief executive officer. "We believe in the potential of China's large and growing market and look forward to expanding our footprint in the country."

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 China market and our business 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:

- changes in operations or future financial results from those currently anticipated;
- any inability to secure necessary government approvals or licenses for future expansion or changes; and
- risk that media and regulatory scrutiny and investigations in China, and any actions taken by the company or by regulators, could cause unanticipated complications or other difficulties, could make it more difficult to forecast results for future periods, and could negatively impact the company's revenue, sales force and business in this market, including the interruption of sales activities, loss of licenses, the imposition of fines, and any other adverse actions or events.

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.

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SOURCE Nu Skin Enterprises, Inc.

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