



Nu Skin Enterprises Announces New Greater China Leadership

June 16, 2016

PROVO, Utah—June 15, 2016—As part of the company's Greater China regional convention in Hong Kong, Nu Skin Enterprises, Inc. today announced the appointment of Andrew Fan as chairman of Nu Skin China and strategic adviser to the company's new global opportunity innovation team. Charlene Chiang will assume the role of president of the company's Greater China region.

The regional convention will host approximately 20,000 sales leaders and customers from Mainland China, Taiwan, Hong Kong and Macau. At the convention, sales leaders will build on the momentum created by new ageLOC® products, celebrate the success of top sales leaders in the region and discuss plans for future growth and success.

"We are pleased with the momentum that has built around this convention," said Truman Hunt, chief executive officer. "In the weeks leading up to the event, we executed a very successful introduction of our innovative ageLOC Me skin care system and sold out of a limited inventory in China.

"In addition, we are grateful for the leadership that has been provided in the region by Andrew and are confident that Charlene and her Greater China leadership team will continue to lead our business forward."

Fan has worked with Nu Skin since 1991 and has been instrumental in the company's growth in Greater China and throughout Asia. Prior to his assignment as regional president of Greater China, Fan served as president of the company's Southeast Asia region. Fan graduated with a bachelor's degree from the City University of Hong Kong in 1988, was honored with the university's first Distinguished Alumni Award and as an honorary fellow, and currently serves as a member of the executive committee of the governing council of the university.

Chiang began her career with Nu Skin in 1993 and has extensive experience in Nu Skin management, previously serving in a number of positions in Greater China and Southeast Asia, including president of Nu Skin Taiwan and regional vice president of sales and operations for Greater China. Prior to joining Nu Skin, she worked at a leading advertising agency. She received her bachelor's degree in Japanese from Fu Jen Catholic University and a master of business administration degree from the joint EMBA program of National Taiwan University and Fudan University.

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 in more than 50 markets worldwide. 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. Since its introduction in 2008, the ageLOC brand has generated more than \$5 billion in sales, and built a loyal following for such products as the 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. 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. More information is available at nuskin.com.

Please Note: This 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 regional convention and regarding the company's management and business in Greater China. In some cases, you can identify these statements by forward-looking words such as "will," "believe," "expect," "project," "anticipate," "estimate," "intend," "plan," "likely," "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, continued competitive pressures in our markets; 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; and the risk that direct selling laws and regulations in any of our markets, including China, may be modified, interpreted or enforced in a manner that results in negative changes to our business model or negatively impacts our revenue, sales force or business, including through the interruption of sales activities, loss of licenses, imposition of fines, or 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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