



Nu Skin Adds New Member To Its Board Of Directors

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New Director Brings Expertise in China Growth Strategies

PROVO, Utah, Aug. 4, 2016 /PRNewswire/ -- Nu Skin Enterprises, Inc. (NYSE: NUS) today announced the addition of Simon Shen, a representative of the Ping An ZQ China Growth Limited investment group, to Nu Skin's board of directors. Shen has spent his career working in Asian capital markets with extensive experience and a strong network in mainland China.

"We are excited for Simon to join our board as he brings valuable expertise in helping global companies realize their growth potential in China," said Steven J. Lund, executive chairman of the board. "Simon shares our excitement for the long-term prospects for Nu Skin globally, and particularly in China."

Shen is the founding member of ZQ Capital Limited, an investment and advisory company with extensive relationships and local knowledge of China. Previously, he was managing director at Barclays Asia Investment Banking division and was in charge of its China Financial Institutions Business. He also spent six years with Goldman Sachs as an investment banker in its New York and Hong Kong offices. Shen has a B.A. in mathematics and economics from Wesleyan 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 under the symbol "NUS." More information is available at nuskin.com.

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SOURCE Nu Skin Enterprises, Inc.

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