



## Dr. Joseph Chang Launches Update to Bestselling Book "The Aging Myth" With 15 More Years of Breakthrough Research on Cellular Wellness

February 6, 2026

*The updated edition of the New York Times bestseller from the chair of the Nu Skin Scientific Advisory Board reveals latest science behind measurable biology and evidence-based longevity*

PROVO, Utah--(BUSINESS WIRE)--Feb. 6, 2026-- Nu Skin Enterprises Inc. (NYSE: NUS) today announced the relaunch of "The Aging Myth: Unlocking the Mysteries of Looking and Feeling Young," the updated edition of the bestselling book from Dr. Joseph Chang, chair of Nu Skin's Scientific Advisory Board. The relaunch marks a significant milestone in the evolution of evidence-based beauty and wellness, bringing together decades of research that underpin Nu Skin's science-led innovations — from ageLOC® technology to the company's intelligent beauty and wellness platform centered on [Prysm iO™](#).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260206515806/en/>



Dr. Joseph Chang of Nu Skin with his relaunched bestselling book, *The Aging Myth*. Many of the discoveries in his new book were instrumental in the development of the Prysm iO intelligent wellness platform.

Originally published in 2011, "The Aging Myth" challenged conventional wisdom by proving that aging isn't about genetic destiny, but about how our genes function. It helps readers understand the science behind their healthspan, or the number of healthy years they live. As people live longer, the concept of wellness is becoming focused on the quality of health during those years. The book quickly became a hit, reaching #2 on The New York Times Best Seller List in its first week and securing the #1 spot at Barnes & Noble, and top rankings on Amazon, Borders and The Wall Street Journal best seller lists.

"The fundamental premise remains unchanged: we are not prisoners of our genetics," said Dr. Chang. "However, the science of aging has evolved tremendously since 2011. This updated edition reflects over 15 years of additional research that continues to validate our core message: aging is biology in motion, and biology can be influenced. When wellness becomes measurable, it transforms from rhetoric into science."

The new edition builds on the original by featuring expanded chapters on cellular resilience, oxidative stress management and the role of measurable biomarkers in health optimization. The updated content addresses how modern technology enables individuals to move beyond subjective feelings about health to objective, measurable insights about their biological age and cellular function. Dr. Chang draws from his experience guiding Nu Skin's quarter-century commitment to evidence-driven wellness research, including breakthrough technologies like the Prysm iO intelligent wellness platform, a non-invasive skin carotenoid measurement device, which provides intelligent insights into an individual's nutritional health.

"For years, Dr. Chang's work has guided Nu Skin's commitment to evidence-based innovation," said Ryan Napierski, president and CEO. "What makes this relaunch so timely is how closely the research aligns with where Nu Skin is today as we work toward our vision to become the world's leading intelligent beauty and wellness platform. This updated edition shows how the concepts introduced more than a decade ago have matured into a fully realized ecosystem — one where intelligent devices, targeted nutrition and personalized insights work together to support healthier aging. We believe this book provides the scientific foundation for the next decade of intelligent beauty and wellness."

The digital edition of "The Aging Myth" is available through [Amazon Kindle](#) and other major online book retailers beginning today for \$9.99.

### About The Author

Joseph Y. Chang, Ph.D., was appointed chair of the Nu Skin Scientific Advisory Board in 2024. Prior to that, he served as Nu Skin's chief scientific officer and executive vice president of product development for 18 years. A prolific author, Dr. Chang has published numerous articles, reviews and books on pharmacological research, including the New York Times best seller, *The Aging Myth*. With over 35 years of experience in the pharmaceutical and dietary supplement industries, Joe enjoys a comprehensive knowledge of both industries. Prior to the acquisition of Pharmanex by Nu Skin Enterprises in 1998, he served as the vice president of clinical studies and pharmacology at Pharmanex.

He has also held various research management positions at Wyeth-Ayerst, Rhone Poulenc Rorer and other biotechnology companies, where he was involved in researching natural products for arthritis and immunosuppressive treatment. He received a B.S. degree from Portsmouth University and a Ph.D. from the University of London.

### About Nu Skin Enterprises Inc.

The Nu Skin Enterprises Inc. (NYSE: NUS) family of companies includes Nu Skin and Rhyz Inc. [Nu Skin](#) is an intelligent beauty and wellness company, powered by a dynamic affiliate opportunity platform, which operates in nearly 50 markets worldwide. Backed by more than 40 years of scientific research, the company's products help people look, feel and live their best with brands including Nu Skin® personal care, Pharmanex® nutrition and ageLOC® anti-aging, which includes an award-winning line of beauty and wellness device systems. Formed in 2018, Rhyz is a synergistic ecosystem of consumer, technology and manufacturing companies focused on innovation within the beauty, wellness and lifestyle categories.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20260206515806/en/): <https://www.businesswire.com/news/home/20260206515806/en/>

Media: [media@nuskin.com](mailto:media@nuskin.com), (801) 345-6397

Investors: [investorrelations@nuskin.com](mailto:investorrelations@nuskin.com), (801) 345-3577

Source: Nu Skin Enterprises Inc.