



Nu Skin Enterprises Announces Dividend Increase

March 3, 2014

PROVO, Utah, March 3, 2014 /PRNewswire/ -- Nu Skin Enterprises, Inc. (NYSE: NUS) today announced its board of directors has declared a 15 percent increase in its quarterly cash dividend to \$0.345 per share, compared to the previous dividend of \$0.30 per share. The dividend will be paid on March 26, 2014 to stockholders of record on March 14, 2014. The increase would move the company's annual dividend to \$1.38 per share, subject to regular quarterly determination by the Board of Directors, compared to \$1.20 per share for 2013.

"We have generated record results for the past several years and remain committed to returning capital to shareholders," said Truman Hunt, president and chief executive officer.

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 portfolio features the new ageLOC line of products including 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 regarding the company's current expectations regarding the amount and timing of future dividend payments. 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 risk that any negative changes in the company's net earnings, financial condition, cash requirements, future prospects or other factors deemed relevant by the company's board of directors could cause the company to reduce or discontinue the payment of currently planned quarterly dividends. 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 to reflect any change except as required by law.

SOURCE Nu Skin Enterprises, Inc.

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