



Nu Skin Enterprises Declares Quarterly Dividend Of \$0.345

November 5, 2014

PROVO, Utah, Nov. 5, 2014 /PRNewswire/ -- Nu Skin Enterprises, Inc. (NYSE: NUS) today announced its board of directors has declared a quarterly dividend of \$0.345 per share, which will be paid on Dec. 3, 2014, to stockholders of record on Nov. 21, 2014.

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>.

SOURCE Nu Skin Enterprises, Inc.

Investors, Scott Pond, 801-345-2657, spond@nuskin.com; Media, Kara Schneck, 801-345-2116, kschneck@nuskin.com