



Nu Skin Enterprises Announces Dividend Increase

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PROVO, Utah, Feb. 11, 2016 /PRNewswire/ -- Nu Skin Enterprises, Inc. (NYSE: NUS) today announced its board of directors has increased the quarterly cash dividend to \$0.355 from the previous dividend of \$0.35 per share. The quarterly dividend will be paid on March 16, 2016, to stockholders of record on Feb. 26, 2016.

"This marks the 15th year of raising our dividend, demonstrating our commitment to creating shareholder value," said Truman Hunt, president and chief executive officer.

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 54 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, and 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 protective guidelines that support and protect 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 <http://www.nuskin.com>.

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SOURCE Nu Skin Enterprises, Inc.

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