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## **NU SKIN SCIENTISTS CORRELATE THE APPEARANCE OF AGING WITH arNOX FREE RADICAL GENERATOR**

### **Study Subjects with Decreased Enzyme Activity Appear Years Younger**

PROVO, Utah—Oct. 13, 2008—Scientists from Nu Skin Enterprises Inc. (NYSE:NUS) presented the results of a breakthrough study at the 25<sup>th</sup> International Federation of Societies of Cosmetic Chemists Congress (IFSCC) in Barcelona revealing a correlation between levels of a newly identified age-related enzyme, arNOX, and a person’s appearance. The study, conducted at Stanford University, demonstrated that women with higher activity levels of arNOX appeared an average of seven years older than their chronological age, while women with decreased activity levels of the enzyme appeared to be seven years younger than their actual age, on average.

“Demonstrating arNOX as a source of certain visible signs of aging validates our strategic focus of attacking the sources of aging,” said Joe Chang, Ph.D., chief scientific officer at Nu Skin. “Merely repairing damage to the skin from environmental and mechanical stresses is no longer sufficient for savvy consumers.”

“The ground-breaking conclusions in this research, combined with trends of an aging demographic, lead us to believe that there is sizable market potential for a product that inhibits arNOX activity, and thus slows the appearance of certain signs of aging,” said Ashok Pahwa, chief marketing officer at Nu Skin.

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“Additionally, the lines between personal care and nutrition are blurring,” continued Pahwa. “Savvy consumers are increasingly aware of the link between nutrition and beauty, and industry analysts report that products to postpone aging will perhaps witness the strongest demand in upcoming years.”

Nu Skin currently holds patents and exclusive patent rights to arNOX inhibitors and plans to commercialize the scientific advances under its new product platform branded as ageLOC. The first topical ageLOC application will be launched later this month. Because the arNOX enzyme is present throughout the body, not just in the epidermis, the company is also conducting additional studies to better understand the broader applications of ageLOC technology in nutritional supplementation.

Authors of the study presented at IFSCC are Dale Kern, senior scientist at Nu Skin, and Helen Knaggs, Ph.D., vice president of Nu Skin global research and development; Wingfield Rehmus, M.D., clinical assistant professor in the Department of Dermatology at Stanford School of Medicine; Dorothy Morr , PhD, professor of foods and nutrition, Purdue University; and D. James Morr , PhD, Dow distinguished professor of medicinal chemistry, Purdue University.

### **About arNOX**

The arNOX enzyme is one in a class of newly-identified ECTO-NOX (external NADH oxidase or ENOX) proteins that are located on external cell membranes. ECTO-NOX proteins become increasingly active to generate additional metabolic energy as cell mitochondria age and produce less energy. arNOX has been identified in all cells tested, including serum and saliva and the dermis and epidermis. Its unique property is that it generates superoxide at the cell surface that is capable of damaging adjacent cells, lipoproteins, and other structural components of the skin’s extracellular matrix, such as collagen and elastin. Other NOX categories include tumor-NOX, viral-NOX and constitutive, or normal, NOX. Nu Skin has funded ENOX research by the Morr s since 1999.

### **About IFSCC**

The International Federation of the Societies of Cosmetic Chemists (IFSCC) is a worldwide federation dedicated to international cooperation in cosmetic science and technology. Today, 45 countries have met the high standards of scientific and educational qualifications of the IFSCC and, as members, support the organization’s aims and programs. The number of individual members in the Federation now exceeds 14,000. The IFSCC Congress is held every two years and attracts 1,500 or

more delegates. It is consistently one of the most popular international meetings in the cosmetic industry.

### **The Company**

Nu Skin Enterprises, Inc. is a global direct selling company operating in more than 47 markets throughout Asia, the Americas and Europe. The company markets premium-quality personal care products under the Nu Skin<sup>®</sup> brand, science-based nutritional supplements under the Pharmanex<sup>®</sup> brand, and technology-based products and services under the Big Planet<sup>®</sup> brand. Nu Skin Enterprises is traded on the New York Stock Exchange under the symbol "NUS." More information is available at <http://www.nuskinenterprises.com>.

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