

NU SKIN ENTERPRISES ANNOUNCES NEW GREATER CHINA LEADERSHIP AT REGIONAL CONVENTION

PROVO, Utah—June 15, 2016—As part of the company’s Greater China regional convention in Hong Kong, Nu Skin Enterprises, Inc. today announced the appointment of Andrew Fan as chairman of Nu Skin China and strategic adviser to the company’s new global opportunity innovation team. Charlene Chiang will assume the role of president of the company’s Greater China region.

The regional convention will host approximately 20,000 sales leaders and customers from Mainland China, Taiwan, Hong Kong and Macau. At the convention, sales leaders will build on the momentum created by new ageLOC® products, celebrate the success of top sales leaders in the region and discuss plans for future growth and success.

“We are pleased with the momentum that has built around this convention,” said Truman Hunt, chief executive officer. “In the weeks leading up to the event, we executed a very successful introduction of our innovative ageLOC Me skin care system and sold out of a limited inventory in China.

“In addition, we are grateful for the leadership that has been provided in the region by Andrew and are confident that Charlene and her Greater China leadership team will continue to lead our business forward.”

Fan has worked with Nu Skin since 1991 and has been instrumental in the company’s growth in Greater China and throughout Asia. Prior to his assignment as regional president of Greater China, Fan served as president of the company’s Southeast Asia region. Fan graduated with a bachelor’s degree from the City University of Hong Kong in 1988, was honored with the university’s first Distinguished Alumni Award and as an honorary fellow, and currently serves as a member of the executive committee of the governing council of the university.

Chiang began her career with Nu Skin in 1993 and has extensive experience in Nu Skin management, previously serving in a number of positions in Greater China and Southeast Asia, including president of Nu Skin Taiwan and regional vice president of sales and operations for Greater China. Prior to joining Nu Skin, she worked at a leading advertising agency. She received her bachelor’s degree in Japanese from Fu Jen Catholic University and a master of business administration degree from the joint EMBA program of National Taiwan University and Fudan University.

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 more than 50 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, as well as 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 guidelines that protect and support those who sell and purchase its products through the direct selling channel. Nu Skin is also traded on the New York Stock Exchange. More information is available at nuskin.com.