

NEW YORK, Jan. 15, 2014 /PRNewswire/ -- Pomerantz LLP is investigating claims on behalf of investors of Nu Skin Enterprises, Inc. ("Nu Skin" or the "Company") (NYSE: NUS). Such investors are advised to contact Robert S. Willoughby at rswilloughby@pomlaw.com or 888-476-6529, ext. 237.

The investigation concerns whether Nu Skin and certain of its officers and/or directors have violated Sections 10(b) and 20(a) of the Securities Exchange Act of 1934. On Wednesday, January 15, 2014, shares of Nu Skin fell sharply following a report from the Chinese newspaper *People's Daily*, alleging that Nu Skin's Chinese operations amount to a pyramid scheme and are in violation of the laws of the People's Republic of China ("PRC").

On this news, shares of Nu Skin fell \$25.84 per share to more than 18.05%, on intraday trading to a price of \$110.63 on January 15, 2014.

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