



Non-Profit Cosmetics Advocate says Nu Skin Lipstick has Twice as Much Lead, reports Fraud Discovery Institute

FDI lab tests from FDA registered, independent lab shows Nu Skin (NYSE: NUS) product

For Immediate Release

SAN DIEGO/EWORLDWIRE/June 4, 2008 --- On May 29, 2008, the Fraud Discovery Institute Inc. (FDI) (<http://www.frauddiscovery.net>) learned that Nu Skin's (NYSE: NUS) Nu Colour Replenishing Lipstick Amber Spice contained 1.12 ppm of lead in the tested sample.

To establish an objective baseline as to just what constitutes a high level of lead in lipstick, FDI compared the test results with those performed by Safecosmetics.org (<http://www.safecosmetics.org>). Safe Cosmetics.org is a non-profit organization dedicated to protecting the consumer from dangerous, lead-filled cosmetics. In October of 2007, the company released the results of a lead testing sampling of multiple lipstick products in a report titled, "A Poison Kiss: The Problem of Lead in Lipstick," which can be found at (<http://www.safecosmetics.org/docUploads/A%20Poison%20Kiss%2Epdf>).

In fact, the same lab used by Safecosmetics.org for this study is the lab FDI used and has been using to test various Herbalife (NYSE: HLF) products for lead content. After comparing the results of tests on Nu Skin's lipstick product with those of their previous study, Stacy Malkan, communications director for Safe Cosmetics.org stated that the lead in Nu Skin (lipstick) appears to be almost twice as high as the most lead-contaminated brand tested by SafeCosmetics.org.

"The FDA has no established lead law for lipstick, but I think that it is safe to assume that Nu Skin probably does not want the distinction of being the most lead-contaminated of lipsticks tested by the non-profit organization seeking to protect consumers from dangerous products," said Barry Minkow, co-founder of the Fraud Discovery Institute Inc. "Although our primary focus is Herbalife, we felt that the public needed to know about the potential dangers of high lead levels of products in which they would least expect to find them."

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