

NU SKIN ENTERPRISES INC  
Form 4  
August 13, 2008

**FORM 4**

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
HUNT M TRUMAN

2. Issuer Name and Ticker or Trading Symbol  
NU SKIN ENTERPRISES INC  
[NUS]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction  
(Month/Day/Year)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

C/O NU SKIN ENTERPRISES, INC., 75 WEST CENTER STREET

08/11/2008

President & CEO

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

PROVO, UT 84601

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  |                                | (A) or (D)  | Amount  |  |                                   |
|                                 |                                      |  | Code                           | V   | Amount  | (D)  | Price                             |
| Class A Common Stock            |                                      |  |                                |   | 151,462 <sup>(1)</sup>  | D  |                                   |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

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| 1. Title of Derivative Security (Instr. 3)          | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |                      |                         |
|---|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------|-------------------------|
|   |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                | Amount Number of Shares |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 20.875  |                                      |  |                                |   | <u>(3)</u>   | 10/20/2007  | Class A Common Stock | 19,000                  |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 13.91   |                                      |  |                                |   | <u>(3)</u>   | 08/21/2008  | Class A Common Stock | 18,000                  |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 12.94   |                                      |  |                                |   | <u>(3)</u>   | 08/31/2009  | Class A Common Stock | 40,000                  |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 6.56  |                                      |  |                                |   | <u>(3)</u>   | 08/31/2010  | Class A Common Stock | 35,000                  |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 8.2   |                                      |  |                                |   | <u>(3)</u>   | 02/28/2011  | Class A Common Stock | 17,500                  |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 6.85  |                                      |  |                                |   | <u>(3)</u>   | 08/31/2011  | Class A Common Stock | 17,500                  |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 8.99  |                                      |  |                                |   | <u>(3)</u>   | 03/01/2012  | Class A Common Stock | 17,500                  |
| Employee Stock                                      | \$ 12  |                                      |  |                                |   | <u>(3)</u>   | 09/03/2012  | Class A Common       | 17,500                  |

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|   |          |            |                       |            |                            |        |
|---|----------|------------|-----------------------|------------|----------------------------|--------|
| Option<br>(right to<br>buy) <u>(2)</u>                      |          |            |                       |            | Stock                      |        |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <u>(2)</u> | \$ 12.45 | <u>(3)</u> | 01/17/2013            |            | Class A<br>Common<br>Stock | 25,000 |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <u>(2)</u> | \$ 19.15 | <u>(3)</u> | 02/27/2014            |            | Class A<br>Common<br>Stock | 25,000 |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <u>(2)</u> | \$ 26.13 |            | 09/01/2005 <u>(4)</u> | 09/01/2014 | Class A<br>Common<br>Stock | 25,000 |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <u>(2)</u> | \$ 22.33 |            | 02/28/2006 <u>(4)</u> | 02/28/2015 | Class A<br>Common<br>Stock | 25,000 |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <u>(2)</u> | \$ 21.34 |            | 08/31/2006 <u>(4)</u> | 08/31/2015 | Class A<br>Common<br>Stock | 25,000 |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <u>(2)</u> | \$ 17.58 |            | 05/26/2007 <u>(4)</u> | 05/26/2013 | Class A<br>Common<br>Stock | 25,000 |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <u>(2)</u> | \$ 17.25 |            | 09/01/2007 <u>(4)</u> | 09/01/2013 | Class A<br>Common<br>Stock | 25,000 |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <u>(2)</u> | \$ 17.75 |            | 02/26/2008 <u>(4)</u> | 02/26/2014 | Class A<br>Common<br>Stock | 25,000 |
| Employee<br>Stock<br>Option                                 | \$ 16.5  |            | 09/04/2008 <u>(4)</u> | 09/04/2014 | Class A<br>Common<br>Stock | 25,000 |

(right to buy) (2)

Employee Stock

Option \$ 16.89

(right to buy) (2)

Employee Stock

Option \$ 17.03 08/11/2008

(right to buy)

02/28/2009<sup>(4)</sup> 02/28/2015 Class A Common Stock 25,0

08/11/2009<sup>(4)</sup> 08/11/2015 Class A Common Stock 50,0

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                 |       |
|--|---------------|-----------|-----------------|-------|
|  | Director      | 10% Owner | Officer         | Other |
| HUNT M TRUMAN<br>C/O NU SKIN ENTERPRISES, INC.<br>75 WEST CENTER STREET<br>PROVO, UT 84601 | X             |           | President & CEO |       |

## Signatures

D. Matthew Dorny as Attorney-in-Fact for M. Truman  
Hunt

08/13/2008

  Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Represents number of shares beneficially owned as of August 11, 2008.

(2) Previously Reported

(3) Currently exercisable in full.

(4) Becomes exercisable in four equal annual installments beginning on the date indicated.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.