

NU SKIN ENTERPRISES INC  
Form 4  
January 02, 2008

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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)  
12/28/2007

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

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

(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)  | Price   |  |                                   |       |
|                                 |                                      |  |                                | Code  | V   | Amount   | (D)                               | Price |
| Class A Common Stock            | 12/28/2007                           |  | G                              | 9,400   | D   | 151,462 <sup>(2)</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 or Number of Shares |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$ 20.875  |                                      |  |                                |   | <u>(4)</u>   | 10/20/2007  | Class A Common Stock | 19,000                     |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$ 13.91   |                                      |  |                                |   | <u>(4)</u>   | 08/21/2008  | Class A Common Stock | 18,000                     |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$ 12.94   |                                      |  |                                |   | <u>(4)</u>   | 08/31/2009  | Class A Common Stock | 40,000                     |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$ 6.56  |                                      |  |                                |   | <u>(4)</u>   | 08/31/2010  | Class A Common Stock | 35,000                     |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$ 8.2   |                                      |  |                                |   | <u>(4)</u>   | 02/28/2011  | Class A Common Stock | 17,500                     |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$ 6.85  |                                      |  |                                |   | <u>(4)</u>   | 08/31/2011  | Class A Common Stock | 17,500                     |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$ 8.99  |                                      |  |                                |   | <u>(4)</u>   | 03/01/2012  | Class A Common Stock | 17,500                     |

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|   |          |                           |            |                            |         |
|---|----------|---------------------------|------------|----------------------------|---------|
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(3)</sup> | \$ 12    | <u>(4)</u>                | 09/03/2012 | Class A<br>Common<br>Stock | 17,500  |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(3)</sup> | \$ 12.45 | <u>(4)</u>                | 01/17/2013 | Class A<br>Common<br>Stock | 250,000 |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(3)</sup> | \$ 19.15 | 02/27/2005 <sup>(5)</sup> | 02/27/2014 | Class A<br>Common<br>Stock | 25,000  |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(3)</sup> | \$ 26.13 | 09/01/2005 <sup>(5)</sup> | 09/01/2014 | Class A<br>Common<br>Stock | 25,000  |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(3)</sup> | \$ 22.33 | 02/28/2006 <sup>(5)</sup> | 02/28/2015 | Class A<br>Common<br>Stock | 25,000  |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(3)</sup> | \$ 21.34 | 08/31/2006 <sup>(5)</sup> | 08/31/2015 | Class A<br>Common<br>Stock | 25,000  |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(3)</sup> | \$ 17.58 | 05/26/2007 <sup>(5)</sup> | 05/26/2013 | Class A<br>Common<br>Stock | 25,000  |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(3)</sup> | \$ 17.25 | 09/01/2007 <sup>(5)</sup> | 09/01/2013 | Class A<br>Common<br>Stock | 25,000  |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(3)</sup> | \$ 17.75 | 02/26/2008 <sup>(5)</sup> | 02/26/2014 | Class A<br>Common<br>Stock | 25,000  |
|   | \$ 16.5  | 09/04/2008 <sup>(5)</sup> | 09/04/2014 |                            | 25,000  |

Employee  
Stock  
Option  
(right to  
buy) <sup>(3)</sup>

Class A  
Common  
Stock

## 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

01/02/2008

  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) Price not applicable.
- (2) Represents number of shares beneficially owned as of December 28, 2007.
- (3) Previously Reported
- (4) Currently exercisable in full.
- (5) 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.  
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