

NU SKIN ENTERPRISES INC

Form 4

August 13, 2008

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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

## OMB APPROVAL

OMB  
Number: 3235-0287  
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2005  
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(Print or Type Responses)

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

(Last) (First) (Middle)

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

(Street)

**PROVO, UT 84601**

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
**08/11/2008**

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
☒ Form filed by One Reporting Person  
☐ Form filed by More than One Reporting  
Person

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

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

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

**Persons who respond to the collection of  
information contained in this form are not  
required to respond unless the form  
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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<br>Derivative<br>Security<br>(Instr. 3)             | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D)<br>(Instr. 3, 4,<br>and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount<br>Underlying Securities<br>(Instr. 3 and 4) |                  |                    |                            |                            |
|-----------------------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|------------------------------------------------------------------|------------------|--------------------|----------------------------|----------------------------|
|                                                                 |                                                                       |                                         |                                                             | Code                                    | V                                                                                                            | (A)                                                            | (D)                                                              | Date Exercisable | Expiration<br>Date | Title                      | Amount<br>Number<br>Shares |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(2)</sup> | \$ 20.875                                                             |                                         |                                                             |                                         |                                                                                                              |                                                                |                                                                  | <u>(3)</u>       | 10/20/2007         | Class A<br>Common<br>Stock | 19,0                       |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(2)</sup> | \$ 13.91                                                              |                                         |                                                             |                                         |                                                                                                              |                                                                |                                                                  | <u>(3)</u>       | 08/21/2008         | Class A<br>Common<br>Stock | 18,0                       |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(2)</sup> | \$ 12.94                                                              |                                         |                                                             |                                         |                                                                                                              |                                                                |                                                                  | <u>(3)</u>       | 08/31/2009         | Class A<br>Common<br>Stock | 40,0                       |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(2)</sup> | \$ 6.56                                                               |                                         |                                                             |                                         |                                                                                                              |                                                                |                                                                  | <u>(3)</u>       | 08/31/2010         | Class A<br>Common<br>Stock | 35,0                       |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(2)</sup> | \$ 8.2                                                                |                                         |                                                             |                                         |                                                                                                              |                                                                |                                                                  | <u>(3)</u>       | 02/28/2011         | Class A<br>Common<br>Stock | 17,5                       |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(2)</sup> | \$ 6.85                                                               |                                         |                                                             |                                         |                                                                                                              |                                                                |                                                                  | <u>(3)</u>       | 08/31/2011         | Class A<br>Common<br>Stock | 17,5                       |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(2)</sup> | \$ 8.99                                                               |                                         |                                                             |                                         |                                                                                                              |                                                                |                                                                  | <u>(3)</u>       | 03/01/2012         | Class A<br>Common<br>Stock | 17,5                       |
| Employee<br>Stock                                               | \$ 12                                                                 |                                         |                                                             |                                         |                                                                                                              |                                                                |                                                                  | <u>(3)</u>       | 09/03/2012         | Class A<br>Common          | 17,5                       |

|                                                             |          |                       |            |                            |       |  |
|-------------------------------------------------------------|----------|-----------------------|------------|----------------------------|-------|--|
| 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 | 250,  |  |
| 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 | 25,0  |  |
| 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 | 25,0  |  |
| 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 | 25,0  |  |
| 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 | 25,0  |  |
| 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 | 25,0  |  |
| 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 | 25,0  |  |
| 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 | 25,0  |  |
| Employee<br>Stock<br>Option                                 | \$ 16.5  | 09/04/2008 <u>(4)</u> | 09/04/2014 | Class A<br>Common<br>Stock | 25,0  |  |

(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.

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