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

(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)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
_X_ 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 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 Indirect Beneficial Ownership (Instr. 4) |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Class A Common Stock | | | | | | | | 151,462 (1) | 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 displays a currently valid OMB control number.**

SEC 1474 (9-02)

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

| 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 Underlying Securiti (Instr. 3 and 4) | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amou Numb Shares |
| Employee Stock Option (right to buy) (2) | $ 20.875 | | | | | | | (3) | 10/20/2007 | Class A Common Stock | 19,0 |
| Employee Stock Option (right to buy) (2) | $ 13.91 | | | | | | | (3) | 08/21/2008 | Class A Common Stock | 18,0 |
| Employee Stock Option (right to buy) (2) | $ 12.94 | | | | | | | (3) | 08/31/2009 | Class A Common Stock | 40,0 |
| Employee Stock Option (right to buy) (2) | $ 6.56 | | | | | | | (3) | 08/31/2010 | Class A Common Stock | 35,0 |
| Employee Stock Option (right to buy) (2) | $ 8.2 | | | | | | | (3) | 02/28/2011 | Class A Common Stock | 17,5 |
| Employee Stock Option (right to buy) (2) | $ 6.85 | | | | | | | (3) | 08/31/2011 | Class A Common Stock | 17,5 |
| Employee Stock Option (right to buy) (2) | $ 8.99 | | | | | | | (3) | 03/01/2012 | Class A Common Stock | 17,5 |
| Employee Stock | $ 12 | | | | | | | (3) | 09/03/2012 | Class A Common | 17,5 |

| | | | | | |
|---|---|---|---|---|---|
| Option (right to buy) [2] | | | | Stock | |
| Employee Stock Option (right to buy) [2] | $ 12.45 | [3] | 01/17/2013 | Class A Common Stock | 250, |
| Employee Stock Option (right to buy) [2] | $ 19.15 | [3] | 02/27/2014 | Class A Common Stock | 25,0 |
| Employee Stock Option (right to buy) [2] | $ 26.13 | 09/01/2005 [4] | 09/01/2014 | Class A Common Stock | 25,0 |
| Employee Stock Option (right to buy) [2] | $ 22.33 | 02/28/2006 [4] | 02/28/2015 | Class A Common Stock | 25,0 |
| Employee Stock Option (right to buy) [2] | $ 21.34 | 08/31/2006 [4] | 08/31/2015 | Class A Common Stock | 25,0 |
| Employee Stock Option (right to buy) [2] | $ 17.58 | 05/26/2007 [4] | 05/26/2013 | Class A Common Stock | 25,0 |
| Employee Stock Option (right to buy) [2] | $ 17.25 | 09/01/2007 [4] | 09/01/2013 | Class A Common Stock | 25,0 |
| Employee Stock Option (right to buy) [2] | $ 17.75 | 02/26/2008 [4] | 02/26/2014 | Class A Common Stock | 25,0 |
| Employee Stock Option | $ 16.5 | 09/04/2008 [4] | 09/04/2014 | Class A Common Stock | 25,0 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| (right to buy) (2) | | | | | | | | |
| Employee Stock Option (right to buy) (2) | $ 16.89 | | | | 02/28/2009(4) | 02/28/2015 | Class A Common Stock | 25,0 |
| Employee Stock Option (right to buy) | $ 17.03 | 08/11/2008 | A | 50,000 | 08/11/2009(4) | 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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