

NU SKIN ENTERPRISES INC
 Form 4
 August 15, 2008

FORM 4

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

OMB APPROVAL

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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 *
 Schwerdt Scott E

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
 ___X___ Officer (give title below) ___X___ Other (specify below)

President / Americas & Europe

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)

___X___ 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		
Class A Common Stock	08/13/2008		M	3,400	A	\$ 12.94	15,802	D
Class A Common Stock ⁽¹⁾	08/13/2008		S	2,815	D	\$ 17.15	12,987	D

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

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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 of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 20.8					(2)	07/13/2009	Class A Common Stock	75,000
Employee Stock Option (right to buy)	\$ 12.94	08/13/2008		M	3,400	(2)	08/31/2009	Class A Common Stock	3,400
Employee Stock Option (right to buy)	\$ 8.19					(2)	02/07/2010	Class A Common Stock	40,000
Employee Stock Option (right to buy)	\$ 6.56					(2)	08/31/2010	Class A Common Stock	7,500
Employee Stock Option (right to buy)	\$ 6.56					(2)	08/31/2010	Class A Common Stock	5,000
Employee Stock Option (right to buy) (3)	\$ 8.2					(2)	02/28/2011	Class A Common Stock	10,000
	\$ 6.85					(2)	08/31/2011		10,000

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Employee Stock Option (right to buy) ⁽³⁾					Class A Common Stock	
Employee Stock Option (right to buy) ⁽³⁾	\$ 8.99	<u>(2)</u>	03/01/2012		Class A Common Stock	7,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 12	<u>(2)</u>	09/03/2012		Class A Common Stock	7,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 9.04	<u>(2)</u>	03/10/2013		Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 11.5	<u>(2)</u>	09/02/2013		Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 19.15	<u>(2)</u>	02/27/2005		Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 26.13	<u>(2)</u>	09/01/2014		Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 22.33		02/28/2006 ⁽⁴⁾	02/28/2015	Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 21.34		08/31/2006 ⁽⁴⁾	08/31/2015	Class A Common Stock	12,500
	\$ 17.58		05/26/2007 ⁽⁴⁾	05/26/2013		12,250

Employee Stock Option (right to buy) ⁽³⁾				Class A Common Stock	
Employee Stock Option \$ 17.25 (right to buy) ⁽³⁾		09/01/2007 ⁽⁴⁾	09/01/2013	Class A Common Stock	12,25
Employee Stock Option \$ 17.75 (right to buy) ⁽³⁾		02/26/2008 ⁽⁴⁾	02/26/2014	Class A Common Stock	12,25
Employee Stock Option \$ 16.5 (right to buy) ⁽³⁾		09/04/2008 ⁽⁴⁾	09/04/2014	Class A Common Stock	12,25
Employee Stock Option \$ 16.89 (right to buy) ⁽³⁾		02/28/2009 ⁽⁴⁾	02/28/2015	Class A Common Stock	12,25
Employee Stock Option \$ 17.03 (right to buy) ⁽³⁾		08/11/2009 ⁽⁴⁾	08/11/2015	Class A Common Stock	12,25

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Schwerdt Scott E C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO, UT 84601			President	Americas & Europe

Signatures

D. Matthew Dorny as Attorney-in-Fact for Scott E. Schwerdt 08/15/2008

 **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) Sale pursuant to a 10b5-1 plan adopted by the Reporting Person.
- (2) Currently exercisable in full.
- (3) Previously reported.
- (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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