

CHANG JOSEPH Y  
Form 4  
March 10, 2010

**FORM 4**

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

OMB APPROVAL

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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 \*  
CHANG JOSEPH Y

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

5. Relationship of Reporting Person(s) to Issuer  
  
(Check all applicable)  
  
\_\_\_\_ Director      \_\_\_\_ 10% Owner  
 Officer (give title below)      \_\_\_\_ Other (specify below)  
Chief Scientific Officer

(Last)      (First)      (Middle)  
  
C/O NU SKIN ENTERPRISES,  
INC., 75 WEST CENTER STREET  
  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
03/08/2010

PROVO 84601

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

(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   |  |                                   |
| Class A Common Stock            | 03/08/2010                           |  | M                              | 5,000   | A \$ 12.45  | 107,671  | D                                 |
| Class A Common Stock            | 03/08/2010                           |  | M                              | 25,000  | A \$ 12.45  | 132,671  | D                                 |
| Class A Common Stock            | 03/08/2010                           |  | M                              | 3,917   | A \$ 8.2  | 136,588  | D                                 |
| Class A Common Stock            | 03/08/2010                           |  | S                              | 33,917  | D \$ 29   | 102,671  | D                                 |

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Common Stock (1)

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 Security (Instr. 3 and 4) | Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|
| Employee Stock Option (right to buy)       | \$ 12.45   | 03/08/2010                           |  | M                              | 5,000   | 02/28/2002 <sup>(2)</sup> 02/28/2011                     | Class A Common Stock  | 12,500                     |
| Employee Stock Option (right to buy)       | \$ 12.45   | 03/08/2010                           |  | M                              | 25,000  | 04/19/2003 <sup>(2)</sup> 04/19/2012                     | Class A Common Stock  | 25,000                     |
| Employee Stock Option (right to buy)       | \$ 8.2   | 03/08/2010                           |  | M                              | 3,917   | 08/31/2002 <sup>(2)</sup> 08/31/2011                     | Class A Common Stock  | 12,500                     |

## Reporting Owners

**Reporting Owner Name / Address**

**Relationships**

Director    10% Owner    Officer    Other

CHANG JOSEPH Y  
C/O NU SKIN ENTERPRISES, INC.  
75 WEST CENTER STREET  
PROVO 84601

Chief Scientific Officer

## Signatures

Clayton Jones as Attorney-in-Fact for Joseph Y.  
Chang

03/10/2010

\_\_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) Became exercisable in four equal annual installments beginning on the date indicated.

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