

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  
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 \*  
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)

(Last) (First) (Middle)

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

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
Chief Scientific Officer

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 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	08/11/2008		A	1,500	A	\$ 0	60,594 <sup>(1)</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 Security (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 6.84					<sup>(3)</sup>	04/01/2007	Class A Common Stock	6,58
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 8					<sup>(3)</sup>	04/11/2010	Class A Common Stock	17,6
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 8					<sup>(3)</sup>	04/11/2010	Class A Common Stock	20,0
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 8.2					<sup>(3)</sup>	02/28/2011	Class A Common Stock	2,33
Employee Stock Option (right to buy) <sup>(2) (5)</sup>	\$ 12.45					<sup>(3)</sup>	04/19/2012	Class A Common Stock	12,5
Employee Stock Option (right to buy) <sup>(2) (5)</sup>	\$ 12.45					<sup>(3)</sup>	08/31/2011	Class A Common Stock	12,5
Employee Stock Option (right to buy) <sup>(2) (5)</sup>	\$ 12.45					<sup>(3)</sup>	08/31/2009	Class A Common Stock	25,0
	\$ 12					<sup>(3)</sup>	09/03/2012		12,5

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Employee Stock Option (right to buy) <sup>(2)</sup>					Class A Common Stock	
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 9.04	<sup>(3)</sup>	03/10/2013		Class A Common Stock	12,5
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 11.5	<sup>(3)</sup>	09/02/2013		Class A Common Stock	17,5
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 19.15	<sup>(3)</sup>	02/27/2014		Class A Common Stock	17,5
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 26.13		09/01/2005 <sup>(4)</sup>	09/01/2014	Class A Common Stock	17,5
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 22.33		02/28/2006 <sup>(4)</sup>	02/28/2015	Class A Common Stock	17,5
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 21.34		08/31/2006 <sup>(4)</sup>	08/31/2015	Class A Common Stock	17,5
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 17.58		05/26/2007 <sup>(4)</sup>	05/26/2013	Class A Common Stock	17,5
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 17.25		09/01/2007 <sup>(4)</sup>	09/01/2013	Class A Common Stock	17,5
	\$ 17.75		02/26/2008 <sup>(4)</sup>	02/26/2014		17,5

Employee  
Stock  
Option  
(right to  
buy) <sup>(2)</sup>

Class A  
Common  
Stock

Employee  
Stock  
Option \$ 16.89  
(right to  
buy) <sup>(2)</sup>

02/28/2009<sup>(4)</sup> 02/28/2015

Class A  
Common  
Stock 17,5

Employee  
Stock  
Option \$ 17.03 08/11/2008  
(right to  
buy)

A 12,250

08/11/2009<sup>(4)</sup> 08/11/2015

Class A  
Common  
Stock 12,2

## 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

D. Matthew Dorny as Attorney-in-Fact for Joseph Y.  
Chang 08/13/2008

<sup>(2)</sup>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 the 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.
- (5) Issued as part of an Option Exchange Offer.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.