

NU SKIN ENTERPRISES INC  
 Form 4  
 February 28, 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 \*  
 Chard Daniel R

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)  
 02/26/2008

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 Executive Vice President

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, 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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  |                                | Code V  | Amount  | (A) or (D)   | Price                             |
| Class A Common Stock            | 02/26/2008                           |  | F                              | 149   | D   | \$ 3,457 <sup>(1)</sup>                                  | 16.47 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 | 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) |                      |                            |
|---|--|--------------------------------------|--|---------------------|---|--|---|----------------------|----------------------------|
|   |  |                                      |  | Code                | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                | Amount or Number of Shares |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 12.45   |                                      |  |                     |   | <sup>(3)</sup>   | 09/03/2012  | Class A Common Stock | 1,500                      |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 9.04  |                                      |  |                     |   | <sup>(3)</sup>   | 03/10/2013  | Class A Common Stock | 1,500                      |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 11.5  |                                      |  |                     |   | <sup>(3)</sup>   | 09/02/2013  | Class A Common Stock | 3,750                      |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 19.15   |                                      |  |                     |   | <sup>(3)</sup>   | 02/27/2014  | Class A Common Stock | 5,000                      |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 23.87   |                                      |  |                     |   | 04/29/2005 <sup>(4)</sup>                                | 04/29/2014  | Class A Common Stock | 25,000                     |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 26.13   |                                      |  |                     |   | 09/01/2005 <sup>(4)</sup>                                | 09/01/2014  | Class A Common Stock | 10,000                     |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 22.33   |                                      |  |                     |   | 02/28/2006 <sup>(4)</sup>                                | 02/28/2015  | Class A Common Stock | 10,000                     |

|   |          |                           |            |                            |         |
|---|----------|---------------------------|------------|----------------------------|---------|
| Employee<br>Stock<br>Option (right to buy) <sup>(2)</sup> | \$ 21.34 | 08/31/2006 <sup>(4)</sup> | 08/31/2015 | Class A<br>Common<br>Stock | 10,000  |
| Employee<br>Stock<br>Option (right to buy) <sup>(2)</sup> | \$ 17.58 | 05/26/2007 <sup>(4)</sup> | 05/26/2013 | Class A<br>Common<br>Stock | 17,500  |
| Employee<br>Stock<br>Option (right to buy) <sup>(2)</sup> | \$ 17.58 | 03/01/2007 <sup>(5)</sup> | 03/01/2013 | Class A<br>Common<br>Stock | 100,000 |
| Employee<br>Stock<br>Option (right to buy) <sup>(2)</sup> | \$ 17.25 | 09/01/2007 <sup>(4)</sup> | 09/01/2013 | Class A<br>Common<br>Stock | 17,500  |
| Employee<br>Stock<br>Option (right to buy) <sup>(2)</sup> | \$ 17.75 | 02/26/2008 <sup>(4)</sup> | 02/26/2014 | Class A<br>Common<br>Stock | 12,500  |

## Reporting Owners

| Reporting Owner Name / Address  | Relationships |           |                          |       |
|---|---------------|-----------|--------------------------|-------|
|   | Director      | 10% Owner | Officer                  | Other |
| Chard Daniel R<br>C/O NU SKIN ENTERPRISES, INC.<br>75 WEST CENTER STREET<br>PROVO, UT 84601 |               |           | Executive Vice President |       |

## Signatures

D. Matthew Dorny as Attorney-in-Fact for Daniel R.  
Chard

02/28/2008

<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 number of shares beneficially owned as of February 26, 2008.
- (2) Previously reported.

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- (3) Currently Exercisable in Full
- (4) Becomes exercisable in four equal annual installments beginning on the date indicated.
- (5) 50% becomes exercisable in four equal annual installments beginning on the date indicated; 50% becomes exercisable on March 1, 2010.

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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