

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 \*  
**TILLOTSON SANDRA**

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)  
**Senior 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 Indirect Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
Class A Common Stock	08/11/2008		S	18,140	D \$ 17.03	3,180,011	D
Class A Common Stock	08/11/2008		S	2,300	D \$ 17.05	3,177,711	D
Class A Common Stock	08/11/2008		S	3,460	D \$ 17.04	3,174,251	D
Class A Common Stock	08/11/2008		S	200	D \$	3,174,051	D

Edgar Filing: NU SKIN ENTERPRISES INC - Form 4

Common Stock						17.08		
Class A Common Stock	08/11/2008	S	500	D	\$ 17.06	3,173,551	D	
Class A Common Stock	08/11/2008	S	400	D	\$ 17.07	3,173,151	D	
Class A Common Stock						900,000	I	By the SNT Rhino Company, L.C.
Class A Common Stock						500,000	I	By the CST Rhino Company, L.C.

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 of Underlying Security (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount
Call Option (Obligation to Sell)	\$ 13.7	02/14/2005		X	1,066,600	(1) 06/28/2005	Class A Common Stock	400,000	
Call Option (Obligation to Sell)	\$ 13.7	02/15/2005		X	400,200	(1) 06/28/2005	Class A Common Stock	0	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other

TILLOTSON SANDRA  
C/O NU SKIN ENTERPRISES, INC.  
75 WEST CENTER STREET  
PROVO, UT 84601

X

Senior Vice President

## Signatures

D. Matthew Dorny as Attorney-in-Fact for Sandra N.  
Tillotson

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) Immediately exercisable
  - (2) The call option was granted as part of a private equity transaction involving the sale of shares previously reported on 9/16/2003.

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.