

NU SKIN ENTERPRISES INC
 Form 4
 February 22, 2007

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

3. Date of Earliest Transaction
 (Month/Day/Year)
 02/20/2007

____ Director ____ 10% Owner
 Officer (give title below) Other (specify below)
 President / Americas & Europe

PROVO, UT 84601

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

(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)	
				Code V	Amount	(A) or (D)	Price	
Class A Common Stock	02/20/2007		M	10,000	A	\$ 12.94	16,148	D
Class A Common Stock	02/20/2007		S ⁽¹⁾	10,000	D	\$ 18	6,148 ⁽²⁾	D

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

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number.

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 or Number of Shares
Employee Stock Option (right to buy) ⁽³⁾	\$ 20.8					<u>(4)</u>	07/13/2009	Class A Common Stock	75,000
Employee Stock Option (right to buy)	\$ 12.94	02/20/2007		M	10,000	<u>(4)</u>	08/31/2009	Class A Common Stock	10,000
Employee Stock Option (right to buy) ⁽³⁾	\$ 8.19					<u>(4)</u>	02/07/2010	Class A Common Stock	5,000
Employee Stock Option (right to buy) ⁽³⁾	\$ 6.56					<u>(4)</u>	08/31/2010	Class A Common Stock	7,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 6.56					<u>(4)</u>	08/31/2010	Class A Common Stock	5,000
Employee Stock Option (right to buy) ⁽³⁾	\$ 8.2					<u>(4)</u>	02/28/2011	Class A Common Stock	10,000
Employee Stock	\$ 6.85					<u>(4)</u>	08/31/2011	Class A Common	10,000

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Option (right to buy) <u>(3)</u>					Stock	
Employee Stock Option (right to buy) <u>(3)</u>	\$ 8.99	<u>(4)</u>	03/01/2012		Class A Common Stock	7,50
Employee Stock Option (right to buy) <u>(3)</u>	\$ 12	<u>(4)</u>	09/03/2012		Class A Common Stock	7,50
Employee Stock Option (right to buy) <u>(3)</u>	\$ 9.04		03/10/2004 <u>(6)</u>	03/10/2013	Class A Common Stock	12,5
Employee Stock Option (right to buy) <u>(3)</u>	\$ 11.5		09/02/2004 <u>(6)</u>	09/02/2013	Class A Common Stock	12,5
Employee Stock Option (right to buy) <u>(3)</u>	\$ 19.15		02/27/2005 <u>(6)</u>	02/27/2005	Class A Common Stock	12,5
Employee Stock Option (right to buy) <u>(3)</u>	\$ 26.13		09/01/2005 <u>(6)</u>	09/01/2014	Class A Common Stock	12,5
Employee Stock Option (right to buy) <u>(3)</u>	\$ 22.33		02/28/2006 <u>(6)</u>	02/28/2015	Class A Common Stock	12,5
Employee Stock Option (right to buy) <u>(3)</u>	\$ 21.34		08/31/2006 <u>(6)</u>	08/31/2015	Class A Common Stock	12,5
Employee Stock Option	\$ 17.58		05/26/2007 <u>(6)</u>	05/26/2013	Class A Common Stock	12,2

(right to buy) ⁽³⁾

Employee

Stock

Option \$ 17.25

(right to buy) ⁽³⁾

09/01/2007⁽⁶⁾ 09/01/2013

Class A

Common 12,2

Stock

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

Erik Haugen as Attorney-in-Fact for Scott E. Schwerdt

02/22/2007

 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) Represents number of shares beneficially owned as of February 20, 2007.
- (3) Previously reported.
- (4) Currently exercisable in full.
- (5) Price not applicable.
- (6) 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. 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.