

Chard Daniel R
 Form 4
 February 13, 2012

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

3. Date of Earliest Transaction
 (Month/Day/Year)
 02/09/2012

____ Director
 Officer (give title below)
 ____ 10% Owner
 ____ Other (specify below)
 President

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
| | | | | (A) or (D) | Price | | |
| | | | | Code | V | Amount | |
| Class A Common Stock | 02/09/2012 | | A | (1) | 5,000 | A | \$ 0 30,591 D |

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)

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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 Securities (Instr. 3 and 4) | Amount or Number of Shares | | | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|-----------------|----------------------|----------------------------|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Stock Option (right to buy) | \$ 28.09 | 02/09/2012 | | A | | 8,750 | | (2) | 03/02/2017 | Class A Common Stock | 8,750 |
| Stock Option (right to buy) | \$ 31.92 | 02/09/2012 | | A | | 8,750 | | (2) | 02/28/2018 | Class A Common Stock | 8,750 |
| Stock Option (right to buy) | \$ 54.08 | 02/09/2012 | | A | | 13,750 | | 02/09/2013 ⁽⁵⁾ | 02/09/2019 | Class A Common Stock | 13,750 |

Reporting Owners

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

Signatures

| | |
|--|------------|
| Clayton A. Jones as Attorney-in-Fact for Daniel R. Chard | 02/13/2012 |
| **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).
 On February 28, 2011, the reporting person was granted restricted stock units, which become eligible for vesting based on Nu Skin Enterprises, Inc.'s satisfaction of certain performance criteria. On February 9, 2012, the performance criteria were met, resulting in the shares becoming eligible for vesting.
 - (1) Enterprises, Inc.'s satisfaction of certain performance criteria. On February 9, 2012, the performance criteria were met, resulting in the shares becoming eligible for vesting.
 - (2) Options become exercisable as to 50% on March 2, 2012, and 50% on March 2, 2013.
 - (3) On March 2, 2010, the reporting person was granted an option to purchase 8,750 shares of Class A Common Stock. The option becomes eligible for vesting based on Nu Skin Enterprises, Inc.'s satisfaction of certain performance criteria. On February 9, 2012, the performance

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criteria were met, resulting in 8,750 shares becoming eligible for vesting.

On February 28, 2011, the reporting person was granted an option to purchase 8,750 shares of Class A Common Stock. The option

(4) becomes eligible for vesting based on Nu Skin Enterprises, Inc.'s satisfaction of certain performance criteria. On February 9, 2012, the performance criteria were met, resulting in 8,750 shares becoming eligible for vesting.

(5) Becomes exercisable in four equal annual installments, the first of which becomes exercisable 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.

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