



Exchange Act.

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Item 7.01 Regulation FD Disclosure.

An electronic copy of the Letter to Shareholders, excerpted from the Nu Skin Enterprises, Inc. 2018 Annual Report to Shareholders, is attached hereto as Exhibit 99.1. The 2018 Annual Report to Shareholders will be first sent or given to our shareholders on or about April 25, 2019. A complete copy of the 2018 Annual Report to Shareholders can be obtained on the Investor Relations portion of our website, ir.nuskin.com, or by contacting our Investor Relations Department, telephone: 801-345-1000, e-mail: investorrelations@nuskin.com, address: 75 West Center Street, Provo, Utah 84601.

The information furnished pursuant to this Item 7.01 shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), and shall not be deemed to be incorporated by reference in any filing under the Securities Act of 1933, as amended (the “Securities Act”), or the Exchange Act except as shall be expressly set forth by specific reference in such filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibit.

99.1 Letter to Shareholders, excerpted from the Nu Skin Enterprises, Inc. 2018 Annual Report to Shareholders.

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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

NU SKIN  
ENTERPRISES, INC.  
(Registrant)

/s/ Mark H. Lawrence  
Mark H. Lawrence  
Chief Financial Officer

Date: April 24, 2019

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