

Schwerdt Scott E  
 Form 4  
 March 03, 2008

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
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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)  
 02/28/2008

\_\_\_\_ 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 Ownership (Instr. 4)	
				Code V	Amount	(A) or (D)	Price	
Class A Common Stock	02/28/2008		A	1,500	A	\$ 16.89	10,902 <sup>(1)</sup>	D

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

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**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
Employee Stock Option (right to buy)	\$ 20.8					(2) 07/13/2009		Class A Common Stock	75,000
Employee Stock Option (right to buy)	\$ 12.94					(2) 08/31/2009		Class A Common Stock	10,000
Employee Stock Option (right to buy)	\$ 8.19					(2) 02/07/2010		Class A Common Stock	5,000
Employee Stock Option (right to buy)	\$ 6.56					(2) 08/31/2010		Class A Common Stock	7,500
Employee Stock Option (right to buy)	\$ 6.56					(2) 08/31/2010		Class A Common Stock	5,000
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 8.2					(2) 02/28/2011		Class A Common Stock	10,000
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 6.85					(2) 08/31/2011		Class A Common Stock	10,000
	\$ 8.99					(2) 03/01/2012			7,500

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Employee Stock Option (right to buy) <sup>(3)</sup>				Class A Common Stock	
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 12	<u>(2)</u>	09/03/2012	Class A Common Stock	7,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 9.04	<u>(2)</u>	03/10/2013	Class A Common Stock	12,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 11.5	<u>(2)</u>	09/02/2013	Class A Common Stock	12,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 19.15	<u>(2)</u>	02/27/2005	Class A Common Stock	12,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 26.13		09/01/2005 <sup>(4)</sup>	09/01/2014	Class A Common Stock 12,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 22.33		02/28/2006 <sup>(4)</sup>	02/28/2015	Class A Common Stock 12,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 21.34		08/31/2006 <sup>(4)</sup>	08/31/2015	Class A Common Stock 12,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 17.58		05/26/2007 <sup>(4)</sup>	05/26/2013	Class A Common Stock 12,200
	\$ 17.25		09/01/2007 <sup>(4)</sup>	09/01/2013	12,200

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Employee Stock Option (right to buy) <sup>(3)</sup>								Class A Common Stock	
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 17.75					02/26/2008 <sup>(4)</sup>	02/26/2014	Class A Common Stock	12,2
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 16.5					09/04/2008 <sup>(4)</sup>	09/04/2014	Class A Common Stock	12,2
Employee Stock Option (right to buy)	\$ 16.89	02/28/2008	A	12,250		02/28/2009 <sup>(4)</sup>	02/28/2015	Class A Common Stock	12,2

## 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

D. Matthew Dorny as Attorney-in-Fact for Scott E.  
Schwerdt

03/03/2008

\_\_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) Represents number of shares beneficially owned as of February 28, 2008.
- (2) Currently exercisable in full.
- (3) Previously reported.
- (4) Becomes exercisable in four equal annual installments beginning on the date indicated.
- (5) Price not applicable.

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.