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HUNT M TRU Form 4	JMAN									
February 18, 2										
FORM	4 UNITED	STATES	SECU	RITIES	AND EX	CHANGI	E COMMISSIO		PPROVAL	
Check this l					n, D.C. 20			Number:	3235-0287	
Check this box if no longer subject to Section 16. Form 4 or Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934.								Estimated burden hou response	urs per	
obligations may continu <i>See</i> Instruct 1(b).	section 17(a) of the H	Public U	Jtility Ho	lding Co		t of 1935 or Secti			
(Print or Type Res	sponses)									
1. Name and Address of Reporting Person <u></u> HUNT M TRUMAN			2. Issuer Name and Ticker or Trading Symbol			-	5. Relationship of Reporting Person(s) to Issuer			
		NU SKIN ENTERPRISES INC [NUS]				(Check all applicable)				
(Last)	Middle)	3. Date of Earliest Transaction (Month/Day/Year)				_X_ Director 10% Owner _X_ Officer (give title Other (specify below) below)				
	N ENTERPRIS ST CENTER S		02/17/2	2010			· · · · · · · · · · · · · · · · · · ·	resident & CEO		
(Street) 4. If Amendment, Date Origina Filed(Month/Day/Year)				al	 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting 					
PROVO, UT 8							Person			
(City)	(State)	(Zip)	Tab	ole I - Non-	Derivative	Securities A	Acquired, Disposed	of, or Beneficia	-	
	Transaction Date Ionth/Day/Year)	2A. Deeme Execution any (Month/Da	Date, if	Code (Instr. 8)		(A) or of (D) 4 and 5) (A) or	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	(D) Price				
Reminder: Report	t on a separate line	e for each cla	ass of sec	urities bene	-	-	or indirectly. spond to the colle	action of a	SEC 1474	
	information contained in this form are not (9-02) required to respond unless the form displays a currently valid OMB control number.									
	Tab					sposed of, or convertible	· Beneficially Owner securities)	d		

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number of	6. Date Exercisable and	7. Title and Amount of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orDerivative	Expiration Date	Underlying Securities

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Security (Instr. 3)	or Exercise Price of Derivative Security		any (Month/Day/Year)	Code (Instr. 8)	Securities Acquired (A Disposed of (Instr. 3, 4, 4 5)	f (D)			(Instr. 3 and 4)	
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amoun Numbe Shares
Employee Stock Option (right to buy)	\$ 17.14	02/17/2010		A	175,000		02/17/2010	05/12/2015	Class A Common Stock	175,0

Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
HUNT M TRUMAN C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO, UT 84601	Х		President & CEO					
Signatures								
Clayton Jones as Attorney-in-Fact for I Hunt	n	02/18/2010						
<u>**</u> 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 May 12, 2008, the reporting person was granted an option to purchase 350,000 shares of Class A Common Stock. The option vests in
 (1) two equal traunches based on Nu Skin Enterprises, Inc.'s satisfaction of certain performance criteria. On February 17, 2010, the performance criteria for the first traunch were met, resulting in vesting of the option as to 175,000 shares.

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.