HUNT M TRUMAN

Form 4

March 04, 2010

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

30(h) of the Investment Company Act of 1940

OMB 3235-0287

OMB APPROVAL

Number:

January 31,

2005

0.5

Expires:

Estimated average

10% Owner

Other (specify

burden hours per response...

if no longer subject to Section 16. Form 4 or Form 5

Check this box

SECURITIES Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations Section 17(a) of the Public Utility Holding Company Act of 1935 or Section may continue.

See Instruction 1(b).

(Last)

(Print or Type Responses)

1. Name and Address of Reporting Person * **HUNT M TRUMAN**

2. Issuer Name and Ticker or Trading Symbol

Issuer

NU SKIN ENTERPRISES INC

[NUS]

(Month/Day/Year)

03/02/2010

3. Date of Earliest Transaction

6. Individual or Joint/Group Filing(Check

5. Relationship of Reporting Person(s) to

(Check all applicable)

President & CEO

Applicable Line)

_X__ Director

below)

Person

X_ Officer (give title

X Form filed by One Reporting Person Form filed by More than One Reporting

INC., 75 WEST CENTER STREET

(State)

(First)

C/O NU SKIN ENTERPRISES.

(Street) 4. If Amendment, Date Original Filed(Month/Day/Year)

(Middle)

(Zip)

PROVO, UT 84601

(City)

Table I - Non-Derivative Securities A	Acquired, Disp	osed of, or Benefici	ally Owned

1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired on(A) or Disposed of (D) (Instr. 3, 4 and 5)	Beneficially Owned Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		
		Code V	(A) or Amount (D) Price	Reported Transaction(s) (Instr. 3 and 4)			
Class A Common Stock	03/02/2010	M	500 A \$ 6.50	5 158,558	D		
Class A Common Stock	03/02/2010	S	500 (1) D \$ 28.45	158,058	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. Transacti Code (Instr. 8)	Derivative (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 6.56	03/02/2010		М	500	08/31/2001	08/31/2010	Class A Common Stock	500

Other

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	
HUNT M TRUMAN C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO, UT 84601	X		President & CEO	

Signatures

D. Matthew Dorny as Attorney-in-Fact for M. Truman Hunt 03/04/2010

**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.

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.

Reporting Owners 2