

DORNY D MATTHEW  
 Form 4  
 November 30, 2009

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL  
 OMB Number: 3235-0287  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
**DORNY D MATTHEW**

2. Issuer Name and Ticker or Trading Symbol  
**NU SKIN ENTERPRISES INC [NUS]**

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)  
 \_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
 General Counsel

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

3. Date of Earliest Transaction (Month/Day/Year)  
**11/25/2009**

**PROVO 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Class A Common Stock	11/25/2009		M		1,250	A	\$ 6.56 15,497
Class A Common Stock	11/25/2009		M		2,500	A	\$ 8.2 17,997
Class A Common Stock	11/25/2009		M		5,000	A	\$ 12.45 22,997
Class A Common Stock	11/25/2009		M		12,500	A	\$ 9.04 35,497

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Common  
Stock

Class A  
Common Stock 11/25/2009 M 12,500 A \$ 11.5 47,997 D

Class A  
Common Stock 11/25/2009 F 19,386 D \$ 27.21 28,611 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)

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	
Employee Stock Option (right to buy)	\$ 6.56	11/25/2009		M	1,250	(1) 08/31/2010	Class A Common Stock	1,250
Employee Stock Option (right to buy)	\$ 8.2	11/25/2009		M	2,500	(1) 02/28/2011	Class A Common Stock	2,500
Employee Stock Option (right to buy)	\$ 12.45	11/25/2009		M	2,500	(1) 08/31/2011	Class A Common Stock	2,500
Employee Stock Option (right to buy)	\$ 12.45	11/25/2009		M	2,500	(1) 04/19/2012	Class A Common Stock	2,500

buy)

Employee  
Stock

Option (right to buy)	\$ 9.04	11/25/2009	M	12,500	<u>(1)</u>	03/10/2013	Class A Common Stock	12,500
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Employee  
Stock

Option (right to buy)	\$ 11.5	11/25/2009	M	12,500	<u>(1)</u>	09/02/2013	Class A Common Stock	12,500
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## Reporting Owners

Reporting Owner Name / Address

Relationships

Director   10% Owner   Officer   Other

DORNY D MATTHEW  
C/O NU SKIN ENTERPRISES, INC.  
75 WEST CENTER STREET  
PROVO 84601

General Counsel

## Signatures

Clayton Jones as Attorney-in-Fact for D. Matthew  
Dorny

11/30/2009

        \*\*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) Currently exercisable in full.

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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