FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Name and Address of Reporting Person* WOOD RITCH N					2. Issuer Name and Ticker or Trading Symbol NU SKIN ENTERPRISES INC [NUS]								Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner					
	`	irst) ERPRISES, INC	(Middle)			3. Date of Earliest Transaction (Month/Day/Year) 08/31/2017								Officer below)	Officer (give title		Other (s below) Officer	
(Street) PROVO UT 84601				_ 4 .	4. If Amendment, Date of Original Filed (Month/Day/Year)							Line	6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person					
(City)	(5	itate)	(Zip)															
Table I - Non-Deriv 1. Title of Security (Instr. 3) 2. Transa Date (Month/D		nsaction	Execution Date,		3. 4. Secu		4. Securitie	of, or Beneficia ties Acquired (A) or I Of (D) (Instr. 3, 4 ar		5. Amour Securitie Beneficia Owned F	s illy ollowing	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership				
								Code	v	Amount	(A) or (D)	Price	Reported Transact (Instr. 3 a	ion(s)			(Instr. 4)	
Class A Common Stock 08/3:				31/201	2017		М		13,750(1	1) A	\$25.5	7 99,	99,468		D			
Class A C	Class A Common Stock 08/31/			31/201	2017		F		9,428(2)	D	\$60.8	3 90,	,040		D			
			Table II -								osed of, convertib			Owned				
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/Yea	Date,	4. Transaction Code (Instr				6. Date Exercisable and Expiration Date (Month/Day/Year)		te	7. Title and Amount of Securities Underlying Derivative Securit (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number derivative Securities Beneficia Owned Following Reported	Owners Form: Direct (or Indii (I) (Inst	Ownership	Beneficial Ownership ect (Instr. 4)
					Code	v	(A)	(D)	Date Exercisa	able	Expiration Date	Title	Amount or Number of Shares		Transacti (Instr. 4)	ion(s)		
Employee Stock Option (Right to Buy)	\$25.57	08/31/2017			М			13,750 ⁽³⁾	(4)		08/31/2017	Class A Common Stock	13,750	\$0	0		D	

Explanation of Responses:

- 1. In accordance with the terms of the Issuer's stock incentive plans, these shares were acquired from the automatic net exercise of options immediately prior to their expiration.
- 2. In accordance with the terms of the Issuer's stock incentive plans, these shares were withheld by the Issuer to cover the option exercise price and tax withholding obligations related to the automatic net exercise of options immediately prior to their expiration.
- 3. In accordance with the terms of the Issuer's stock incentive plans, these options were automatically net exercised immediately prior to their expiration.
- 4. Currently exercisable in full.

Remarks:

/s/ Gregory Belliston as Attorney-in-Fact for Ritch N. 09/05/2017

** Signature of Reporting Person Date

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

- * 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.