

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES  
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

## 144: Filer Information

Filer CIK 0001184208  
Filer CCC XXXXXXXXX  
Is this a LIVE or TEST Filing?  LIVE  TEST

### Submission Contact Information

Name  
Phone  
E-Mail Address

## 144: Issuer Information

Name of Issuer Nu Skin Enterprises Inc.  
SEC File Number 001-12421  
Address of Issuer 75 West Center Street  
Provo  
UTAH  
84601  
Phone 801-345-3805  
Name of Person for Whose Account the Securities are To Be Sold Andrew D. Lipman

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer Director

## 144: Securities Information

Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name the Securities Exchange
Class A Common Stock	UBS Financial Services Inc 1000 Harbor Blvd 3rd Floor Weehawken NJ 07086	15400	272318.2	49409268	11/03/2023	NYSE

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

## 144: Securities To Be Sold

Title of the Class	Date you Acquired	Nature of Acquisition	Name of Person from	Is this	Date Donor	Amount of Securities	Date of Payment	Nature of Payment *
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	Transaction	Whom Acquired	a Gift?	Acquired	Acquired
Class A Common Stock	07/26/1999	Stock Option Exercise	Nu Skin Enterprises Inc.	<input type="checkbox"/>	2000 07/26/1999 Cash
Class A Common Stock	06/24/2008	RSU Vesting Award	Nu Skin Enterprises Inc.	<input type="checkbox"/>	1400 06/24/2008 N/A
Class A Common Stock	05/17/2009	RSU Vesting Award	Nu Skin Enterprises Inc.	<input type="checkbox"/>	1400 05/17/2009 N/A
Class A Common Stock	02/17/2009	Stock Option Exercise	Nu Skin Enterprises Inc.	<input type="checkbox"/>	2500 02/17/2009 Cash
Class A Common Stock	02/27/2010	RSU Vesting Award	Nu Skin Enterprises Inc.	<input type="checkbox"/>	1400 02/27/2010 N/A
Class A Common Stock	05/23/2011	RSU Vesting Award	Nu Skin Enterprises Inc.	<input type="checkbox"/>	1700 05/23/2011 N/A
Class A Common Stock	02/15/2011	Stock Option Exercise	Nu Skin Enterprises Inc.	<input type="checkbox"/>	5000 02/15/2011 Cash

\* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

## 144: Securities Sold During The Past 3 Months

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
Andrew D. Lipman 8513 Country Club Drive Bethesda MD 20817	Class A Common Stock	08/25/2023	2000	46660
Andrew D. Lipman 8513 Country Club Drive Bethesda MD 20817	Class A Common Stock	09/25/2023	2000	46040
Andrew D. Lipman 8513 Country Club Drive Bethesda MD 20817	Class A Common Stock	10/25/2023	2000	38460

## 144: Remarks and Signature

Remarks  
Date of Notice 11/03/2023  
**ATTENTION:**

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature /s/ UBS Financial Services Inc, as attorney-in-fact for Andrew D. Lipman

**ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)**