| SEC Form 4 |  |
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| EODM       |  |

Instruction 1(b)

## FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan

for the purchase or sale of equity securities of the issuer that is

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

Washington, D.C. 20549 STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OMB APPROVAL

| OMB Number:         | 3235-0287 |
|---------------------|-----------|
| Estimated average b | ourden    |
| hours per response: | 0.5       |

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

|  |  | Table I - Non-De | erivative Securities Acquired, Disposed of, or Bene                                  | eficially Owned  |
|--|--|------------------|--|--|
| (City)   | (State)  | (Zip)            | —  | Person   |
| (Street)<br>PROVO  | UT   | 84601            | 4. If Amendment, Date of Original Filed (Month/Day/Year)                             | <ul> <li>6. Individual or Joint/Group Filing (Check Applicable Line)</li> <li>Form filed by One Reporting Person</li> <li>Form filed by More than One Reporting</li> </ul> |
| (Last) (First) (Middle)<br>C/O NU SKIN ENTERPRISES, INC.<br>75 W CENTER STREET |  | ( <i>'</i>       | 3. Date of Earliest Transaction (Month/Day/Year)<br>02/26/2025                       | Chief Product Officer  |
|  | ddress of Reporting<br>Steven Keith                                | Person*          | 2. Issuer Name and Ticker or Trading Symbol <u>NU SKIN ENTERPRISES, INC.</u> [ NUS ] | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br>Director 10% Owner<br>Officer (give title Other (specify<br>below) below)                    |
| defense cor  | satisfy the affirmative<br>nditions of Rule 10b5-<br>struction 10. |                  |  |  |

| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transa<br>Code (<br>8) |   |        |               |        | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following<br>Reported | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------|--|---|------------------------------|---|--------|---------------|--------|---|---|---|
|                                 |  |   | Code                         | v | Amount | (A) or<br>(D) | Price  | Transaction(s)<br>(Instr. 3 and 4)  |   | (1130.4)  |
| Class A Common Stock            | 02/26/2025                                 |   | A                            |   | 64,684 | Α             | \$0.00 | 155,565   | D   |   |

## Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

|   |   |  | (e.g., pi   | 113, 00                      | ano, 1 | varie       | anto,                     | options, t                          |                    | 10 30     | cunties                                | ) |  |  |  |
|---|---|--|---|------------------------------|--------|-------------|---------------------------|-------------------------------------|--------------------|-----------|--|---|--|--|--|
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transa<br>Code (<br>8) |        | of<br>Deriv | r<br>osed<br>)<br>r. 3, 4 | Expiration Date<br>(Month/Day/Year) |                    | Amount of |  |   | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|   |   |  |   | Code                         | v      | (A)         | (D)                       | Date<br>Exercisable                 | Expiration<br>Date | Title     | Amount<br>or<br>Number<br>of<br>Shares |   |  |  |  |

Explanation of Responses:

## <u>/s/ Gregory Belliston as</u> <u>Attorney-In-Fact for Steven</u>

02/27/2025

Hatchett

\*\* 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.

<u>02/277</u>