

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

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

| OMB APPROVAL                                 |           |
|--|-----------|
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|   |   |  |
|---|---|--|
| 1. Name and Address of Reporting Person *<br><u>Schwerdt Scott E</u><br><br>(Last) (First) (Middle)<br>C/O NU SKIN ENTERPRISES, INC.<br>75 WEST CENTER STREET<br><br>(Street)<br>PROVO UT 84601<br><br>(City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol<br><u>NU SKIN ENTERPRISES INC [ NUS ]</u> | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br>Director 10% Owner<br><input checked="" type="checkbox"/> Officer (give title below) <input checked="" type="checkbox"/> Other (specify below)<br><u>President / Americas &amp; Europe</u> |
|   | 3. Date of Earliest Transaction (Month/Day/Year)<br>08/13/2008                        |  |
| 4. If Amendment, Date of Original Filed (Month/Day/Year)  |   |  |

**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                | 08/13/2008                           |  | M                              |   | 3,400   | A          | \$12.94 | 15,802  | D  |   |
| Class A Common Stock <sup>(1)</sup> | 08/13/2008                           |  | S                              |   | 2,815   | D          | \$17.15 | 12,987  | D  |   |

**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 Securities Underlying Derivative Security (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---|--|--------------------------------------|--|--------------------------------|---|--|-----|--|-----------------|---|--|--|---|--|
|   |  |                                      |  | Code                           | V | (A)  | (D) | Date Exercisable   | Expiration Date |   |  |  |   |  |
| Employee Stock Option (right to buy)                | \$20.8   |                                      |  |                                |   |  |     | (2)  | 07/13/2009      | Class A Common Stock  | 75,000                                     | 75,000   | D   |  |
| Employee Stock Option (right to buy)                | \$12.94  | 08/13/2008                           |  | M                              |   | 3,400  |     | (2)  | 08/31/2009      | Class A Common Stock  | 3,400                                      | \$0  | 0   | D  |
| Employee Stock Option (right to buy)                | \$8.19   |                                      |  |                                |   |  |     | (2)  | 02/07/2010      | Class A Common Stock  | 40,000                                     |  | 4,000   | D  |
| Employee Stock Option (right to buy)                | \$6.56   |                                      |  |                                |   |  |     | (2)  | 08/31/2010      | Class A Common Stock  | 7,500                                      |  | 7,500   | D  |
| Employee Stock Option (right to buy)                | \$6.56   |                                      |  |                                |   |  |     | (2)  | 08/31/2010      | Class A Common Stock  | 5,000                                      |  | 5,000   | D  |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$8.2  |                                      |  |                                |   |  |     | (2)  | 02/28/2011      | Class A Common Stock  | 10,000                                     |  | 10,000  | D  |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$6.85   |                                      |  |                                |   |  |     | (2)  | 08/31/2011      | Class A Common Stock  | 10,000                                     |  | 10,000  | D  |

**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 Securities Underlying Derivative Security (Instr. 3 and 4) |                            | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---|--|--------------------------------------|--|--------------------------------|---|--|-----|--|-----------------|---|----------------------------|--|--|---|--|
|   |  |                                      |  | Code                           | V | (A)  | (D) | Date Exercisable   | Expiration Date | Title   | Amount or Number of Shares |  |  |   |  |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$8.99   |                                      |  |                                |   |  |     | (2)  | 03/01/2012      | Class A Common Stock  | 7,500                      |  | 7,500  | D   |  |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$12   |                                      |  |                                |   |  |     | (2)  | 09/03/2012      | Class A Common Stock  | 7,500                      |  | 7,500  | D   |  |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$9.04   |                                      |  |                                |   |  |     | (2)  | 03/10/2013      | Class A Common Stock  | 12,500                     |  | 12,500   | D   |  |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$11.5   |                                      |  |                                |   |  |     | (2)  | 09/02/2013      | Class A Common Stock  | 12,500                     |  | 12,500   | D   |  |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$19.15  |                                      |  |                                |   |  |     | (2)  | 02/27/2005      | Class A Common Stock  | 12,500                     |  | 12,500   | D   |  |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$26.13  |                                      |  |                                |   |  |     | (2)  | 09/01/2014      | Class A Common Stock  | 12,500                     |  | 12,500   | D   |  |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$22.33  |                                      |  |                                |   |  |     | 02/28/2006 <sup>(4)</sup>                                | 02/28/2015      | Class A Common Stock  | 12,500                     |  | 12,500   | D   |  |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$21.34  |                                      |  |                                |   |  |     | 08/31/2006 <sup>(4)</sup>                                | 08/31/2015      | Class A Common Stock  | 12,500                     |  | 12,500   | D   |  |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$17.58  |                                      |  |                                |   |  |     | 05/26/2007 <sup>(4)</sup>                                | 05/26/2013      | Class A Common Stock  | 12,250                     |  | 12,250   | D   |  |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$17.25  |                                      |  |                                |   |  |     | 09/01/2007 <sup>(4)</sup>                                | 09/01/2013      | Class A Common Stock  | 12,250                     |  | 12,250   | D   |  |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$17.75  |                                      |  |                                |   |  |     | 02/26/2008 <sup>(4)</sup>                                | 02/26/2014      | Class A Common Stock  | 12,250                     |  | 12,250   | D   |  |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$16.5   |                                      |  |                                |   |  |     | 09/04/2008 <sup>(4)</sup>                                | 09/04/2014      | Class A Common Stock  | 12,250                     |  | 12,250   | D   |  |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$16.89  |                                      |  |                                |   |  |     | 02/28/2009 <sup>(4)</sup>                                | 02/28/2015      | Class A Common Stock  | 12,250                     |  | 12,250   | D   |  |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$17.03  |                                      |  |                                |   |  |     | 08/11/2009 <sup>(4)</sup>                                | 08/11/2015      | Class A Common Stock  | 12,250                     |  | 12,250   | D   |  |

**Explanation of Responses:**

1. Sale pursuant to a 10b5-1 plan adopted by the Reporting Person.
2. Currently exercisable in full.
3. Previously reported.
4. Becomes exercisable in four equal annual installments beginning on the date indicated.

**Remarks:**

D. Matthew Dorny as Attorney-  
in-Fact for Scott E. Schwerdt 08/15/2008

\*\* 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.

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