## Edgar Filing: Schwerdt Scott E - Form 4

Schwerdt Sco Form 4	ott E										
February 11,	2013										
FORM	14									PPROVAL	
	UNITE	D STATES		ITIES Al hington, 1			NGE (	COMMISSION	OMB Number:	3235-0287	
Check thi if no long subject to Section 14 Form 4 or Form 5 obligatior may conti <i>See</i> Instru 1(b).	6. Filed p Section 1	oursuant to 7(a) of the	<b>AENT OF CHANGES IN BENEFICIAL OWNERSHIP OF</b> <b>SECURITIES</b> rsuant to Section 16(a) of the Securities Exchange Act of 1934, (a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940							January 31 Expires: 2005 Estimated average burden hours per response 0.5	
(Print or Type R	Responses)										
1. Name and Address of Reporting Person <u>*</u> Schwerdt Scott E			2. Issuer Name <b>and</b> Ticker or Trading Symbol NU SKIN ENTERPRISES INC [NUS]					5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) (First) (Middle) C/O NU SKIN ENTERPRISES, INC., 75 WEST CENTER STREET			3. Date of Earliest Transaction (Month/Day/Year) 02/07/2013					Director      10% Owner        Officer (give title      Other (specify below)         below)       below)         President, Americas Region			
Fil				4. If Amendment, Date Original Filed(Month/Day/Year)				<ul> <li>6. Individual or Joint/Group Filing(Check</li> <li>Applicable Line)</li> <li>_X_ Form filed by One Reporting Person</li> <li> Form filed by More than One Reporting</li> </ul>			
PROVO, UT	1 84001							Person		1 0	
(City)	(State)	(Zip)	Table	e I - Non-De	erivative S	Securi	ties Ace	quired, Disposed o	f, or Beneficial	lly Owned	
1.Title of Security (Instr. 3)	(Month/Day/Year) (Instr. 8) (Instr. 3, 4		red (A) or sed of (D) 3, 4 and 5) (A) or		5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	ties Form: Direct icially (D) or d Indirect (I) ving (Instr. 4) ted action(s)					
Class A Common Stock	02/07/2013			Code V A	Amount 2,500 (1)	(D) A	Price \$ 0	34,910	D		
Class A Common Stock	02/07/2013			А	2,500 (2)	A	\$0	37,410	D		

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

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#### number.

# 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. Transactio Code (Instr. 8)	5. Number on f Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Expiration Date		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8 1 5 (
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Employee Stock Option (right to buy)	\$ 31.92	02/07/2013		A	3,750	<u>(3)</u>	02/28/2018	Class A Common Stock	3,750	
Employee Stock Option (right to buy)	\$ 54.08	02/07/2013		A	3,750	(3)	02/09/2019	Class A Common Stock	3,750	

# **Reporting Owners**

Reporting Owner Name / Address	Relationships							
1 9	Director	Director 10% Owner Officer		Other				
Schwerdt Scott E C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO, UT 84601			President, Americas Region					
Signatures								
Clayton A. Jones as Attorney-in-Fact f Schwerdt	or Scott E		02/11/2013					
**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).

On February 28, 2011, the reporting person was granted restricted stock units, which become eligible for vesting based on Nu Skin
 (1) Enterprises, Inc.'s satisfaction of certain performance criteria. On February 7, 2013, the performance criteria were met, resulting in the shares becoming eligible for vesting.

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On February 9, 2012, the reporting person was granted restricted stock units, which become eligible for vesting based on Nu Skin
 (2) Enterprises, Inc.'s satisfaction of certain performance criteria. On February 7, 2013, the performance criteria were met, resulting in the shares becoming eligible for vesting.

(3) Options become exercisable as to 50% on March 2, 2013, and 50% on March 2, 2014.

On February 28, 2011, the reporting person was granted an option to purchase 3,750 shares of Class A Common Stock. The option
(4) becomes eligible for vesting based on Nu Skin Enterprises, Inc.'s satisfaction of certain performance criteria. On February 7, 2013, the performance criteria were met, resulting in 3,750 shares becoming eligible for vesting.

On February 9, 2012, the reporting person was granted an option to purchase 3,750 shares of Class A Common Stock. The option
(5) becomes eligible for vesting based on Nu Skin Enterprises, Inc.'s satisfaction of certain performance criteria. On February 7, 2013, the performance criteria were met, resulting in 3,750 shares becoming eligible for vesting.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.