Edgar Filing: NU SKIN ENTERPRISES INC - Form 4

NU SKIN ENTER Form 4 October 25, 2013		IC									
								OMB A	PPROVAL		
FORM 4	UNITED	STATES		RITIES A	OMB Number:	3235-0287					
Check this box				U			Expires:	January 31,			
if no longer subject to Section 16. Form 4 or				SECU		WNERSHIP OF	Estimated	mated average den hours per			
Form 5 obligations may continue. See Instruction 1(b). Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940											
(Print or Type Respon	nses)										
1. Name and Address of Reporting Person <u>*</u> Schwerdt Scott E			2. Issuer Name and Ticker or Trading Symbol				5. Relationship of Reporting Person(s) to Issuer				
		NU SK [NUS]	IN ENTE	ERPRISE	S INC	(Check all applicable)					
(Last) (First) (Middle)			3. Date of Earliest Transaction				Director		% Owner		
C/O NU SKIN ENTERPRISES, INC., 75 WEST CENTER STREET			(Month/Day/Year) 10/23/2013				_X_ Officer (give title Other (specify below) below) President, Americas Region				
(4. If Amendment, Date Original Filed(Month/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line)						
PROVO, UT 84601							_X_ Form filed by One Reporting Person Form filed by More than One Reporting Person				
(City) ((State)	(Zip)	Tab	le I - Non-l	Derivative	Securities A	Acquired, Disposed of	of, or Beneficia	lly Owned		
		action Date 2A. Deem Day/Year) Execution any (Month/Date)		3. Transactio Code (Instr. 8)		(A) or of (D)	Securities F Beneficially (I	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership		
			iy/ i cai)	(1130.0)	(11311. 5,	(A)	Following Reported	(Instr. 4)	(Instr. 4)		
						or	Transaction(s) (Instr. 3 and 4)				
				Code V	Amount	(D) Price	(instr. 5 and 4)				
Reminder: Report on	a separate line	for each cl	ass of sec	urities bene	-	-	-				
					inforr requi	nation cont red to resp ays a curre	spond to the collect tained in this form ond unless the for ntly valid OMB con	are not m	SEC 1474 (9-02)		
	Tabl					posed of, or convertible	Beneficially Owned securities)	l			

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number of	6. Date Exercisable and	7. Title and Amount of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orDerivative	Expiration Date	Underlying Securities

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Security (Instr. 3)	or Exercise Price of Derivative Security		any (Month/Day/Year)	Code Year) (Instr. 8)		Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		(Month/Day/Year)		(Instr. 3 and 4)	
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 30.43	10/23/2013		А		16,666		10/23/2013	11/15/2017	Class A Common Stock	16,666
Report	ting Ow	ners									
Reporting Owner Name / Address				Rel	ationships						
Report			Director 10% Ow	ner C	Offic	er			Other		
Schwerdt Scott E C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO, UT 84601					Pre	sident, Ai	meri	cas Region			
Signat	ures										
Clayton A	. Jones as Att	torney-in-Fact for	or Scott E.		1	0/25/201	3				

Schwerdt ______Signature of Reporting Person

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 November 15, 2010, the reporting person was granted an option to purchase 50,000 shares of Class A Common Stock. The option
(1) vests in three equal tranches based on Nu Skin Enterprises, Inc.'s satisfaction of certain performance criteria. On October 23, 2013, the performance criteria for the third tranche were met, resulting in vesting of the option as to 16,666 shares.

Date

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.