

CHANG JOSEPH Y  
Form 4  
April 26, 2012

# FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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 Responses)

1. Name and Address of Reporting Person \*  
CHANG JOSEPH Y

2. Issuer Name and Ticker or Trading Symbol  
NU SKIN ENTERPRISES INC  
[NUS]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
04/25/2012

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)

Chief Scientific Officer

C/O NU SKIN ENTERPRISES, INC., 75 WEST CENTER STREET

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

PROVO 84601

(City) (State) (Zip)

### 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)
				(A) or (D)	Price		
Class A Common Stock	04/25/2012		M	17,500	A \$ 16.89	117,518	D
Class A Common Stock	04/25/2012		M	9,187	A \$ 17.03	126,705	D
Class A Common Stock	04/25/2012		M	1,875	A \$ 28.09	128,580	D
Class A Common Stock	04/25/2012		M	3,125	A \$	131,705	D

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Common Stock						25.89	
Class A Common Stock	04/25/2012		M	1,562	A	\$ 25.57	133,267 D
Class A Common Stock	04/25/2012		S	33,249	D	\$ 60.02	100,018 D

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

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SEC 1474  
(9-02)

**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 Underlying Security (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 16.89	04/25/2012		M	17,500	<u>(1)</u>	02/28/2015	Class A Common Stock	17,500
Employee Stock Option (right to buy)	\$ 17.03	04/25/2012		M	9,187	08/11/2009 <sup>(2)</sup>	08/11/2015	Class A Common Stock	9,187
Employee Stock Option (right to buy)	\$ 28.09	04/25/2012		M	1,875	03/02/2011 <sup>(2)</sup>	03/02/2017	Class A Common Stock	1,875
Employee Stock Option (right to buy)	\$ 25.89	04/25/2012		M	3,125	06/28/2011 <sup>(2)</sup>	06/28/2017	Class A Common Stock	3,125

buy)

Employee

Stock

Option \$ 25.57 04/25/2012

M

1,562

08/31/2011<sup>(2)</sup> 08/31/2017

Class A

Common 1,562

Stock

(right to

buy)

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CHANG JOSEPH Y C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO 84601			Chief Scientific Officer	

## Signatures

Clayton A. Jones as Attorney-in-Fact for Joseph Y.  
Chang

04/26/2012

\_\_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).
- (1) Currently exercisable in full.
- (2) Becomes exercisable in four equal annual installments, the first of which became exercisable on the date indicated.

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.