

NU SKIN ENTERPRISES INC  
 Form 4  
 December 04, 2013

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
**WOOD RITCH N**  
  
 (Last) (First) (Middle)  
**C/O NU SKIN ENTERPRISES, INC., 75 WEST CENTER STREET**  
 (Street)  
**PROVO 84601**  
 (City) (State) (Zip)

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

3. Date of Earliest Transaction (Month/Day/Year)  
**12/02/2013**

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

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)  
 \_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
**Chief Financial Officer**

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

**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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Class A Common Stock	12/02/2013		M		17,500	A	\$ 22.33 54,197
Class A Common Stock	12/02/2013		M		22,500	A	\$ 16.89 76,697
Class A Common Stock	12/02/2013		M		22,500	A	\$ 17.03 99,197
Class A Common Stock	12/02/2013		M		42,500	A	\$ 9.4 141,697

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Common  
Stock

Class A  
Common Stock 12/02/2013 S<sup>(1)</sup> 105,000 D \$ 125.39 36,697 D

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

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(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 Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 22.33	12/02/2013		M	17,500	<u>(2)</u> 02/28/2015	Class A Common Stock 17,500
Employee Stock Option (right to buy)	\$ 16.89	12/02/2013		M	22,500	<u>(2)</u> 02/28/2015	Class A Common Stock 22,500
Employee Stock Option (right to buy)	\$ 17.03	12/02/2013		M	22,500	<u>(2)</u> 08/11/2015	Class A Common Stock 22,500
Employee Stock Option (right to buy)	\$ 9.4	12/02/2013		M	42,500	<u>(2)</u> 02/27/2016	Class A Common Stock 42,500

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WOOD RITCH N C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO 84601			Chief Financial Officer	

## Signatures

/s/ Clayton Jones as Attorney-in-Fact for Ritch N. Wood	12/04/2013
**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).
- (1) Sale pursuant to a 10b5-1 plan adopted by the Reporting Person.
  - (2) Currently exercisable in full.

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.