

NU SKIN ENTERPRISES INC
 Form 4
 February 28, 2007

FORM 4

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

OMB APPROVAL

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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 *
 ADAMS MARK L

(Last) (First) (Middle)

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

(Street)

PROVO, UT 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)
 02/26/2007

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 Information 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)
				(A) or (D)	Price		
				Code	V	Amount	
Class A Common Stock	02/26/2007		A	1,500	A	9,658	D
Class A Common Stock	02/28/2007		F	149	D	\$ 9,509 (2)	D
						16.97	

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. 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)	Amount or Number of Shares
				Code V (A) (D)		Date Exercisable Expiration Date	Title	
Employee Stock Option (right to buy) ⁽³⁾	\$ 6.56					⁽⁴⁾ 08/31/2010	Class A Common Stock	15,000
Employee Stock Option (right to buy) ⁽³⁾	\$ 8.2					⁽⁴⁾ 02/28/2011	Class A Common Stock	7,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 12.45					⁽⁴⁾ 04/19/2012	Class A Common Stock	7,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 12.45					⁽⁴⁾ 08/21/2008	Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 12.45					⁽⁴⁾ 08/31/2011	Class A Common Stock	7,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 12.45					⁽⁴⁾ 08/31/2009	Class A Common Stock	20,000
	\$ 12					⁽⁴⁾ 09/03/2012		7,500

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Employee Stock Option (right to buy) ⁽³⁾								Class A Common Stock	
Employee Stock Option (right to buy) ⁽³⁾	\$ 9.04				03/10/2004 ⁽⁵⁾	03/10/2013		Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 11.5				09/02/2004 ⁽⁵⁾	09/02/2013		Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 19.15				02/27/2005 ⁽⁵⁾	02/27/2014		Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 26.13				09/01/2005 ⁽⁵⁾	09/01/2014		Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 22.33				02/28/2006 ⁽⁵⁾	02/28/2015		Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 21.34				08/31/2006 ⁽⁵⁾	08/31/2015		Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 17.58				05/26/2007 ⁽⁵⁾	05/26/2013		Class A Common Stock	5,000
Employee Stock Option (right to buy) ⁽³⁾	\$ 17.25				09/01/2007 ⁽⁵⁾	09/01/2013		Class A Common Stock	5,000
	\$ 17.75	02/26/2007		A	5,000	02/26/2008	02/26/2014		5,000

Employee
 Stock
 Option
 (right to
 buy)

Class A
 Common
 Stock

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ADAMS MARK L C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO, UT 84601			Chief Information Officer	

Signatures

Erik Haugen as Attorney-in-Fact for Mark L.
 Adams 02/28/2007

__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) Price not applicable.
- (2) Represents number of shares beneficially owned as of February 28, 2007.
- (3) Previously Reported
- (4) Currently exercisable in full.
- (5) Becomes exercisable in four equal annual installments beginning 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.
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