

NU SKIN ENTERPRISES INC
 Form 4
 May 15, 2007

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 *
Peterson Jack

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)
05/11/2007

___ Director ___ 10% Owner
 Officer (give title below) ___ Other (specify below)
Vice President

**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, UT 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 | | |
| | | | | Code | V | Amount | |
| Class A Common Stock | 05/11/2007 | | M | 10,000 | A | \$ 6.56 | 12,901 D |
| Class A Common Stock | 05/11/2007 | | S | 518 | D | \$ 17.97 | 1,233 D |
| Class A Common Stock | 05/11/2007 | | S | 5,700 | D | \$ 17.95 | 6,683 D |
| Class A Common Stock | 05/11/2007 | | S | 600 | D | \$ 6,083 ⁽¹⁾ | D |

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Common
Stock

17.96

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 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) | \$ 6.56 | 05/11/2007 | | M | 10,000 | (4) | 08/31/2010 | Class A Common Stock | 10,000 |
| Employee Stock Option (right to buy) (3) | \$ 6.56 | | | | | (4) | 08/31/2010 | Class A Common Stock | 1,500 |
| Employee Stock Option (right to buy) (3) | \$ 8.2 | | | | | (4) | 02/28/2011 | Class A Common Stock | 4,000 |
| 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)(5) | 04/19/2012 | Class A Common Stock | 4,500 |

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| | | | | | |
|---|----------|---------------------------|------------|----------------------|------|
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 12.45 | <u>(4)(5)</u> | 07/13/2009 | Class A Common Stock | 12,0 |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 12.45 | <u>(4)</u> | 08/31/2009 | Class A Common Stock | 24,0 |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 12 | <u>(4)</u> | 09/03/2012 | Class A Common Stock | 4,50 |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 9.04 | <u>(4)</u> | 03/10/2013 | Class A Common Stock | 5,00 |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 11.5 | 09/02/2004 ⁽⁶⁾ | 09/02/2013 | Class A Common Stock | 5,00 |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 19.15 | 02/27/2005 ⁽⁶⁾ | 02/27/2014 | Class A Common Stock | 5,00 |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 26.13 | 09/01/2005 ⁽⁶⁾ | 09/01/2014 | Class A Common Stock | 5,00 |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 22.33 | 02/28/2006 ⁽⁶⁾ | 02/28/2015 | Class A Common Stock | 6,00 |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 21.34 | 08/31/2006 ⁽⁶⁾ | 08/31/2015 | Class A Common Stock | 5,00 |
| | \$ 17.58 | 05/26/2007 ⁽⁶⁾ | 05/26/2013 | | 3,50 |

Employee
Stock
Option
(right to
buy) ⁽³⁾

Class A
Common
Stock

Employee
Stock
Option \$ 17.25
(right to
buy) ⁽³⁾

09/01/2007⁽⁶⁾ 09/01/2013

Class A
Common
Stock 3,500

Employee
Stock
Options \$ 17.75
(right to
buy) ⁽³⁾

02/26/2008 02/26/2014

Class A
Common
Stock 3,500

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|----------------|-------|
| | Director | 10% Owner | Officer | Other |
| Peterson Jack C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO, UT 84601 | | | Vice President | |

Signatures

Erik Haugen as Attorney-in-Fact for Jack Peterson 05/14/2007

__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) Represents number of shares beneficially owned as of May 11, 2007.
- (2) Price not applicable.
- (3) Previously Reported
- (4) Currently exercisable in full.
- (5) Issued as part of an Option Exchange Offer.
- (6) 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. 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.