

NU SKIN ENTERPRISES INC  
 Form 3  
 July 16, 2007

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 * Â Loo Luke (Last) (First) (Middle)  C/O NU SKIN ENTERPRISES, INC., Â 75 WEST CENTER STREET (Street)  PROVO, Â UTÂ 84601 (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) 07/05/2007	3. Issuer Name <b>and</b> Ticker or Trading Symbol NU SKIN ENTERPRISES INC [NUS]	4. Relationship of Reporting Person(s) to Issuer  (Check all applicable)  <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) President	5. If Amendment, Date Original Filed(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person
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**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Class A Common Stock	4,500 <sup>(1)</sup>	D	Â

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

SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Employee Stock Option (right to buy)	Â <u>(2)</u>	08/31/2010	Class A Common Stock	500	\$ 6.56	D	Â
Employee Stock Option (right to buy)	Â <u>(2)</u>	02/28/2011	Class A Common Stock	500	\$ 8.2	D	Â
Employee Stock Option (right to buy)	Â <u>(2)</u>	08/31/2011	Class A Common Stock	500	\$ 6.85	D	Â
Employee Stock Option (right to buy)	Â <u>(2)</u>	03/01/2012	Class A Common Stock	750	\$ 8.99	D	Â
Employee Stock Option (right to buy)	Â <u>(2)</u>	09/03/2012	Class A Common Stock	750	\$ 12	D	Â
Employee Stock Option (right to buy)	09/02/2005 <sup>(3)</sup>	09/02/2013	Class A Common Stock	2,000	\$ 11.5	D	Â
Employee Stock Option (right to buy)	02/27/2005 <sup>(3)</sup>	02/27/2014	Class A Common Stock	6,000	\$ 19.15	D	Â
Employee Stock Option (right to buy)	09/01/2004 <sup>(3)</sup>	09/01/2013	Class A Common Stock	6,000	\$ 26.13	D	Â
Employee Stock Option (right to buy)	02/28/2006 <sup>(3)</sup>	02/28/2015	Class A Common Stock	6,000	\$ 22.33	D	Â
Employee Stock Option (right to buy)	08/31/2006 <sup>(3)</sup>	08/31/2015	Class A Common Stock	6,000	\$ 21.34	D	Â
Employee Stock Option (right to buy)	05/26/2007 <sup>(3)</sup>	02/28/2013	Class A Common Stock	5,000	\$ 17.58	D	Â
Employee Stock Option (right to buy)	09/01/2007 <sup>(3)</sup>	09/01/2013	Class A Common Stock	5,000	\$ 17.25	D	Â
Employee Stock Option (right to buy)	02/26/2008 <sup>(3)</sup>	02/26/2014	Class A Common Stock	5,000	\$ 17.75	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Loo Luke C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO, UT 84601	Â	Â	Â President	Â

## Signatures

D. Matthew Dorny as Attorney-in-Fact for Luke Yoo	07/16/2007
**Signature of Reporting Person	Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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 July 5, 2007.
- (2) Currently exercisable in full.
- (3) 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.