Schwerdt Scott E Form 4 February 11, 2013

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB APPROVAL OMB

Number:

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See Instruction

Check this box

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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * Schwerdt Scott E

2. Issuer Name and Ticker or Trading

Symbol

[NUS]

NU SKIN ENTERPRISES INC

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last)

(First) (Middle)

(Zin)

3. Date of Earliest Transaction

(Month/Day/Year)

02/07/2013

Director 10% Owner Other (specify X_ Officer (give title

below)

below) President, Americas Region

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

(State)

(Street) 4. If Amendment, Date Original

Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check

Applicable Line)

X Form filed by One Reporting Person Form filed by More than One Reporting

PROVO, UT 84601

(City)

(City)	(State) (2	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned							
1.Title of	2. Transaction Date	2A. Deemed	3.	4. Securi	ties		5. Amount of	6. Ownership	7. Nature of
Security	(Month/Day/Year)	Execution Date, if	Transactio	ansactionAcquired (A) or			Securities	Form: Direct	Indirect
(Instr. 3)		any	Code	Disposed of (D)			Beneficially	(D) or	Beneficial
		(Month/Day/Year)	(Instr. 8)	(Instr. 3, 4 and 5)			Owned	Indirect (I)	Ownership
							Following	(Instr. 4)	(Instr. 4)
					(A)		Reported		
					or		Transaction(s)		
			Code V	Amount	(D)	Price	(Instr. 3 and 4)		
Class A				2.500					
Common	02/07/2013		A	2,500	A	\$0	34,910	D	
Stock				<u>(1)</u>		·	,		
200011									
Class A				2 500					
Common	02/07/2013		A	2,500	A	\$0	37,410	D	
Stock				<u> </u>					

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. Transactic Code (Instr. 8)	5. Number proof 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)	\$ 31.92	02/07/2013		A	3,750	<u>(3)</u>	02/28/2018	Class A Common Stock	3,750
Employee Stock Option (right to buy)	\$ 54.08	02/07/2013		A	3,750	(3)	02/09/2019	Class A Common Stock	3,750

Reporting Owners

Reporting Owner Name / Address	eporting Owner Name / Address			
	Director	10% Owner	Officer	Other

Schwerdt Scott E

C/O NU SKIN ENTERPRISES, INC.

75 WEST CENTER STREET

PROVO, UT 84601

President, Americas Region

Signatures

Clayton A. Jones as Attorney-in-Fact for Scott E. Schwerdt

Date

02/11/2013

**Signature of Reporting Person

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).
- On February 28, 2011, the reporting person was granted restricted stock units, which become eligible for vesting based on Nu Skin (1) Enterprises, Inc.'s satisfaction of certain performance criteria. On February 7, 2013, the performance criteria were met, resulting in the shares becoming eligible for vesting.

Reporting Owners 2

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- On February 9, 2012, the reporting person was granted restricted stock units, which become eligible for vesting based on Nu Skin (2) Enterprises, Inc.'s satisfaction of certain performance criteria. On February 7, 2013, the performance criteria were met, resulting in the shares becoming eligible for vesting.
- (3) Options become exercisable as to 50% on March 2, 2013, and 50% on March 2, 2014.
 - On February 28, 2011, the reporting person was granted an option to purchase 3,750 shares of Class A Common Stock. The option
- (4) becomes eligible for vesting based on Nu Skin Enterprises, Inc.'s satisfaction of certain performance criteria. On February 7, 2013, the performance criteria were met, resulting in 3,750 shares becoming eligible for vesting.
- On February 9, 2012, the reporting person was granted an option to purchase 3,750 shares of Class A Common Stock. The option (5) becomes eligible for vesting based on Nu Skin Enterprises, Inc.'s satisfaction of certain performance criteria. On February 7, 2013, the performance criteria were met, resulting in 3,750 shares becoming eligible for vesting.

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.