

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549

FORM 8-K

CURRENT REPORT  
Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

April 13, 2007

Date of Report (Date of earliest event reported)

NU SKIN ENTERPRISES, INC.

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of  
incorporation)

001-12421

(Commission File Number)

87-0565309

(IRS Employer  
Identification Number)

75 West Center Street

Provo, UT 84601

(Address of principal executive offices and zip code)

(801) 345-1000

(Registrant's telephone number, including area code)

N/A

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4 (c))

**Item 2.02 Results of Operations and Financial Condition.**

On April 13, 2007, Nu Skin Enterprises issued a press release announcing its preliminary financial results for the first quarter ended March 31, 2007, and certain other information. A copy of Nu Skin Enterprises' press release is attached as Exhibit 99.1 to this report and incorporated by reference.

The information furnished pursuant to this Item 2.02 and the exhibit hereto shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), and shall not be deemed to be incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act except as shall be expressly set forth by specific reference in such filing.

**Item 7.01 Regulation FD Disclosure.**

The information provided in Item 2.02 of this Current Report on Form 8-K, including the exhibit, is incorporated by reference into this Item 7.01.

The information furnished pursuant to this Item 7.01 and the exhibit hereto shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), and shall not be deemed to be incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act except as shall be expressly set forth by specific reference in such filing.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibit.

- 99.1 Nu Skin Enterprises' press release dated April 13, 2007, regarding preliminary financial results for the first quarter ended March 31, 2007.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**NU SKIN ENTERPRISES, INC.**  
(Registrant)

/s/ D. Matthew Dorny  
D. Matthew Dorny  
Vice President

Date: April 13, 2007

#### EXHIBIT INDEX

**Exhibit No.**

**Exhibit Description**

99.1

Nu Skin Enterprises' press release dated April 13, 2007, regarding preliminary financial results for the first quarter ended March 31, 2007.

**FOR IMMEDIATE RELEASE**

**CONTACTS:**

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**NU SKIN ENTERPRISES PROVIDES FIRST-QUARTER UPDATE**

PROVO, Utah — April 13, 2007 — In advance of meeting with its leading distributors from around the world, Nu Skin Enterprises (NYSE: NUS) today announced that it expects stronger-than-anticipated first-quarter revenue of approximately \$273 million. The company also expects earnings per share to be within its previously announced range.

“We are pleased with the company’s first-quarter performance and the overall direction of our business,” said President and Chief Executive Officer Truman Hunt. “The first quarter finished strong as we focused on executing the 2007 strategic plan we presented to shareholders last November. This plan includes objectives for growing revenue, improving margins and increasing shareholder value, and is summarized in a document entitled “2007 Strategy Grid” found on our investor website. We are encouraged by continued strong growth in South Korea and Europe and solid performances in the U.S. and most of our other markets. We are particularly pleased with sustained improving trends in Japan and mainland China and renewed growth in Southeast Asia.

“We host our annual sales incentive trip this week and look forward to meeting with top distributors from around the world. Through continued alignment with our sales leaders, I am confident that we will continue to generate growth,” Hunt concluded.

The company will announce first-quarter results and more detailed plans for the year on May 3, 2007.

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**The Company**

Nu Skin Enterprises, Inc. is a global direct selling company operating in 45 markets throughout Asia, the Americas and Europe. The company markets premium-quality personal care products under the Nu Skin® brand, science-based nutritional supplements under the Pharmanex® brand, and technology-based products and services under the Big Planet® brand. Nu Skin Enterprises is traded on the New York Stock Exchange under the symbol “NUS.”

**Please note:** *This press release contains forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934 that represent the company’s current expectations and beliefs, including, among other things: our anticipated financial results for the first quarter of 2007. The forward-looking statements and related assumptions involve risks and uncertainties that could cause actual results and outcomes to differ materially from any forward-looking statements or views expressed herein. The projected financial results are based on preliminary numbers and we are still in the process of compiling and completing the financial statements for the quarter. In addition, our completed financial statements would still need to be reviewed by our registered public accounting firm. As a result, there could be changes to anticipated results. The company’s financial performance and the forward-looking statements contained herein are further qualified by a detailed discussion of associated risks set forth in the documents filed by the company with the Securities and Exchange Commission, including the company’s Annual Report on Form 10-K filed on March 1, 2007. The forward-looking statements set forth the company’s beliefs as of the date of this release, and the company assumes no duty to update the forward-looking statements contained in this release to reflect any change.*

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