

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
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1. Name and Address of Reporting Person* <u>DORNY D MATTHEW</u> (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 <u>NU SKIN ENTERPRISES INC [NUS]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) General Counsel
	3. Date of Earliest Transaction (Month/Day/Year) 09/29/2010	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

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)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	09/29/2010		M		3,500	A	\$12	28,559	D	
Class A Common Stock	09/29/2010		M		14,875	A	\$9.4	43,434	D	
Class A Common Stock	09/29/2010		M		10,000	A	\$16.5	53,434	D	
Class A Common Stock	09/29/2010		s		28,375 ⁽¹⁾	D	\$28	25,059	D	

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Amount or Number of Shares
Employee Stock Option (right to buy)	\$12	09/29/2010		M		3,500		09/03/2003 ⁽²⁾	09/03/2012	Class A Common Stock	3,500	\$0	0	D	
Employee Stock Option (right to buy)	\$9.4	09/29/2010		M		14,875		02/27/2010 ⁽²⁾	02/27/2016	Class A Common Stock	14,875	\$0	44,625	D	
Employee Stock Option (right to buy)	\$16.5	09/29/2010		M		10,000		02/17/2010 ⁽³⁾	12/20/2014	Class A Common Stock	10,000	\$0	20,000	D	

Explanation of Responses:

- Sale pursuant to a 10b5-1 plan adopted by the Reporting Person.
- Becomes exercisable in four equal annual installments, the first of which becomes exercisable on the date indicated.
- On December 20, 2007, the reporting person was granted an option to purchase 60,000 shares of Class A Common Stock. The option vests in two equal tranches based on Nu Skin Enterprises, Inc.'s satisfaction of certain performance criteria. On February 17, 2010, the performance criteria for the first tranche were met, resulting in vesting of the option as to 30,000 shares.

Remarks:

Clayton Jones as Attorney-in-Fact for D. Matthew Dorny 09/29/2010

** Signature of Reporting Person Date

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

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.