## FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Check this box if no longer subject to Section 16. Form 4 or Form 5 hours per response: 0.5 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 2. Issuer Name and Ticker or Trading Symbol 5. Relationship of Reporting Person(s) to Issuer 1. Name and Address of Reporting Person (Check all applicable) NU SKIN ENTERPRISES, INC. [ NUS ] Battle Emma S. Director 10% Owner 3. Date of Earliest Transaction (Month/Day/Year) Other (specify Officer (give title 08/07/2023 below) below) (Last) (Middle) (First) C/O NU SKIN ENTERPRISES, INC. 4. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applicable Line) **75 W CENTER STREET** Form filed by One Reporting Person Form filed by More than One Reporting (Street) Person PROVO 84601 UT Rule 10b5-1(c) Transaction Indication (City) (State) (Zip) Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10. Х Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 2. Transaction 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 6. Ownership Form: Direct 1. Title of Security (Instr. 3) 2A. Deemed 5. Amount of 7. Nature Execution Date Transaction Securities Beneficially of Indirect Date (Month/Day/Year) if any (Month/Day/Year) Code (Instr. 5) (D) or Beneficial Owned Following Ownership (Instr. 4) 8) Indirect (I) (Instr. 4) Reported (A) or (D) Transaction(s) Code v Amount Price (Instr. 3 and 4) Class A Common Stock 08/07/2023 S 1,272 D \$26.15 7,619 D Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) 1 Title of 3. Transaction 34 Deemed 6. Date Exercisable and 7 Title and 8. Price of 9. Number of 10 11 Nature Execution Date, Expiration Date (Month/Day/Year) Ownership Derivative Conversion Transaction Number Amount of Derivative derivative of Indirect Date (Month/Dav/Year) if any (Month/Day/Year) Security or Exercise Code (Instr. of Securities Security Securities Form: Beneficial (Instr. 3) Price of 8) Derivative Underlying (Instr. 5) Beneficially Direct (D) Ownership Derivative Owned (Instr. 4) Securities Derivative or Indirect Security (Instr. 3 and 4) (I) (Instr. 4) Security Acquired Following Reported (A) or Disposed Transaction(s) of (D) (Instr. 3, 4 (Instr. 4) ànd 5) Amount Number Date Expiration Code v (A) (D) Exercisable Date Title Shares

**Explanation of Responses:** 

/s/ Gregory Belliston as

Attorney-in-Fact for Emma S. 08/08/2023

Battle

\*\* 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.

OMB APPROVAL OMB Number: 3235-0287

Estimated average burden

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP