## FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

П 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 ] Shen Zheqing Director 10% Owner 3. Date of Earliest Transaction (Month/Day/Year) Other (specify Officer (give title 06/07/2023 below) below) (Last) (First) (Middle) 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. Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 6. Ownership Form: Direct 1. Title of Security (Instr. 3) 2. Transaction 2A. Deemed 5. Amount of 7. Nature Date (Month/Day/Year) Execution Date, Transaction Securities Beneficially of Indirect if any Code (Instr. and 5) (D) or Beneficial (Month/Day/Year) Owned Following Ownership (Instr. 4) 8) Indirect (I) (Instr. 4) Reported (A) or (D) Transaction(s) Code v Amount Price (Instr. 3 and 4) 06/07/2023 Class A Common Stock 4,232 A \$<mark>0</mark> 21,865 D A 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 Conversion Execution Date, Expiration Date (Month/Day/Year) Ownership Derivative 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 or Indirect (I) (Instr. 4) Derivative Owned (Instr. 4) Securities Derivative Security (Instr. 3 and 4) Security Acquired Following (A) or Reported 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

06/07/2023 Attorney-in-Fact for Zheqing Shen

\*\* 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 hours per response: 0.5

## 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).