FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C.

Washington, D.C. 20549	OMB APPROVAL			
STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP	OMB Number:	3235-0		

	OMB Number:	3235-0287
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l	hours per response:	0.5

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

1. Name and Address of Reporting Person* DORNY D MATTHEW				2. Issuer Name and Ticker or Trading Symbol NU SKIN ENTERPRISES INC [NUS]										5. Relationship of Reporting Person(s) to Issuer (Check all applicable)						
														irecto			10% Ow	·		
-					-												(give title		Other (s	pecify
(Last)	(Fi	rst)	(Middle)			3. Date of Earliest Transaction (Month/Day/Year)										below) below)				
C/O NU	SKIN ENT	ERPRISES, INC	7.		02	/28/2	2011								General Counsel					
		•																		
75 WEST CENTER STREET						f A 222	n den ont	Doto	of C	Original Fi	lad	/Month/Do	-	6 Individual or Joint/Group Filing (Chack Applicable						
						I AIIIE	enument,	Dale	OI C	Jilgiliai Fi	ieu	(Month/Da		6. Individual or Joint/Group Filing (Check Applicable Line)						
(Street)		_													X Fo	orm fi	led by One	Repo	rting Persor	1
PROVO	U	Γ	84601												 E	orm fi	led by More	e than	One Repor	tina
					-											ersor		c triuri	One repor	ung
(City)	(St	tate)	(Zip)																	
		-																		
		Tab	le I - No	n-Deri	vativ	e Se	curitie	s A	cqı	uired, D	Disp	oosed o	f, or Be	neficia	lly Ow	ned	l			
1. Title of	Security (Inst	tr. 3)		2. Tran	saction		2A. Deen	ned		3.		4. Securit	ties Acquir	ed (A) or) or 5. Amou		nt of	6. Ov	vnership	7. Nature
	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			Date	n/Day/Ye		Execution Date,			Transaction			Of (D) (Ins	tr. 3, 4 an						of Indirect Beneficial
			(MONU	i/Day/16		if any (Month/Day/Year)		ar)	Code (Instr. r) 8)		5)					ollowing	(D) or Indirect (I) (Instr. 4)		Ownership	
							` ,			'			(4) 01	1	Reporte Transac					(Instr. 4)
										Code \	/	Amount	(A) or (D)	Price	(Ins	str. 3	and 4)			
Class A Common Stock 02/28/					28/201	2011			F		374	374 D \$3		93 24,685		,685	D			
61 4 6				00.0	.0./0.04	2011			-			40=			02 24570			+ -		
Class A Common Stock 02/28/					28/201	2011			F		107 D \$		\$31.	92 24,578		,578		D		
		-	Гable II -	Deriva	ative	Sec	urities	Acc	auii	red. Dis	sno	sed of.	or Ben	eficiall	v Own	ed				
													ole secu		,					
1. Title of	2.	3. Transaction	3A. Deeme	d	4.		5. Nun	abor	6.	Doto Ever	nical	blo and	7. Title an	<u>-</u>	8. Pric	o of	9. Number	. of	10.	11. Nature
Derivative	Conversion	Date (Month/Day/Year)	Execution		4. Transa	ction	of	Experivative (Mo		6. Date Exercisab Expiration Date		bie and	Amount of		Deriva		derivative		Ownership	of Indirect
Security	or Exercise		if any		Code (onth/Day/\	Year) Securities Underlying				Security	Securities		Form:	Beneficial Ownership
(Instr. 3) Price of Derivative (Month/Day/Year)				8)		Securities Acquired					Derivative Secu			(Instr. 5) urity		Beneficially Owned		Direct (D) or Indirect	(Instr. 4)	
Security							(A) or						(Instr. 3 a				Following Reported		(I) (Instr. 4)	, ,
							Disposed of (D)											on(s)	s)	
							(Instr. 3, 4										(Instr. 4)	(-,	'	
					and 5)								_							
														Amoun	:					
														or Number	.					
					Code	v	/^>	(D)	Dat	te ercisable		expiration Date	Title	of Charac						
					Coue	<u> </u>	(A)	(D)	EX	CICISADIE	15	ait	Title	Shares	_					
Employee Stock							1						Class A							
Option	\$31.92	02/28/2011			Α		6,250		02/	/15/2012 ⁽¹	0 0	2/28/2018	Class A Common	6,250	\$()	6,250		D	
(right to													Stock	'						
buy)	I	I				I	1	I .	1				I	I	1		I			1

Explanation of Responses:

1. Becomes exercisable in four equal annual installments, the first of which becomes exercisable on the date indicated.

Remarks:

Clayton Jones as Attorney-in-Fact for D. Matthew Dorny

03/02/2011

** 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.