

Form 144

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

144: Filer Information

Filer CIK 0001184208
Filer CCC XXXXXXXXX
Is this a LIVE or TEST Filing? LIVE TEST

Submission Contact Information

Name
Phone
E-Mail Address

144: Issuer Information

Name of Issuer NU SKIN ENTERPRISES, INC.
SEC File Number 001-12421
Address of Issuer 75 WEST CENTER ST
ATTN: GREGORY BELLISTON
PROVO
UTAH
84601
Phone 801-345-1000
Name of Person for Whose Account the Securities are To Be Sold LIPMAN ANDREW D

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer Director

144: Securities Information

Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name the Securities Exchange
Class A	Merrill Lynch 1152 15th Street NW Suite 6000 Washington DC 20005	6000	139680.00	49958985	09/25/2023	NYSE

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the Class	Date you Acquired	Nature of Acquisition	Name of Person from	Is this	Date Donor	Amount of Securities	Date of Payment	Nature of Payment *
--------------------	-------------------	-----------------------	---------------------	---------	------------	----------------------	-----------------	---------------------

	Transaction	Whom Acquired	a Gift?	Acquired	Acquired
Class A	05/12/2017 option exercise	issuer	<input type="checkbox"/>	2000	05/12/2017 cash
Class A	05/24/2018 option exercise	issuer	<input type="checkbox"/>	2702	05/24/2018 cash
Class A	06/25/2018 option exercise	issuer	<input type="checkbox"/>	556	05/24/2018 cash
Class A	05/17/2019 option exercise	issuer	<input type="checkbox"/>	742	05/17/2019 cash

* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
Andrew D. Lipman 8513 Country Club Drive Bethesda MD 20817	Nu Skin Enterprises Class A	06/26/2023	2000	64240.00
Andrew D. Lipman 8513 Country Club Drive Bethesda MD 20817	Nu Skin Enterprises Class A	07/25/2023	2000	57980.00
Andrew D. Lipman 8513 Country Club Drive Bethesda MD 20817	Nu Skin Enterprises Class A	08/25/2023	2000	46660.00

144: Remarks and Signature

Remarks	Plan adopted 12/02/2021 and further modified on February 23, 2023
Date of Notice	09/25/2023
Date of Plan Adoption or Giving of Instruction, If Relying on Rule 10b5-1	12/02/2021

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature Andrew D. Lipman

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)