

As filed with the Securities and Exchange Commission on June 7, 2024

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

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**POST-EFFECTIVE AMENDMENT NO. 1 TO FORM S-8 REGISTRATION STATEMENT NO. 333-167690  
POST-EFFECTIVE AMENDMENT NO. 1 TO FORM S-8 REGISTRATION STATEMENT NO. 333-190508  
POST-EFFECTIVE AMENDMENT NO. 1 TO FORM S-8 REGISTRATION STATEMENT NO. 333-211617  
POST-EFFECTIVE AMENDMENT NO. 1 TO FORM S-8 REGISTRATION STATEMENT NO. 333-238908  
POST-EFFECTIVE AMENDMENT NO. 1 TO FORM S-8 REGISTRATION STATEMENT NO. 333-280044**

**UNDER  
THE SECURITIES ACT OF 1933**

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**NU SKIN ENTERPRISES, INC.**

(Exact name of registrant as specified in its charter)

**Delaware**  
(State or other jurisdiction  
of incorporation or organization)

**87-0565309**  
(I.R.S. Employer  
Identification No.)

**75 West Center Street  
Provo, Utah 84601**

(Address, including zip code,  
of registrant's principal executive offices)

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**Nu Skin Enterprises, Inc. 2010 Omnibus Incentive Plan  
Amended and Restated Nu Skin Enterprises, Inc. 2010 Omnibus Incentive Plan  
Second Amended and Restated Nu Skin Enterprises, Inc. 2010 Omnibus Incentive Plan  
Third Amended and Restated Nu Skin Enterprises, Inc. 2010 Omnibus Incentive Plan  
Nu Skin Enterprises, Inc. 2024 Omnibus Incentive Plan**  
(Full title of the plans)

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**Ryan S. Napierski  
President and Chief Executive Officer  
Nu Skin Enterprises, Inc.  
75 West Center Street  
Provo, Utah 84601  
(801) 345-1000**

(Name, address and telephone number,  
including area code, of agent for service)

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Copies to:

**Roger Bivans  
Baker & McKenzie LLP  
1900 North Pearl  
Suite 1500  
Dallas, TX 75201  
(214) 978-3095**

**Chayce D. Clark  
Executive Vice President and General Counsel  
Nu Skin Enterprises, Inc.  
75 West Center Street  
Provo, Utah 84601  
(801) 345-1000**

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company” in Rule 12b-2 of the Exchange Act.

Large accelerated filer   
Non-accelerated filer

Accelerated filer   
Smaller reporting company   
Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 7(a)(2)(B) of the Securities Act.

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## EXPLANATORY NOTE

Nu Skin Enterprises, Inc. (the “Registrant”), previously filed with the Securities and Exchange Commission (the “SEC”) the following registration statements on Form S-8 (collectively, the “Prior Registration Statements”) on the dates set forth below to register shares of the Registrant’s Class A Common Stock, \$0.001 par value per share (the “Common Stock”):

- Registration No. 333-167690 on June 23, 2010 to register 7,000,000 shares of Common Stock under the Registrant’s 2010 Omnibus Incentive Plan and its amendments (collectively, the “Prior Plan”)
- Registration No. 333-190508 on August 9, 2013 to register 3,247,616 shares of Common Stock under the Prior Plan
- Registration No. 333-211617 on May 25, 2016 to register 3,752,694 shares of Common Stock under the Prior Plan
- Registration No. 333-238908 on June 3, 2020 to register 5,896,993 shares of Common Stock under the Prior Plan
- Registration No. 333-280044 on June 7, 2024 to register 1,219,919 shares of Common Stock under the Registrant’s Nu Skin Enterprises, Inc. 2024 Omnibus Incentive Plan (the “2024 Plan”)

The Registrant’s stockholders approved the 2024 Plan at the Registrant’s 2024 Annual Meeting of Stockholders on June 5, 2024 (the “Effective Date”), and accordingly, no further awards may be granted under the Prior Plan. Pursuant to the terms of the 2024 Plan, the number of shares of Common Stock reserved and available for grant and issuance pursuant to the 2024 Plan is equal to the sum of (i) 1,219,919 shares of Common Stock (the “Newly Authorized Shares”), plus (ii) the number of shares of Common Stock which as of the Effective Date are available for issuance under the Prior Plan (the “Rollover Shares”), plus (iii) the number of shares of Common Stock subject to outstanding awards granted under the Prior Plan that are therefore issuable under the 2024 Plan (the “Recycled Shares” and together with the “Rollover Shares,” the “Transferred Shares”).

The Registrant is filing this Post-Effective Amendment No. 1 to the Prior Registration Statements (the “Post-Effective Amendment”) pursuant to Regulation S-K Item 512(a)(1)(iii) and SEC Compliance and Disclosure Interpretation 126.43 to amend each of the Prior Registration Statements to register the offer of the Transferred Shares under the 2024 Plan.

In accordance with SEC Compliance and Disclosure Interpretation 126.43, no new filing fee is due upon the filing of this Post-Effective Amendment. For the avoidance of doubt, the Registrant is not hereby registering any additional shares of Common Stock on this Post-Effective Amendment that were not previously registered on the Prior Registration Statement or that were not previously approved by the Registrant’s stockholders as of the Effective Date. Contemporaneously with the filing of this Post-Effective Amendment, the Company is filing a Registration Statement on Form S-8 to register the Newly Authorized Shares under the Plan.

## PART I

### INFORMATION REQUIRED IN THE SECTION 10(a) PROSPECTUS

The documents containing the information specified in Item 1 and Item 2 of Part I of Form S-8 will be sent or given to participants as specified by Rule 428(b)(1) under the Securities Act of 1933, as amended (the “Securities Act”). In accordance with the rules and regulations of the U.S. Securities and Exchange Commission (the “Commission”) and the instructions to Form S-8, such documents are not being filed with the Commission either as part of this Post-Effective Amendment or as prospectuses or prospectus supplements pursuant to Rule 424 under the Securities Act.

## PART II

### INFORMATION REQUIRED IN THE REGISTRATION STATEMENT

#### **Item 3. Incorporation of Documents by Reference.**

The following documents, which have been filed with the Securities and Exchange Commission (the “Commission”) by Nu Skin Enterprises, Inc. (the “Company”), are incorporated by reference in this Post-Effective Amendment, except to the extent that information therein is deemed furnished and not filed pursuant to securities laws and regulations:

- (a) the Company’s Annual Report on [Form 10-K](#) for the fiscal year ended December 31, 2023;
- (b) the Company’s Quarterly Report on [Form 10-Q](#) for the quarter ended March 31, 2024;
- (c) the Company’s Current Reports on Form 8-K filed on [February 6, 2024](#), [February 14, 2024](#), [March 18, 2024](#) and [June 6, 2024](#); and
- (d) the description of the Company’s Class A Common Stock, par value \$0.001 per share, filed as [Exhibit 4.2](#) to the Company’s Annual Report on Form 10-K for the fiscal year ended December 31, 2023, filed on February 15, 2024, together with any amendment or report filed with the Commission for the purpose of updating such description.

All documents filed by the Company pursuant to Sections 13(a), 13(c), 14 and 15(d) of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), subsequent to the date hereof and prior to the filing of a post-effective amendment which indicates that all securities offered hereby have been sold or which deregisters all securities remaining unsold shall be deemed to be incorporated by reference herein and to be a part hereof from the respective dates of filing of such documents.

Any statement contained in a document incorporated or deemed to be incorporated by reference herein shall be deemed to be modified or superseded for purposes of this Post-Effective Amendment to the extent that a statement contained herein or in any other subsequently filed document that also is, or is deemed to be, incorporated by reference herein modifies or supersedes such statement. Any statement so modified or superseded shall not be deemed, except as so modified or superseded, to constitute a part of this Post-Effective Amendment.

#### **Item 4. Description of Securities.**

Not applicable.

#### **Item 5. Interests of Named Experts and Counsel.**

Not applicable.

#### **Item 6. Indemnification of Directors and Officers.**

##### ***Indemnification***

The registrant is incorporated under the laws of the State of Delaware. Section 145 of the Delaware General Corporation Law (the “DGCL”) provides that a Delaware corporation may indemnify persons who were, are or are threatened to be made parties to any threatened, pending or completed action, suit or proceeding, whether civil, criminal, administrative or investigative (other than an action by or in the right of such corporation), by reason of the fact that such person is or was a director, officer, employee or agent of such corporation, or is or was serving at the request of such corporation as a director, officer, employee or agent of another corporation or enterprise. The indemnity may include expenses (including attorneys’ fees), judgments, fines and amounts paid in settlement actually and reasonably incurred by such person in connection with such action, suit or proceeding, provided such person acted in good faith and in a manner the person reasonably believed to be in or not opposed to the corporation’s best interests and, with respect to any criminal action or proceeding, had no reasonable cause to believe that his or her conduct was unlawful. The registrant’s certificate of incorporation and bylaws provide for the indemnification of the registrant’s officers and directors to the fullest extent permitted by the DGCL. The registrant believes that such indemnification is necessary to attract and retain qualified persons as directors and officers. The registrant has also entered into separate indemnification agreements with each of its directors and executive officers.

## Liability Insurance

Section 145 of the DGCL also permits a Delaware corporation to purchase and maintain insurance on behalf of its directors and officers. The registrant's certificate of incorporation and bylaws permit the registrant to purchase such insurance on behalf of its directors and officers. The registrant believes that such insurance is necessary to attract and retain qualified persons as directors and officers. The registrant has purchased such insurance on behalf of its directors and officers.

## Limitation of Liability

Section 102(b)(7) of the DGCL provides that the certificate of incorporation of a corporation may contain a provision eliminating or limiting the personal liability of a director or officer to the corporation or its stockholders for monetary damages for breach of fiduciary duty as a director or officer, provided that such provision shall not eliminate or limit the liability of: (i) a director or officer for any breach of the director's or officer's duty of loyalty to the corporation or its stockholders; (ii) a director or officer for acts or omissions not in good faith or which involve intentional misconduct or a knowing violation of law; (iii) a director under Section 174 of the DGCL; (iv) a director or officer for any transaction from which the director or officer derived an improper personal benefit; and (v) an officer in any action by or in the right of the corporation. The registrant's certificate of incorporation provides for, to the fullest extent permitted by the DGCL, elimination or limitation of liability of its directors to the registrant or its stockholders for breach of fiduciary duty as a director.

### Item 7. Exemption from Registration Claimed.

Not applicable.

### Item 8. Exhibits.

Unless otherwise noted, the SEC file number for exhibits incorporated by reference is 001-12421.

Exhibit Number	Description
4.1	<a href="#">Amended and Restated Certificate of Incorporation of the Company (incorporated by reference to Exhibit 3.1 to the Company's Registration Statement on Form S-1 filed September 16, 1996, File No. 333-12073).</a>
4.2	<a href="#">Certificate of Amendment to the Amended and Restated Certificate of Incorporation (incorporated by reference to Exhibit 3.2 to the Company's Annual Report on Form 10-K for the year ended December 31, 2009, filed March 1, 2010).</a>
4.3	<a href="#">Certificate of Designation, Preferences and Relative Participating, Optional and Other Special Rights of Preferred Stock and Qualifications, Limitations and Restrictions Thereof (incorporated by reference to Exhibit 3.3 to the Company's Annual Report on Form 10-K for the year ended December 31, 2004, filed March 15, 2005).</a>
4.4	<a href="#">Fifth Amended and Restated Bylaws of Nu Skin Enterprises, Inc. (incorporated by reference to Exhibit 3.1 to the Company's Current Report on Form 8-K filed February 6, 2024).</a>
4.5	<a href="#">Specimen Form of Stock Certificate for Class A Common Stock (incorporated by reference to Exhibit 4.1 to the Company's Annual Report on Form 10-K for the year ended December 31, 2022, filed February 16, 2023).</a>
23.1*	<a href="#">Consent of PricewaterhouseCoopers LLP, independent registered public accounting firm.</a>
24.1*	<a href="#">Power of Attorney (included on the signature page of this Post-Effective Amendment).</a>
99.1	<a href="#">Nu Skin Enterprises, Inc. 2010 Omnibus Incentive Plan (incorporated by reference to Exhibit 10.1 to the Company's Current Report on Form 8-K filed on June 2, 2010).</a>
99.2	<a href="#">Amended and Restated Nu Skin Enterprises, Inc. 2010 Omnibus Incentive Plan (incorporated by reference to Exhibit 10.1 to the Company's Current Report on Form 8-K filed on June 7, 2013).</a>
99.3	<a href="#">Second Amended and Restated Nu Skin Enterprises, Inc. 2010 Omnibus Incentive Plan (incorporated by reference to Exhibit 10.1 to the Company's Current Report on Form 8-K filed May 24, 2016).</a>
99.4	<a href="#">Third Amended and Restated 2010 Omnibus Incentive Plan (incorporated by reference to Exhibit 99.1 to the Company's Registration Statement on Form S-8 filed June 3, 2020, file no. 333-238908).</a>
99.5	<a href="#">Nu Skin Enterprises, Inc. 2024 Omnibus Incentive Plan (incorporated by reference to Exhibit 10.1 to the Company's Current Report on Form 8-K filed June 6, 2024).</a>

\* Filed herewith.

**Item 9. Undertakings.**

(a) The undersigned registrant hereby undertakes:

(1) To file, during any period in which offers or sales are being made, a post-effective amendment to this registration statement:

(i) To include any prospectus required by Section 10(a)(3) of the Securities Act of 1933;

(ii) To reflect in the prospectus any facts or events arising after the effective date of the registration statement (or the most recent post-effective amendment thereof) which, individually or in the aggregate, represent a fundamental change in the information set forth in the registration statement. Notwithstanding the foregoing, any increase or decrease in volume of securities offered (if the total dollar value of securities offered would not exceed that which was registered) and any deviation from the low or high end of the estimated maximum offering range may be reflected in the form of prospectus filed with the Commission pursuant to Rule 424(b) if, in the aggregate, the changes in volume and price represent no more than 20% change in the maximum aggregate offering price set forth in the "Calculation of Registration Fee" table in the effective registration statement; and

(iii) To include any material information with respect to the plan of distribution not previously disclosed in the registration statement or any material change to such information in the registration statement;

*Provided, however,* that paragraphs (a)(1)(i) and (a)(1)(ii) do not apply if the registration statement is on Form S-8, and the information required to be included in a post-effective amendment by those paragraphs is contained in reports filed with or furnished to the Commission by the registrant pursuant to Section 13 or Section 15(d) of the Exchange Act that are incorporated by reference in the registration statement.

(2) That, for the purpose of determining any liability under the Securities Act, each such post-effective amendment shall be deemed to be a new registration statement relating to the securities offered therein, and the offering of such securities at that time shall be deemed to be the initial bona fide offering thereof.

(3) To remove from registration by means of a post-effective amendment any of the securities being registered which remain unsold at the termination of the offering.

(b) The undersigned registrant hereby undertakes that, for purposes of determining any liability under the Securities Act, each filing of the registrant's annual report pursuant to Section 13(a) or Section 15(d) of the Exchange Act (and, where applicable, each filing of an employee benefit plan's annual report pursuant to Section 15(d) of the Exchange Act) that is incorporated by reference in the registration statement shall be deemed to be a new registration statement relating to the securities offered therein, and the offering of such securities at that time shall be deemed to be the initial bona fide offering thereof.

(c) Insofar as indemnification for liabilities arising under the Securities Act may be permitted to directors, officers and controlling persons of the registrant pursuant to the foregoing provisions, or otherwise, the registrant has been advised that in the opinion of the Commission such indemnification is against public policy as expressed in the Securities Act and is, therefore, unenforceable. In the event that a claim for indemnification against such liabilities (other than the payment by the registrant of expenses incurred or paid by a director, officer or controlling person of the registrant in the successful defense of any action, suit or proceeding) is asserted by such director, officer or controlling person in connection with the securities being registered, the registrant will, unless in the opinion of its counsel the matter has been settled by controlling precedent, submit to a court of appropriate jurisdiction the question whether such indemnification by it is against public policy as expressed in the Securities Act and will be governed by the final adjudication of such issue.

## SIGNATURES

Pursuant to the requirements of the Securities Act of 1933, the registrant certifies that it has reasonable grounds to believe that it meets all of the requirements for filing on Form S-8 and has duly caused this registration statement to be signed on its behalf by the undersigned, thereunto duly authorized, in the City of Provo, State of Utah, on this 7th day of June, 2024.

### NU SKIN ENTERPRISES, INC.

By /s/ Ryan S. Napierski

Name: Ryan S. Napierski

Title: President and Chief Executive Officer

### POWER OF ATTORNEY

KNOW ALL MEN BY THESE PRESENTS, that each person whose signature appears below hereby constitutes and appoints Ryan S. Napierski and Chayce D. Clark, and each of them, his or her true and lawful attorneys-in-fact and agents, with full power of substitution and resubstitution, for him or her and in his or her name, place and stead, in any and all capacities, to sign any and all amendments to the registration statement (including post-effective amendments), and to file the same, with all exhibits thereto, and other documents in connection therewith, with the Securities and Exchange Commission, granting each of said attorneys-in-fact and agents full power and authority to do and perform each and every act and thing requisite and necessary to be done in and about the premises, as full to all intents and purposes as he or she might or could do in person, hereby ratifying and confirming all that said attorneys-in-fact and agents or any of them, or their substitute, may lawfully do or cause to be done by virtue hereof.

Pursuant to the requirements of the Securities Act of 1933, this registration statement has been signed by the following persons in the capacities indicated and on the dates indicated.

<u>Signature</u>	<u>Title</u>	<u>Date</u>
<u>/s/ Steven J. Lund</u> Steven J. Lund	Executive Chairman of the Board	June 7, 2024
<u>/s/ Ryan S. Napierski</u> Ryan S. Napierski	President, Chief Executive Officer and Director (Principal Executive Officer)	June 7, 2024
<u>/s/ James D. Thomas</u> James D. Thomas	Chief Financial Officer (Principal Financial Officer and Accounting Officer)	June 7, 2024
<u>/s/ Emma S. Battle</u> Emma S. Battle	Director	June 7, 2024
<u>/s/ Daniel W. Campbell</u> Daniel W. Campbell	Director	June 7, 2024
<u>/s/ Laura Nathanson</u> Laura Nathanson	Director	June 7, 2024
<u>/s/ Thomas R. Pisano</u> Thomas R. Pisano	Director	June 7, 2024
<u>/s/ Zheqing Shen</u> Zheqing Shen	Director	June 7, 2024
<u>/s/ Edwina D. Woodbury</u> Edwina D. Woodbury	Director	June 7, 2024

CONSENT OF INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM

We hereby consent to the incorporation by reference in this Post-Effective Amendment No. 1 to the Registration Statements on Form S-8 (No. 333-167690, No. 333-190508, No. 333-211617, No. 333-238908, and No. 333-280044) of Nu Skin Enterprises, Inc. of our report dated February 14, 2024 relating to the financial statements and the effectiveness of internal control over financial reporting, which appears in Nu Skin Enterprises, Inc.'s Annual Report on Form 10-K for the year ended December 31, 2023.

/s/ PricewaterhouseCoopers LLP  
Salt Lake City, Utah  
June 7, 2024

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