

**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).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| OMB APPROVAL                                 |           |
|--|-----------|
| OMB Number:                                  | 3235-0287 |
| Estimated average burden hours per response: | 0.5       |

|   |   |  |
|---|---|--|
| 1. Name and Address of Reporting Person*<br><u>Chard Daniel R</u><br><br>(Last) (First) (Middle)<br><u>C/O NU SKIN ENTERPRISES, INC.</u><br><u>75 WEST CENTER STREET</u><br><br>(Street)<br><u>PROVO UT 84601</u><br><br>(City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol<br><u>NU SKIN ENTERPRISES INC [ NUS ]</u> | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br><br>Director 10% Owner<br><input checked="" type="checkbox"/> Officer (give title below) Other (specify below)<br><br><u>President</u> |
|   | 3. Date of Earliest Transaction (Month/Day/Year)<br><u>03/13/2014</u>                 |  |
| 4. If Amendment, Date of Original Filed (Month/Day/Year)  |   |  |

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) |   | 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) |            |         | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|---------|---|--|---|
|                                 |                                      |  | Code                           | V | Amount  | (A) or (D) | Price   |   |  |   |
| Class A Common Stock            | 03/13/2014                           |  | A                              |   | 5,000 <sup>(1)</sup>  | A          | \$0     | 36,895  | D  |   |
| Class A Common Stock            | 03/13/2014                           |  | A                              |   | 5,000 <sup>(2)</sup>  | A          | \$41.27 | 41,895  | D  |   |
| Class A Common Stock            | 03/13/2014                           |  | F                              |   | 1,949 <sup>(3)</sup>  | D          | \$73.16 | 39,946  | D  |   |
| Class A Common Stock            | 03/17/2014                           |  | F                              |   | 1,618 <sup>(3)</sup>  | D          | \$83.52 | 38,328  | D  |   |

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) |   | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) |     | 6. Date Exercisable and Expiration Date (Month/Day/Year) |                 | 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|-----|--|-----------------|---|--|--|---|--|----------------------------|
|  |  |                                      |  | Code                           | V | (A)  | (D) | Date Exercisable   | Expiration Date |   |  |  |   |  | Amount or Number of Shares |
| Employee Stock Option (right to buy)       | \$54.08  | 03/13/2014                           |  | A                              |   | 8,750  |     | (4)  | 02/09/2019      | Class A Common Stock  | 8,750                                      | \$0  | 8,750 <sup>(5)</sup>                                      | D  |                            |
| Employee Stock Option (right to buy)       | \$41.27  | 03/13/2014                           |  | A                              |   | 8,750  |     | (4)  | 02/15/2020      | Class A Common Stock  | 8,750                                      | \$0  | 8,750 <sup>(6)</sup>                                      | D  |                            |

**Explanation of Responses:**

- On February 9, 2012, the reporting person was granted restricted stock units, which became eligible for vesting based on Nu Skin Enterprises, Inc.'s satisfaction of certain performance criteria. On March 13, 2014, the performance criteria were met, resulting in the shares becoming eligible for vesting.
- On February 15, 2013, the reporting person was granted restricted stock units, which became eligible for vesting based on Nu Skin Enterprises, Inc.'s satisfaction of certain performance criteria. On March 13, 2014, the performance criteria were met, resulting in the shares becoming eligible for vesting.
- Shares withheld by the Issuer to satisfy tax withholding obligations in connection with the vesting of restricted stock units.
- Options become exercisable as to 50% on March 13, 2014, and 50% on March 2, 2015.
- On February 9, 2012, the reporting person was granted an option to purchase 8,750 shares of Class A Common Stock. The option becomes eligible for vesting based on Nu Skin Enterprises, Inc.'s satisfaction of certain performance criteria. On March 13, 2014, the performance criteria were met, resulting in 8,750 shares becoming eligible for vesting.
- On February 15, 2013, the reporting person was granted an option to purchase 8,750 shares of Class A Common Stock. The option becomes eligible for vesting based on Nu Skin Enterprises, Inc.'s satisfaction of certain performance criteria. On March 13, 2014, the performance criteria were met, resulting in 8,750 shares becoming eligible for vesting.

**Remarks:**

/s/ Clayton Jones as Attorney-in-Fact for Daniel R. Chard 03/17/2014

\*\* 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.