Edgar Filing: DORNY D MATTHEW - Form 4

DORNY D MAT	TTHEW										
Form 4	0										
February 18, 201								OMB A	PPROVAL		
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549									3235-0287		
Check this box								Expires:	January 31,		
if no longer subject to Section 16. Form 4 or						WNERSHIP OF	Estimated burden hou response	ours per			
Form 5 obligations may continue. <i>See</i> Instruction 1(b).	Section 17(a) of the l	Public U		ding Cor	npany Act	nge Act of 1934, c of 1935 or Secti 1940				
(Print or Type Respo	onses)										
1. Name and Address of Reporting Person <u>*</u> DORNY D MATTHEW			2. Issuer Name and Ticker or Trading Symbol NU SKIN ENTERPRISES INC				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
	(First) (1		[NUS]								
(Last) C/O NU SKIN I INC., 75 WEST		3. Date of Earliest Transaction (Month/Day/Year) 02/18/2010				Director 10% Owner XOfficer (give title Other (specify below) below) General Counsel					
	4. If Amendment, Date Original Filed(Month/Day/Year)				 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting 						
PROVO, UT 84	-601						Person	whole than one R	cporting		
(City)	(State)	(Zip)	Tab	ole I - Non-D	Derivative	Securities A	Acquired, Disposed	of, or Beneficia	lly Owned		
1.Title of Security (Instr. 3)2. Transaction Date (Month/Day/Year)2A. Deemed Execution I any (Month/Day			Date, if TransactionAcquired (A) or Code Disposed of (D) ay/Year) (Instr. 8) (Instr. 3, 4 and 5) (A) or			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	(D) Price					
Reminder: Report o	n a separate line	e for each cl	ass of sec	urities benef	-	-	-				
					inforn requi	nation cont red to resp ays a curre	spond to the colle tained in this forn ond unless the fo ntly valid OMB co	n are not rm	SEC 1474 (9-02)		
	Tabl			curities Acq ls, warrants			Beneficially Owned securities)	1			

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number of	6. Date Exercisable and	7. Title and Amou	nt of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transact	iorDerivative	Expiration Date	Underlying Securi	ties

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Security (Instr. 3)	or Exercise Price of Derivative Security		any (Month/Day/Y	Co ear) (In	de str. 8)	Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		(Month/Day/Year)		(Instr. 3 and 4)	
				Co	de V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 16.5	02/17/2010		Α	L	30,000		02/17/2010	12/20/2014	Class A Common Stock	30,000
Reporting Owners											
Reporti	ng Owner Nam		ations								
-	0		Director 10%	6 Owner	Offi	cer		Other			
DORNY D MATTHEW C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO, UT 84601			General Counsel								

Signatures

Clayton Jones as Attorney-in-Fact for D. Matthew 02/18/2010

 _____Signature of Reporting Person
 Date

Explanation of Responses:

* 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).

On December 20, 2007, the reporting person was granted an option to purchase 60,000 shares of Class A Common Stock. The option
 (1) vests in two equal traunches based on Nu Skin Enterprises, Inc.'s satisfaction of certain performance criteria. On February 17, 2010, the performance criteria for the first traunch were met, resulting in vesting of the option as to 30,000 shares.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.