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NU SKIN ENTERPRISES INC Form 5 January 3 FOR

| Form 5 | | | | | | | | | | | | |
|------------------------------------------------------------|------------------------------------------------------------------|---------------------------------------------------|-------------------------------------------------------------------------------|--------|------------------------------------------------|----------------------------------------------------------------------------|--------------------------------------------------------------------------------|--------------------------------------------|-------------------------------------------------------|----------------------|-----------|--|
| January 31, | 2017 | | | | | | | | | | | |
| FORM | И 5 | | | | | | | | | B APPROVAL | | |
| | UNITED | STATES S | | | | | GE C | OMMISSIO | N OMB Number | r: 3235-03 | 62 | |
| Check th no longe | | | Washingt | ton, E | D.C. 2054 | 19 | | | Expires | January 3 | 31, 05 | |
| to Sectio Form 4 c 5 obligat may con See Instr | or Form ANN ions tinue. | | MENT OF CHANGES IN BENEFICIAL NERSHIP OF SECURITIES | | | | | burden | Estimated average burden hours per response 1.0 | | | |
| 1(b). | Filed pu ^{Holdings} Section 17 I | (a) of the Pul | | Holdin | ng Comp | any A | Act of | | | | | |
| 1. Name and LUND ST | Address of Reporting EVEN | | - | | | | 5. Relationship of Reporting Person(s) to Issuer | | | | | |
| | | | NU SKIN ENTERPRISES INC [NUS] | | | | | (Check all applicable) | | | | |
| (Last) | (First) (| (N | 3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year) 12/31/2016 | | | | _X_ Director10% Owner _X_ Officer (give titleOther (specify below)below) | | | | | |
| - | KIN ENTERPRIS WEST CENTER | | 2/31/2010 | | | | | Exec. C | Chairman of t | he Board | | |
| | (Street) 4. If Amendment, Date Original Filed(Month/Day/Year) | | | | | 6. Individual or Joint/Group Reporting (check applicable line) | | | | | | |
| ΡΡΟΥΟ Â | UTÂ 84601 | | | | | | | | | | | |
| 1 KO V O,A | 01A 04001 | | | | | | | _X_ Form Filed b Form Filed b Person | | | | |
| (City) | (State) | (Zip) | Table I - No | on-Dei | rivative Se | curiti | es Acqu | uired, Disposed | of, or Benef | icially Owned | | |
| 1.Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Da any (Month/Day/Y | Date, if Transaction (A) or Disposed of Code (D) | | Beneficially Owned at end of Issuer's | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | | | | | |
| Class A Common | 09/26/2016 | Â | G | | | D | \$ 0 | 466,500 | I | By SJL NS-Holding | s | |

L.L.C. (1) Stock By SJL Class A Common 12/09/2016 Â G 3,313 D \$0 463,187 Ι **NS-Holdings** Stock L.L.C. (1)

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| Class A Common Stock | Â | Â | Â | Â | Â | Â | 45,000 | Ι | By The S&K Rhino Company LC (2) |
|----------------------------|---|---|---|---|---|---|--------|---|------------------------------------------|
| Class A Common Stock | Â | Â | Â | Â | Â | Â | 27,923 | D | Â |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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 control number.SEC 2270
(9-02)

 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) | | ate | Secur | int of rlying | 8. Price of Derivative Security (Instr. 5) | 9. Of B O E Is Fi (I |
|-----------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------|---------------------|--------------------|-------|----------------------------------------|-----------------------------------------------------|-------------------------------------------|
| | | | | | (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | | | | | |
|------------------------------------------------------------------------------------------|---------------|-----------|-----------------------------------|-------|--|--|--|--|
| r g - | Director | 10% Owner | Officer | Other | | | | |
| LUND STEVEN C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO, UT 84601 | ÂX | Â | Exec. Chairman of the Board | Â | | | | |
| Signatures | | | | | | | | |
| /s/Gregory Belliston as Attorney-in-Fact for Lund | or Steven J. | 01/31/2 | 017 | | | | | |
| ** Signature of Reporting Person | | Date | | | | | | |
| Explanation of Pasnand | 2001 | | | | | | | |

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).

(1) SJL NS-Holdings is a family limited liability company which is owned and controlled by the Reporting Person and his immediate family.

(2) This report should not be deemed an admission that the Reporting Person is the beneficial owner of such securities for purpose of Section 16 or for any other purpose.

Note: File three copies of this Form, one of which must be manually signed. If space provided 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.