

NU SKIN ENTERPRISES INC  
Form 8-K  
April 19, 2013  
UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

April 19, 2013  
Date of Report (Date of  
earliest event reported)

NU SKIN ENTERPRISES,  
INC.  
(Exact name of registrant as  
specified in its charter)

Delaware (State or other jurisdiction of incorporation)	001-12421 (Commission File Number)	87-0565309 (IRS Employer Identification Number)
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75 West Center Street  
Provo, UT 84601  
(Address of principal  
executive offices and zip  
code)

(801) 345-1000  
(Registrant's telephone  
number, including area code)

N/A  
(Former name or former  
address, if changed since last  
report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4 (c))



Item 7.01. Regulation FD Disclosure.

On April 19, 2013, Nu Skin Enterprises, Inc. (the "Company") issued a press release to reiterate certain global and Mainland China regional sales goals and provide other updates regarding the Company. A copy of the press release is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

The information in this Item 7.01, is being furnished, not filed, pursuant to Regulation FD. Accordingly, such information will not be incorporated by reference into any registration statement filed by the Company under the Securities Act of 1933, as amended, unless specifically identified therein as being incorporated therein by reference. The furnishing of such information is not intended to, and does not, constitute a determination or admission by the Company as to the materiality of such information.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits.

99.1 Press release issued by Nu Skin Enterprises, Inc. on April 19, 2013.

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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

NU SKIN ENTERPRISES, INC.

(Registrant)

/s/ Ritch Wood

Ritch Wood

Chief Financial Officer

Date: April 19, 2013

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EXHIBIT INDEX

Exhibit No.

Exhibit Description

99.1 Press release issued by Nu Skin Enterprises, Inc. on April 19, 2013