

NU SKIN ENTERPRISES INC  
Form 4  
July 13, 2005

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**KING RICHARD W**

2. Issuer Name and Ticker or Trading Symbol  
**NU SKIN ENTERPRISES INC  
[NUS]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
**07/11/2005**

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)

Chief Information Officer

**C/O NU SKIN ENTERPRISES, INC., 75 WEST CENTER STREET**

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**PROVO 84601**

(City) (State) (Zip)

**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 Ownership (Instr. 4)
				(A) or (D)	Price		
				Code	V	Amount	
Class A Common Stock	07/11/2005		M	A	\$ 5,000	10,984	D
Class A Common Stock	07/11/2005		S <sup>(1)</sup>	D	\$ 5,000	5,987 <sup>(2)</sup>	D

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

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SEC 1474 (9-02)

number.

**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 Underlying Securities (Instr. 3 and 4)	Amount	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Number of Shares
Employee Stock Option (right to buy)	\$ 6.56	07/11/2005		M	5,000	08/31/2001 <sup>(3)</sup>	08/31/2010	Class A Common Stock	5,000
Employee Stock Option (right to buy) <sup>(5)</sup>	\$ 20.8					07/13/2006 <sup>(6)</sup>	07/12/2009	Class A Common Stock	250,000
Employee Stock Option (right to buy) <sup>(5)</sup>	\$ 8.2					02/28/2002 <sup>(3)</sup>	02/28/2011	Class A Common Stock	10,000
Employee Stock Option (right to buy) <sup>(5)</sup>	\$ 6.85					08/31/2002 <sup>(3)</sup>	08/31/2011	Class A Common Stock	10,000
Employee Stock Option (right to buy) <sup>(5)</sup>	\$ 8.99					03/01/2003 <sup>(3)</sup>	03/01/2012	Class A Common Stock	10,000
Employee Stock Option (right to buy) <sup>(5)</sup>	\$ 12					09/03/2003 <sup>(3)</sup>	09/03/2012	Class A Common Stock	10,000
Employee Stock	\$ 9.04					03/10/2004 <sup>(3)</sup>	03/10/2013	Class A Common	12,500

Option (right to buy) <sup>(5)</sup>					Stock	
Employee Stock Option	\$ 11.5		09/02/2004 <sup>(3)</sup>	09/02/2013	Class A Common Stock	12,500
(right to buy) <sup>(5)</sup>						
Employee Stock Option	\$ 19.15		02/27/2005 <sup>(3)</sup>	02/27/2014	Class A Common Stock	7,500
(right to buy) <sup>(5)</sup>						
Employee Stock Option	\$ 26.13		09/01/2005 <sup>(3)</sup>	09/01/2014	Class A Common Stock	7,500
(right to buy) <sup>(5)</sup>						
Employee Stock Option	\$ 22.33		02/28/2006 <sup>(3)</sup>	02/28/2015	Class A Common Stock	7,500
(right to buy) <sup>(5)</sup>						

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KING RICHARD W C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO 84601			Chief Information Officer	

## Signatures

Richard W.  
King

07/13/2005

<sup>\*\*</sup>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).
- (1) Transaction was made pursuant to a 10b5-1 trading plan adopted by the Reporting Person.
- (2) Represents number of shares beneficially owned as of July 11, 2005.
- (3) Becomes exercisable in four equal annual installments beginning on the date indicated.

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- (4) Price not applicable.
- (5) Previously reported.
- (6) Becomes exercisable on date indicated, subject to earlier vesting if certain performance objectives are met.

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.