

NU SKIN ENTERPRISES INC

Form 4

May 04, 2005

FORM 4**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

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

OMB APPROVAL

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Number: 3235-0287
Expires: January 31,
2005
Estimated average
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(Print or Type Responses)

1. Name and Address of Reporting Person *
LINDLEY COREY B

(Last) (First) (Middle)

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

(Street)

PROVO, UT 84601

(City) (State) (Zip)

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

3. Date of Earliest Transaction
(Month/Day/Year)
05/02/2005

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
____X____ Officer (give title below) ____X____ Other (specify below)
**Executive Vice President / President-Greater
China**

6. Individual or Joint/Group Filing(Check
Applicable Line)
____X____ Form filed by One Reporting Person
____ Form filed by More than One Reporting
Person

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)
Class A Common Stock	05/02/2005		M	10,000	A \$ 8.19	22,000	D
Class A Common Stock	05/02/2005		S ⁽¹⁾	100	D \$ 22.03	21,900	D
Class A Common Stock	05/02/2005		S ⁽¹⁾	9,900	D \$ 22	12,000 ⁽²⁾	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)

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 Underlying Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount Number Shares
Employee Stock Option (right to buy) ⁽³⁾	\$ 13.91					08/21/1999 ⁽⁴⁾ 08/21/2008	Class A Common Stock 20,0
Employee Stock Option (right to buy) ⁽³⁾	\$ 12.94					08/31/2000 ⁽⁴⁾ 08/31/2009	Class A Common Stock 40,0
Employee Stock Option (right to buy)	\$ 8.19	05/02/2005		M	10,000	02/07/2001 ⁽⁴⁾ 02/07/2010	Class A Common Stock 10,0
Employee Stock Option (right to buy) ⁽³⁾	\$ 6.56					08/31/2001 ⁽⁴⁾ 08/31/2010	Class A Common Stock 8,7
Employee Stock Option (right to buy) ⁽³⁾	\$ 8.2					02/28/2002 ⁽⁴⁾ 02/28/2011	Class A Common Stock 17,5
Employee Stock Option (right to buy) ⁽³⁾	\$ 20.875					10/20/1998 ⁽⁴⁾ 10/20/2007	Class A Common Stock 26,0

Employee Stock Option (right to buy) ⁽³⁾	\$ 6.85	08/31/2002 ⁽⁴⁾	08/31/2011	Class A Common Stock	8,7
Employee Stock Option (right to buy) ⁽³⁾	\$ 8.99	03/01/2003 ⁽⁴⁾	03/01/2012	Class A Common Stock	17,5
Employee Stock Option (right to buy) ⁽³⁾	\$ 12	09/03/2003 ⁽⁴⁾	09/03/2012	Class A Common Stock	17,5
Employee Stock Option (right to buy) ⁽³⁾	\$ 9.04	03/10/2004 ⁽⁴⁾	03/10/2013	Class A Common Stock	17,5
Employee Stock Option (right to buy) ⁽³⁾	\$ 11.5	09/02/2004 ⁽⁴⁾	09/02/2013	Class A Common Stock	17,5
Employee Stock Option (right to buy) ⁽³⁾	\$ 16.95	12/31/2004 ⁽⁴⁾	12/31/2014	Class A Common Stock	100,
Employee Stock Option (right to buy) ⁽³⁾	\$ 19.15	02/27/2005 ⁽⁴⁾	02/27/2014	Class A Common Stock	17,5
Employee Stock Option (right to buy) ⁽³⁾	\$ 26.13	09/01/2005 ⁽⁴⁾	09/01/2014	Class A Common Stock	17,5
Employee Stock Option (right to buy) ⁽³⁾	\$ 22.33	02/28/2006 ⁽⁴⁾	02/28/2015	Class A Common Stock	17,5

Signatures

05/04/2005

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) Sale pursuant to a 10b5-1 plan adopted by the Reporting Person.
- (2) Represents number of shares beneficially owned as of May 2, 2005.
- (3) Previously reported.
- (4) Becomes exercisable in four equal annual installments beginning on the date indicated.
- (5) Price not applicable.

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.