

NU SKIN ENTERPRISES INC  
 Form 4  
 March 16, 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 \*  
**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)  
**03/14/2005**

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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)	(A) or (D)	5. Amount or Price	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	03/14/2005		M	10,000	A	\$ 8.19	22,000	D	
Class A Common Stock	03/14/2005		S <sup>(1)</sup>	100	D	\$ 21.91	21,900	D	
Class A Common Stock	03/14/2005		S <sup>(1)</sup>	1,600	D	\$ 21.85	20,300	D	
	03/14/2005		S <sup>(1)</sup>	8,300	D		12,000 <sup>(2)</sup>	D	

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Class A  
Common  
Stock \$  
21.62

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

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**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 Security (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount Number Shares
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 20.875					10/20/1998 <sup>(4)</sup> 10/20/2007	Class A Common Stock 26,000
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 13.91					08/21/1999 <sup>(4)</sup> 08/21/2008	Class A Common Stock 20,000
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 12.94					08/31/2000 <sup>(4)</sup> 08/31/2009	Class A Common Stock 40,000
Employee Stock Option (right to buy)	\$ 8.19	03/14/2005		M	10,000	02/07/2001 <sup>(4)</sup> 02/07/2010	Class A Common Stock 10,000
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 6.56					08/31/2001 <sup>(4)</sup> 08/31/2010	Class A Common Stock 8,700

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Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 8.2	02/28/2002 <sup>(4)</sup>	02/28/2011	Class A Common Stock	17,5
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 6.85	08/31/2002 <sup>(4)</sup>	08/31/2011	Class A Common Stock	8,7
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 8.99	03/01/2003 <sup>(4)</sup>	03/01/2012	Class A Common Stock	17,5
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 12	09/03/2003 <sup>(4)</sup>	09/03/2012	Class A Common Stock	17,5
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 9.04	03/10/2004 <sup>(4)</sup>	03/10/2013	Class A Common Stock	17,5
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 11.5	09/02/2004 <sup>(4)</sup>	09/02/2013	Class A Common Stock	17,5
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 16.95	12/31/2004 <sup>(4)</sup>	12/31/2014	Class A Common Stock	100,
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 19.15	02/27/2005 <sup>(4)</sup>	02/27/2014	Class A Common Stock	17,5
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 26.13	09/01/2005 <sup>(4)</sup>	09/01/2014	Class A Common Stock	17,5
	\$ 22.33	02/28/2006 <sup>(4)</sup>	02/28/2015		17,5

Employee  
 Stock  
 Option  
 (right to  
 buy) <sup>(3)</sup>

Class A  
 Common  
 Stock

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LINDLEY COREY B C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO, UT 84601			Executive Vice President	President-Greater China

## Signatures

D. Matthew Dorny as Attorney-in-Fact for Corey B.  
 Lindley

03/16/2005

\_\_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) Sale pursuant to a 10b5-1 plan adopted by the Reporting Person.
- (2) Represents number of shares beneficially owned as of March 14, 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.