

NU SKIN ENTERPRISES INC  
Form 4  
September 02, 2005

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

OMB APPROVAL

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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)  
**08/31/2005**

\_\_\_ 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) Code V Amount (D) Price                                |   |  |                                   |
| Class A Common Stock            |                                      |  |                                |   | 5,987 <sup>(1)</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)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

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| 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) |                      |                      |
|---|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------|----------------------|
|   |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                | Amount Number Shares |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 6.56  |                                      |  |                                |   | 08/31/2001 <sup>(4)</sup>                                | 08/31/2010  | Class A Common Stock | 5,000                |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 20.8  |                                      |  |                                |   | 07/13/2006 <sup>(3)</sup>                                | 07/12/2009  | Class A Common Stock | 250,000              |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 8.2   |                                      |  |                                |   | 02/28/2002 <sup>(4)</sup>                                | 02/28/2011  | Class A Common Stock | 10,000               |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 6.85  |                                      |  |                                |   | 08/31/2002 <sup>(4)</sup>                                | 08/31/2011  | Class A Common Stock | 10,000               |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 8.99  |                                      |  |                                |   | 03/01/2003 <sup>(4)</sup>                                | 03/01/2012  | Class A Common Stock | 10,000               |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 12  |                                      |  |                                |   | 09/03/2003 <sup>(4)</sup>                                | 09/03/2012  | Class A Common Stock | 10,000               |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 9.04  |                                      |  |                                |   | 03/10/2004 <sup>(4)</sup>                                | 03/10/2013  | Class A Common Stock | 12,500               |
|   | \$ 11.5  |                                      |  |                                |   | 09/02/2004 <sup>(4)</sup>                                | 09/02/2013  |                      | 12,500               |

|   |          |            |   |       |  |                           |            |                            |       |
|---|----------|------------|---|-------|--|---------------------------|------------|----------------------------|-------|
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(2)</sup> |          |            |   |       |  |                           |            | Class A<br>Common<br>Stock |       |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(2)</sup> | \$ 19.15 |            |   |       |  | 02/27/2005 <sup>(4)</sup> | 02/27/2014 | Class A<br>Common<br>Stock | 7,500 |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(2)</sup> | \$ 26.13 |            |   |       |  | 09/01/2005 <sup>(4)</sup> | 09/01/2014 | Class A<br>Common<br>Stock | 7,500 |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(2)</sup> | \$ 22.33 |            |   |       |  | 02/28/2006 <sup>(4)</sup> | 02/28/2015 | Class A<br>Common<br>Stock | 7,500 |
| Employee<br>Stock<br>Option<br>(right to<br>buy)                | \$ 21.34 | 08/31/2005 | A | 7,500 |  | 08/31/2006 <sup>(4)</sup> | 08/31/2015 | Class A<br>Common<br>Stock | 7,500 |

## Reporting Owners

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

## Signatures

|   |            |
|---|------------|
| D. Matthew Dorny as Attorney-in-Fact for Richard W.<br>King | 09/02/2005 |
| <sup>(2)</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) Represents number of shares beneficially owned as of August 31, 2005.
- (2) Previously reported.

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- (3) Becomes exercisable on date indicated, subject to earlier vesting if certain performance objectives are met.
- (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.

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