

BUSH LORI H  
Form 4  
June 29, 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 \*  
BUSH LORI H

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)  
06/27/2005

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
President -Nu Skin Division

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, UT 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	06/27/2005		M	3,750	A	\$ 6.56	11,210 <sup>(1)</sup> D
Class A Common Stock	06/27/2005		S <sup>(2)</sup>	2,039	D	\$ 23	9,171 <sup>(3)</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 or Number of Shares
				Code V (A) (D)		Date Exercisable Expiration Date	Title	
Employee Stock Option (right to buy)	\$ 6.56	06/27/2005		M	3,750	08/31/2001 <sup>(4)</sup> 08/31/2010	Class A Common Stock	3,750
Employee Stock Option (right to buy) <sup>(6)</sup>	\$ 8.2					02/28/2002 <sup>(4)</sup> 02/28/2011	Class A Common Stock	7,500
Employee Stock Option (right to buy) <sup>(6)</sup>	\$ 6.85					08/31/2002 <sup>(4)</sup> 08/31/2011	Class A Common Stock	12,500
Employee Stock Option (right to buy) <sup>(6)</sup>	\$ 8.99					03/01/2003 <sup>(4)</sup> 03/01/2012	Class A Common Stock	12,500
Employee Stock Option (right to buy) <sup>(6)</sup>	\$ 12					09/03/2003 <sup>(4)</sup> 09/03/2012	Class A Common Stock	12,500
Employee Stock Option (right to buy) <sup>(6)</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		17,500

Employee Stock Option (right to buy) (6)

Class A Common Stock

Employee Stock Option \$ 19.15 (right to buy) (6)

02/27/2005<sup>(4)</sup> 02/27/2014 Class A Common Stock 17,50

Employee Stock Option \$ 26.13 (right to buy) (6)

09/01/2005<sup>(4)</sup> 09/01/2014 Class A Common Stock 17,50

Employee Stock Option \$ 22.33 (right to buy) (6)

02/28/2006<sup>(4)</sup> 02/28/2015 Class A Common Stock 17,50

## Reporting Owners

### Reporting Owner Name / Address

### Relationships

BUSH LORI H  
C/O NU SKIN ENTERPRISES, INC.  
75 WEST CENTER STREET  
PROVO, UT 84601

Director 10% Owner Officer Other

President -Nu Skin Division

## Signatures

D. Matthew Dorny as Attorney-in-Fact for Lori H.  
Bush

06/29/2005

        \*\*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) Updated to reflect shares acquired under the Company's Employee Stock Purchase Plan which are exempt from filing.
- (2) Transaction was made pursuant to a 10b5-1 trading plan adopted by the Reporting Person.
- (3) Represents number of shares beneficially owned as of June 27, 2005.
- (4) Becomes exercisable in four equal annual installments beginning on the date indicated.
- (5) Price not applicable.
- (6) Previously reported.

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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