

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  
 Expires: January 31, 2005  
 Estimated average burden hours per response... 0.5

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.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control**

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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount Number 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



Edgar Filing: NU SKIN ENTERPRISES INC - Form 4

- (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.