

BUSH LORI H
Form 4
July 11, 2005

FORM 4

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

OMB APPROVAL

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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)
07/01/2005

____ 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	07/01/2005		M	5,000	A	\$ 6.85	14,171	D
Class A Common Stock	07/01/2005		S ⁽¹⁾	2,718	D	\$ 24	11,453 ⁽²⁾	D

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

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(9-02)

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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 Securities (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy) ⁽³⁾	\$ 8.2					02/28/2002 ⁽⁴⁾	02/28/2011	Class A Common Stock	7,500
Employee Stock Option (right to buy)	\$ 6.85	07/01/2005		M	5,000	08/31/2002 ⁽⁴⁾	08/31/2011	Class A Common Stock	5,000
Employee Stock Option (right to buy) ⁽³⁾	\$ 8.99					03/01/2003 ⁽⁴⁾	03/01/2012	Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 12					09/03/2003 ⁽⁴⁾	09/03/2012	Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 9.04					03/10/2004 ⁽⁴⁾	03/10/2013	Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 11.5					09/02/2004 ⁽⁴⁾	09/02/2013	Class A Common Stock	17,500
	\$ 19.15					02/27/2005 ⁽⁴⁾	02/27/2014		17,500

