

SMITH MICHAEL D  
Form 4  
March 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 \*  
SMITH MICHAEL D

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)  
02/28/2005

\_\_\_ Director \_\_\_ 10% Owner  
\_X\_ Officer (give title below) \_\_\_ Other (specify below)  
Vice President-Gov't Relations

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)  
\_X\_ 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  |   |  |                                   |
| Class A Common Stock            |                                      |  |                                |   | 1,670 <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) | 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) <sup>(2)</sup> | \$ 12.45   |                                      |  |                                |   | 04/19/2002 <sup>(4)</sup>                                | 08/31/2011  | Class A Common Stock       | 1,875                      |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 12.45   |                                      |  |                                |   | 04/19/2003 <sup>(3)</sup>                                | 04/19/2012  | Class A Common Stock       | 4,375                      |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 12  |                                      |  |                                |   | 09/03/2003 <sup>(3)</sup>                                | 09/03/2012  | Class A Common Stock       | 6,250                      |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 9.04  |                                      |  |                                |   | 03/10/2004 <sup>(3)</sup>                                | 03/10/2013  | Class A Common Stock       | 9,375                      |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 11.5  |                                      |  |                                |   | 09/02/2004 <sup>(3)</sup>                                | 09/02/2013  | Class A Common Stock       | 9,375                      |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 8.2   |                                      |  |                                |   | 02/28/2002 <sup>(3)</sup>                                | 02/28/2011  | Class A Common Stock       | 1,875                      |
| Employee Stock Option (right to buy) <sup>(2)</sup> | \$ 19.15   |                                      |  |                                |   | 02/27/2005 <sup>(3)</sup>                                | 02/27/2014  | Class A Common Stock       | 10,000                     |

|   |          |            |   |       |                           |            |                            |        |
|---|----------|------------|---|-------|---------------------------|------------|----------------------------|--------|
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(2)</sup> | \$ 26.13 |            |   |       | 09/01/2005 <sup>(3)</sup> | 09/01/2014 | Class A<br>Common<br>Stock | 10,000 |
| Employee<br>Stock<br>Option<br>(right to<br>buy)                | \$ 22.33 | 02/28/2005 | A | 7,500 | 02/28/2006 <sup>(3)</sup> | 02/28/2015 | Class A<br>Common<br>Stock | 7,500  |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                                |       |
|--|---------------|-----------|--------------------------------|-------|
|  | Director      | 10% Owner | Officer                        | Other |
| SMITH MICHAEL D<br>C/O NU SKIN ENTERPRISES, INC.<br>75 WEST CENTER STREET<br>PROVO, UT 84601 |               |           | Vice President-Gov't Relations |       |

## Signatures

|   |                     |
|---|---------------------|
| D. Matthew Dorny as Attorney-in-Fact for Michael D. Smith | 03/02/2005          |
| <small>**Signature of Reporting Person</small>            | <small>Date</small> |

## 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 February 28, 2005.
- (2) Previously reported.
- (3) Becomes exercisable in four equal annual installments beginning on the date indicated.
- (4) 75% is currently exercisable, and 25% become exercisable on 8/31/2005.
- (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.