

NU SKIN ENTERPRISES INC  
 Form 4  
 April 05, 2005

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
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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 \*  
**LINDLEY COREY B**

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)  
**04/01/2005**

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below)  Other (specify below)  
**Executive Vice President / President-Greater China**

**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 Indirect Ownership (Instr. 4)	
				(A) or (D)	Price			
				Code	V	Amount		
Class A Common Stock	04/01/2005		M		10,000	A	\$ 8.19 22,000	D
Class A Common Stock	04/01/2005		S <sup>(1)</sup>		10,000	D	\$ 22.35 12,000 <sup>(2)</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 Security (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount Number of Shares
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 13.91					08/21/1999 <sup>(4)</sup>	08/21/2008	Class A Common Stock	20,000
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 12.94					08/31/2000 <sup>(4)</sup>	08/31/2009	Class A Common Stock	40,000
Employee Stock Option (right to buy)	\$ 8.19	04/01/2005		M	10,000	02/07/2001 <sup>(4)</sup>	02/07/2010	Class A Common Stock	10,000
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 6.56					08/31/2001 <sup>(4)</sup>	08/31/2010	Class A Common Stock	8,700
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 8.2					02/28/2002 <sup>(4)</sup>	02/28/2011	Class A Common Stock	17,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 20.875					10/20/1998 <sup>(4)</sup>	10/20/2007	Class A Common Stock	26,000
Employee Stock Option	\$ 6.85					08/31/2002 <sup>(4)</sup>	08/31/2011	Class A Common Stock	8,700

(right to buy) <sup>(3)</sup>

Employee Stock

Option \$ 8.99

(right to buy) <sup>(3)</sup>

03/01/2003<sup>(4)</sup> 03/01/2012

Class A  
Common  
Stock

17,5

Employee Stock

Option \$ 12

(right to buy) <sup>(3)</sup>

09/03/2003<sup>(4)</sup> 09/03/2012

Class A  
Common  
Stock

17,5

Employee Stock

Option \$ 9.04

(right to buy) <sup>(3)</sup>

03/10/2004<sup>(4)</sup> 03/10/2013

Class A  
Common  
Stock

17,5

Employee Stock

Option \$ 11.5

(right to buy) <sup>(3)</sup>

09/02/2004<sup>(4)</sup> 09/02/2013

Class A  
Common  
Stock

17,5

Employee Stock

Option \$ 16.95

(right to buy) <sup>(3)</sup>

12/31/2004<sup>(4)</sup> 12/31/2014

Class A  
Common  
Stock

100,

Employee Stock

Option \$ 19.15

(right to buy) <sup>(3)</sup>

02/27/2005<sup>(4)</sup> 02/27/2014

Class A  
Common  
Stock

17,5

Employee Stock

Option \$ 26.13

(right to buy) <sup>(3)</sup>

09/01/2005<sup>(4)</sup> 09/01/2014

Class A  
Common  
Stock

17,5

Employee Stock

Option \$ 22.33

(right to buy) <sup>(3)</sup>

02/28/2006<sup>(4)</sup> 02/28/2015

Class A  
Common  
Stock

17,5

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

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Director 10% Owner Officer

Other

LINDLEY COREY B  
C/O NU SKIN ENTERPRISES, INC.  
75 WEST CENTER STREET  
PROVO, UT 84601

Executive Vice President President-Greater China

## Signatures

D. Matthew Dorny as Attorney-in-Fact for Corey B.  
Lindley

04/05/2005

\_\_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) Sale pursuant to a 10b5-1 plan adopted by the Reporting Person.
- (2) Represents number of shares beneficially owned as of April 1, 2005.
- (3) Previously reported.
- (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. 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.