

NU SKIN ENTERPRISES INC  
 Form 4  
 May 04, 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 \*  
**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)  
 05/02/2005

\_\_\_\_ 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) | (A) or (D) | 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 Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|------------|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount     | Price   |  |   |
| Class A Common Stock            | 05/02/2005                           |  | M                              |   | 10,000     | A \$ 8.19   | 22,000   | D   |
| Class A Common Stock            | 05/02/2005                           |  | S <sup>(1)</sup>               |   | 100        | D \$ 22.03  | 21,900   | D   |
| Class A Common Stock            | 05/02/2005                           |  | S <sup>(1)</sup>               |   | 9,900      | D \$ 22   | 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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(9-02)

**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 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 20,0                                   |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$ 12.94   |                                      |  |                                |   | 08/31/2000 <sup>(4)</sup> 08/31/2009                     | Class A Common Stock 40,0                                   |
| Employee Stock Option (right to buy)                | \$ 8.19  | 05/02/2005                           |  | M                              | 10,000  | 02/07/2001 <sup>(4)</sup> 02/07/2010                     | Class A Common Stock 10,0                                   |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$ 6.56  |                                      |  |                                |   | 08/31/2001 <sup>(4)</sup> 08/31/2010                     | Class A Common Stock 8,7                                    |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$ 8.2   |                                      |  |                                |   | 02/28/2002 <sup>(4)</sup> 02/28/2011                     | Class A Common Stock 17,5                                   |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$ 20.875  |                                      |  |                                |   | 10/20/1998 <sup>(4)</sup> 10/20/2007                     | Class A Common Stock 26,0                                   |

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|   |          |                           |            |                            |      |
|---|----------|---------------------------|------------|----------------------------|------|
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(3)</sup> | \$ 6.85  | 08/31/2002 <sup>(4)</sup> | 08/31/2011 | Class A<br>Common<br>Stock | 8,7  |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(3)</sup> | \$ 8.99  | 03/01/2003 <sup>(4)</sup> | 03/01/2012 | Class A<br>Common<br>Stock | 17,5 |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(3)</sup> | \$ 12    | 09/03/2003 <sup>(4)</sup> | 09/03/2012 | Class A<br>Common<br>Stock | 17,5 |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(3)</sup> | \$ 9.04  | 03/10/2004 <sup>(4)</sup> | 03/10/2013 | Class A<br>Common<br>Stock | 17,5 |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(3)</sup> | \$ 11.5  | 09/02/2004 <sup>(4)</sup> | 09/02/2013 | Class A<br>Common<br>Stock | 17,5 |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(3)</sup> | \$ 16.95 | 12/31/2004 <sup>(4)</sup> | 12/31/2014 | Class A<br>Common<br>Stock | 100, |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(3)</sup> | \$ 19.15 | 02/27/2005 <sup>(4)</sup> | 02/27/2014 | Class A<br>Common<br>Stock | 17,5 |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(3)</sup> | \$ 26.13 | 09/01/2005 <sup>(4)</sup> | 09/01/2014 | Class A<br>Common<br>Stock | 17,5 |
| Employee<br>Stock<br>Option<br>(right to<br>buy) <sup>(3)</sup> | \$ 22.33 | 02/28/2006 <sup>(4)</sup> | 02/28/2015 | Class A<br>Common<br>Stock | 17,5 |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                          |                         |
|--|---------------|-----------|--------------------------|-------------------------|
|  | Director      | 10% Owner | Officer                  | Other                   |
| LINDLEY COREY B<br>C/O NU SKIN ENTERPRISES, INC.<br>75 WEST CENTER STREET<br>PROVO, UT 84601 |               |           | Executive Vice President | President-Greater China |

## Signatures

|  |            |
|--|------------|
| D. Matthew Dorny as Attorney-in-Fact for Corey B.<br>Lindley | 05/04/2005 |
| **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 May 2, 2005.
  - (3) Previously reported.
  - (4) Becomes exercisable in four equal annual installments beginning on the date indicated.
  - (5) Price not applicable.

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