

NU SKIN ENTERPRISES INC

Form 4

July 13, 2005

FORM 4**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
KING RICHARD W

(Last) (First) (Middle)

**C/O NU SKIN ENTERPRISES,
INC., 75 WEST CENTER STREET**

(Street)

PROVO 84601

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol
**NU SKIN ENTERPRISES INC
[NUS]**

3. Date of Earliest Transaction
(Month/Day/Year)
07/11/2005

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
____X____ Officer (give title below) ____ Other (specify below)
Chief Information Officer

6. Individual or Joint/Group Filing(Check
Applicable Line)
____X____ Form filed by One Reporting Person
____ Form filed by More than One Reporting
Person

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 Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Class A Common Stock	07/11/2005		M		5,000	A	\$ 6.56
Class A Common Stock	07/11/2005		S ⁽¹⁾		5,000	D	\$ 25.5

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

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information contained in this form are not
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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 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 ⁽³⁾ 08/31/2010	Class A Common Stock 5,000
Employee Stock Option (right to buy) ⁽⁵⁾	\$ 20.8					07/13/2006 ⁽⁶⁾ 07/12/2009	Class A Common Stock 250,000
Employee Stock Option (right to buy) ⁽⁵⁾	\$ 8.2					02/28/2002 ⁽³⁾ 02/28/2011	Class A Common Stock 10,000
Employee Stock Option (right to buy) ⁽⁵⁾	\$ 6.85					08/31/2002 ⁽³⁾ 08/31/2011	Class A Common Stock 10,000
Employee Stock Option (right to buy) ⁽⁵⁾	\$ 8.99					03/01/2003 ⁽³⁾ 03/01/2012	Class A Common Stock 10,000
Employee Stock Option (right to buy) ⁽⁵⁾	\$ 12					09/03/2003 ⁽³⁾ 09/03/2012	Class A Common Stock 10,000
Employee Stock	\$ 9.04					03/10/2004 ⁽³⁾ 03/10/2013	Class A Common 12,500

Option
(right to
buy) (5)

Stock

Employee
Stock

Option \$ 11.5
(right to
buy) (5)

09/02/2004⁽³⁾ 09/02/2013

Class A
Common
Stock

12,50

Employee
Stock

Option \$ 19.15
(right to
buy) (5)

02/27/2005⁽³⁾ 02/27/2014

Class A
Common
Stock

7,50

Employee
Stock

Option \$ 26.13
(right to
buy) (5)

09/01/2005⁽³⁾ 09/01/2014

Class A
Common
Stock

7,50

Employee
Stock

Option \$ 22.33
(right to
buy) (5)

02/28/2006⁽³⁾ 02/28/2015

Class A
Common
Stock

7,50

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KING RICHARD W C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO 84601			Chief Information Officer	

Signatures

Richard W.
King 07/13/2005

 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) Transaction was made pursuant to a 10b5-1 trading plan adopted by the Reporting Person.
- (2) Represents number of shares beneficially owned as of July 11, 2005.
- (3) Becomes exercisable in four equal annual installments beginning on the date indicated.

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- (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.

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