

NU SKIN ENTERPRISES INC

Form 4

April 05, 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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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Schwerdt Scott E

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)

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

(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
04/01/2005

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_\_\_X\_\_\_\_ Officer (give title \_\_\_\_X\_\_\_\_ Other (specify  
below) below)  
Regional Vice President- / North America

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)
			Code	V	Amount	(A) or (D)	Price
Class A Common Stock	04/01/2005		M		5,000	A	\$ 8.19 7,368
Class A Common Stock	04/01/2005		S <sup>(1)</sup>		5,000	D	\$ 22.35 2,368 <sup>(2)</sup>

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

**Persons who respond to the collection of  
information contained in this form are not  
required to respond unless the form  
displays a currently valid OMB control**

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 or 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 18,000
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 20.8					07/13/2006 <sup>(4)</sup> 07/13/2009	Class A Common Stock 75,000
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 12.94					08/31/2000 <sup>(4)</sup> 08/31/2009	Class A Common Stock 20,000
Employee Stock Option (right to buy)	\$ 8.19	04/01/2005		M	5,000	02/07/2001 <sup>(4)</sup> 02/07/2010	Class A Common Stock 5,000
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 6.56					08/31/2001 <sup>(4)</sup> 08/31/2010	Class A Common Stock 7,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 6.56					08/31/2001 <sup>(4)</sup> 08/31/2010	Class A Common Stock 5,000
	\$ 8.2					02/28/2002 <sup>(4)</sup> 02/28/2011	10,000

Employee Stock Option (right to buy) <sup>(3)</sup>					Class A Common Stock	
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 6.85		08/31/2002 <sup>(4)</sup>	08/31/2011	Class A Common Stock	10,000
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 8.99		03/01/2003 <sup>(4)</sup>	03/01/2012	Class A Common Stock	7,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 12		09/03/2003 <sup>(4)</sup>	09/03/2012	Class A Common Stock	7,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 9.04		03/10/2004 <sup>(4)</sup>	03/10/2013	Class A Common Stock	12,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 11.5		09/02/2004 <sup>(4)</sup>	09/02/2013	Class A Common Stock	12,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 19.15		02/27/2005 <sup>(4)</sup>	02/27/2005	Class A Common Stock	12,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 26.13		09/01/2005 <sup>(4)</sup>	09/01/2014	Class A Common Stock	12,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 22.33		02/28/2006 <sup>(4)</sup>	02/28/2015	Class A Common Stock	12,500

## Signatures

04/05/2005

Date \_\_\_\_\_

### Explanation of Responses:

- 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.