

Nelson Brett  
Form 4  
March 02, 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 \*  
Nelson Brett

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)  
02/28/2005

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_\_\_X\_\_\_\_ Officer (give title \_\_\_\_X\_\_\_\_ Other (specify  
below) below)  
Regional Vice President / Southeast Asia &  
Pacific

PROVO, UT 84601

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

(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 Beneficial Ownership (Instr. 4)
Class A Common Stock				(A) or (D)	0 <sup>(1)</sup>	D	

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  
number.**

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 Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 8.2					02/28/2002 <sup>(3)</sup> 02/28/2011	Class A Common Stock	1,000
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 6.85					08/31/2002 <sup>(3)</sup> 08/31/2011	Class A Common Stock	1,000
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 8.99					03/01/2003 <sup>(3)</sup> 03/01/2012	Class A Common Stock	2,000
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 12					09/03/2003 <sup>(3)</sup> 09/03/2012	Class A Common Stock	2,000
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 9.04					03/10/2004 <sup>(3)</sup> 03/10/2013	Class A Common Stock	3,750
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 11.5					09/02/2004 <sup>(3)</sup> 09/02/2013	Class A Common Stock	3,750
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 19.15					02/27/2005 <sup>(3)</sup> 02/27/2014	Class A Common Stock	5,000
	\$ 26.13					09/01/2005 <sup>(3)</sup> 09/01/2014		5,000

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Employee  
Stock  
Option  
(right to  
buy) <sup>(2)</sup>

Class A  
Common  
Stock

Employee  
Stock  
Option \$ 25.38  
(right to  
buy) <sup>(2)</sup>

01/01/2006<sup>(3)</sup> 01/01/2015

Class A  
Common  
Stock 50,0

Employee  
Stock  
Option \$ 22.33 02/28/2005  
(right to  
buy)

A 10,000

02/28/2006<sup>(3)</sup> 02/28/2015

Class A  
Common  
Stock 10,0

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Nelson Brett C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO, UT 84601			Regional Vice President	Southeast Asia & Pacific

## Signatures

D. Matthew Dorny as Attorney-in-Fact for Brett  
Nelson

03/02/2005

<sup>\*\*</sup>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) 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) 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.  
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