

NU SKIN ENTERPRISES INC  
Form 4  
July 06, 2005

**FORM 4**

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

OMB APPROVAL

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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 \*  
ADAMS MARK L

(Last) (First) (Middle)

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

(Street)

PROVO, UT 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)  
07/01/2005

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chief Administration Officer

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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 Ownership (Instr. 4)				
				Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	07/01/2005		M		2,500	A		\$ 12.45	6,679	D	
Class A Common Stock	07/01/2005		S <sup>(1)</sup>		2,000	D		\$ 23.57	4,679 <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)

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)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 6.56					08/31/2000 <sup>(4)</sup>	08/31/2010	Class A Common Stock	15,000
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 8.2					02/28/2002 <sup>(4)</sup>	02/28/2011	Class A Common Stock	7,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 12.45					04/19/2003 <sup>(4)</sup>	04/19/2012	Class A Common Stock	7,500
Employee Stock Option (right to buy)	\$ 12.45	07/01/2005		M	2,500	04/19/2003 <sup>(5)</sup>	08/21/2008	Class A Common Stock	2,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 12.45					04/19/2003 <sup>(7)</sup>	08/31/2011	Class A Common Stock	7,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 12.45					04/19/2003 <sup>(5)</sup>	08/31/2009	Class A Common Stock	20,000
	\$ 12					09/03/2003 <sup>(4)</sup>	09/03/2012		7,500



## 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 1, 2005.

(3) Previously Reported

(4) Becomes exercisable in four equal annual installments beginning on the date indicated.

(5) Currently exercisable in full.

(6) Price not applicable.

(7) 75% is currently exercisable, and 25% becomes exercisable on 8/31/2005.

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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