

NU SKIN ENTERPRISES INC  
 Form 4  
 September 06, 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**

(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)  
 09/01/2005

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)  
 Executive Vice President

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  |                                | (A) or (D)  | Price   |  |   |
|                                 |                                      |  |                                | Code  | V   | Amount   |   |
| Class A Common Stock            | 09/01/2005                           |  | M                              | 10,000  | A   | \$ 8.19  | 30,750 D  |
| Class A Common Stock            | 09/01/2005                           |  | S <sup>(1)</sup>               | 900   | D   | \$ 21.16   | 29,850 D  |
| Class A Common Stock            | 09/01/2005                           |  | S <sup>(1)</sup>               | 1,000   | D   | \$ 21.12   | 28,850 D  |
| Class A Common Stock            | 09/01/2005                           |  | S <sup>(1)</sup>               | 8,100   | D   | \$ 21.1  | 20,750 <sup>(2)</sup> D                               |

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Common  
Stock

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

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SEC 1474  
(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 |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$ 13.91   |                                      |  |                                |   | 08/21/1999 <sup>(4)</sup>                                | 08/21/2008  | Class A Common Stock | 20,000 |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$ 12.94   |                                      |  |                                |   | 08/31/2000 <sup>(4)</sup>                                | 08/31/2009  | Class A Common Stock | 40,000 |
| Employee Stock Option (right to buy)                | \$ 8.19  | 09/01/2005                           |  | M                              | 10,000  | 02/07/2001 <sup>(4)</sup>                                | 02/07/2010  | Class A Common Stock | 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 | 8,700  |
| Employee Stock Option (right to buy) <sup>(3)</sup> | \$ 8.2   |                                      |  |                                |   | 02/28/2002 <sup>(4)</sup>                                | 02/28/2011  | Class A Common Stock | 17,500 |
|   | \$ 20.875  |                                      |  |                                |   | 10/20/1998 <sup>(4)</sup>                                | 10/20/2007  |                      | 26,000 |

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

Employee Stock Option (right to buy) <sup>(3)</sup> Class A Common Stock

Employee Stock Option \$ 21.34 Class A Common Stock 08/31/2006<sup>(4)</sup> 08/31/2015 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 |       |

## Signatures

D. Matthew Dorny as Attorney-in-Fact for Corey B. Lindley 09/06/2005

\_\_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 September 1, 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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