

HUNT M TRUMAN  
Form 4  
March 02, 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 \*  
HUNT M TRUMAN

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)

3. Date of Earliest Transaction  
(Month/Day/Year)  
02/28/2005

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
President & CEO

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

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)  
 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)
				(A) or (D)	Amount		
			Code	V	Price		
Class A Common Stock					240,862 <sup>(1)</sup>	D	

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

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**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 of Underlying Security (Instr. 3 and 4)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount Number of Shares
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 20.875					10/20/1998 <sup>(3)</sup>	10/20/2007	Class A Common Stock	19,000
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 13.91					08/21/1999 <sup>(3)</sup>	08/21/2008	Class A Common Stock	18,000
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 12.94					08/31/2000 <sup>(3)</sup>	08/31/2009	Class A Common Stock	40,000
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 6.56					08/31/2001 <sup>(3)</sup>	08/31/2010	Class A Common Stock	35,000
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 8.2					02/28/2002 <sup>(3)</sup>	02/28/2011	Class A Common Stock	17,500
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 6.85					08/31/2002 <sup>(3)</sup>	08/31/2011	Class A Common Stock	17,500
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 8.99					03/01/2003 <sup>(3)</sup>	03/01/2012	Class A Common Stock	17,500
Employee Stock	\$ 12					09/03/2003 <sup>(3)</sup>	09/03/2012	Class A Common	17,500

Option (right to buy) <sup>(2)</sup>									Stock	
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 12.45					01/17/2004 <sup>(3)</sup>	01/17/2013		Class A Common Stock	25,000
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 19.15					02/27/2005 <sup>(3)</sup>	02/27/2014		Class A Common Stock	25,000
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 26.13					09/01/2005 <sup>(3)</sup>	09/01/2014		Class A Common Stock	25,000
Employee Stock Option (right to buy)	\$ 22.33	02/28/2005		A	25,000	02/28/2006 <sup>(3)</sup>	02/28/2015		Class A Common Stock	25,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HUNT M TRUMAN C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO, UT 84601	X		President & CEO	

## Signatures

D. Matthew Dorny as Attorney-in-Fact for M. Truman  
 Hunt 03/02/2005

\*\*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) 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.

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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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