

WOOD RITCH N  
Form 4  
March 02, 2005

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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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 \*  
WOOD RITCH N

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)  
Chief Financial Officer

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 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 (D) Price		
Class A Common Stock					0 (1)	D	

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)**

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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)	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>(2)</sup>	\$ 6.56					08/31/2001 <sup>(3)</sup>	08/31/2010	Class A Common Stock	1,250
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 8.2					02/28/2002 <sup>(3)</sup>	02/28/2011	Class A Common Stock	625
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 6.85					08/31/2002 <sup>(3)</sup>	08/31/2011	Class A Common Stock	2,000
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 8.99					03/01/2003 <sup>(3)</sup>	03/01/2012	Class A Common Stock	2,250
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 12					09/03/2003 <sup>(3)</sup>	09/03/2012	Class A Common Stock	5,625
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 9.04					03/10/2004 <sup>(3)</sup>	03/10/2013	Class A Common Stock	13,125
Employee Stock Option (right to buy) <sup>(2)</sup>	\$ 10.31					05/20/2004 <sup>(3)</sup>	05/20/2013	Class A Common Stock	37,500
	\$ 11.5					09/02/2004 <sup>(3)</sup>	09/02/2013		17,500

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

Class A  
Common  
Stock

Employee  
Stock  
Option       \$ 19.15  
(right to  
buy) <sup>(2)</sup>

02/27/2005<sup>(3)</sup> 02/27/2014 Class A  
Common Stock 17,5

Employee  
Stock  
Option       \$ 26.13  
(right to  
buy) <sup>(2)</sup>

09/01/2005<sup>(3)</sup> 09/01/2014 Class A  
Common Stock 17,5

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

A    17,500    02/28/2006<sup>(3)</sup> 02/28/2015 Class A  
Common Stock 17,5

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
WOOD RITCH N C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO 84601			Chief Financial Officer	

## Signatures

D. Matthew Dorny, as Attorney-in-Fact for Ritch N.  
Wood

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 one year from the date of grant.  
 (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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