

BUSH LORI H
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 *
BUSH LORI H

(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)
02/28/2005

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

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
X Officer (give title below) ____ Other (specify below)
President -Nu Skin Division

6. Individual or Joint/Group Filing(Check
Applicable Line)
X 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)
Class A Common Stock			Code	V Amount (D) Price	7,322 (1) (2)	D	

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

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information contained in this form are not
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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 Underlying Securities (Instr. 3 and 4)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy) ⁽³⁾	\$ 6.56							08/31/2001 ⁽⁴⁾	08/31/2010	Class A Common Stock	3,750
Employee Stock Option (right to buy) ⁽³⁾	\$ 8.2							02/28/2002 ⁽⁴⁾	02/28/2011	Class A Common Stock	7,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 6.85							08/31/2002 ⁽⁴⁾	08/31/2011	Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 8.99							03/01/2003 ⁽⁴⁾	03/01/2012	Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 12							09/03/2003 ⁽⁴⁾	09/03/2012	Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 9.04							03/10/2004 ⁽⁴⁾	03/10/2013	Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 11.5							09/02/2004 ⁽⁴⁾	09/02/2013	Class A Common Stock	17,500
	\$ 19.15							02/27/2005 ⁽⁴⁾	02/27/2014		17,500

Employee
Stock
Option
(right to
buy) ⁽³⁾

Class A
Common
Stock

Employee
Stock
Option \$ 26.13
(right to
buy) ⁽³⁾

09/01/2005⁽⁴⁾ 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⁽⁴⁾ 02/28/2015

Class A
Common
Stock 17,5

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

BUSH LORI H
C/O NU SKIN ENTERPRISES, INC.
75 WEST CENTER STREET
PROVO, UT 84601

President -Nu Skin Division

Signatures

D. Matthew Dorny as Attorney-in-Fact for Lori H.
Bush

02/28/2005

 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) Updated to reflect shares acquired under the Company's Employee Stock Purchase Plan which are exempt from filing.
- (3) Previously reported.
- (4) Becomes exercisable in four equal annual installments beginning on the date indicated.
- (5) 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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