

NU SKIN ENTERPRISES INC  
Form 4  
August 03, 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 \*  
Schwerdt Scott E

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)

\_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below)  Other (specify below)  
Regional Vice President- / North America

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)	Price			
				Code	V	Amount		
Class A Common Stock	08/01/2005		M	5,000	A	\$ 8.19	7,464	D
Class A Common Stock	08/01/2005		S <sup>(1)</sup>	1,600	D	\$ 23.52	5,864	D
Class A Common Stock	08/01/2005		S <sup>(1)</sup>	1,900	D	\$ 23.5	3,964	D
Class A Common Stock	08/01/2005		S <sup>(1)</sup>	1,500	D	\$	2,464 <sup>(2)</sup>	D

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Common  
Stock

23.55

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

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(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 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) <sup>(3)</sup>	\$ 13.91					08/21/1999 <sup>(4)</sup>	08/21/2008	Class A Common Stock	18,000
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 20.8					07/13/2006 <sup>(4)</sup>	07/13/2009	Class A Common Stock	75,000
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 12.94					08/31/2000 <sup>(4)</sup>	08/31/2009	Class A Common Stock	20,000
Employee Stock Option (right to buy)	\$ 8.19	08/01/2005		M	5,000	02/07/2001 <sup>(4)</sup>	02/07/2010	Class A Common Stock	5,000
Employee Stock Option (right to	\$ 6.56					08/31/2001 <sup>(4)</sup>	08/31/2010	Class A Common Stock	7,500

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buy) <sup>(3)</sup>						
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 6.56		08/31/2001 <sup>(4)</sup>	08/31/2010	Class A Common Stock	5,000
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 8.2		02/28/2002 <sup>(4)</sup>	02/28/2011	Class A Common Stock	10,000
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 6.85		08/31/2002 <sup>(4)</sup>	08/31/2011	Class A Common Stock	10,000
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 8.99		03/01/2003 <sup>(4)</sup>	03/01/2012	Class A Common Stock	7,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 12		09/03/2003 <sup>(4)</sup>	09/03/2012	Class A Common Stock	7,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 9.04		03/10/2004 <sup>(4)</sup>	03/10/2013	Class A Common Stock	12,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 11.5		09/02/2004 <sup>(4)</sup>	09/02/2013	Class A Common Stock	12,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 19.15		02/27/2005 <sup>(4)</sup>	02/27/2005	Class A Common Stock	12,500
Employee Stock Option (right to buy) <sup>(3)</sup>	\$ 26.13		09/01/2005 <sup>(4)</sup>	09/01/2014	Class A Common Stock	12,500

Employee  
Stock  
Option \$ 22.33  
(right to  
buy) <sup>(3)</sup>

02/28/2006<sup>(4)</sup> 02/28/2015 Class A  
Common Stock 12,50

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Schwerdt Scott E C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO, UT 84601			Regional Vice President-	North America

## Signatures

D. Matthew Dorny as Attorney-in-Fact for Scott E.  
Schwerdt

08/03/2005

\_\_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 August 1, 2005.
- (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. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.