

BUSH LORI H
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 *
BUSH LORI H

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
X Officer (give title below) ___ Other (specify below)
President -Nu Skin Division

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)
X 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)	Code V Amount (D) Price		
Class A Common Stock					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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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)		
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 (right to buy) ⁽³⁾	\$ 26.13					09/01/2005 ⁽⁴⁾	09/01/2014	Class A Common Stock	17,5
Employee Stock Option (right to buy)	\$ 22.33	02/28/2005	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
<u> </u> **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. 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.