

NU SKIN ENTERPRISES INC
 Form 4
 September 06, 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

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 *
LINDLEY COREY B

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)
 09/01/2005

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 Executive Vice President

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | | (A) or (D) | Price | | |
| | | | | Code | V | Amount | |
| Class A Common Stock | 09/01/2005 | | M | 10,000 | A | \$ 8.19 | 30,750 D |
| Class A Common Stock | 09/01/2005 | | S ⁽¹⁾ | 900 | D | \$ 21.16 | 29,850 D |
| Class A Common Stock | 09/01/2005 | | S ⁽¹⁾ | 1,000 | D | \$ 21.12 | 28,850 D |
| Class A Common Stock | 09/01/2005 | | S ⁽¹⁾ | 8,100 | D | \$ 21.1 | 20,750 ⁽²⁾ D |

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Common
Stock

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)

| 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 |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 13.91 | | | | | 08/21/1999 ⁽⁴⁾ | 08/21/2008 | Class A Common Stock | 20,000 |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 12.94 | | | | | 08/31/2000 ⁽⁴⁾ | 08/31/2009 | Class A Common Stock | 40,000 |
| Employee Stock Option (right to buy) | \$ 8.19 | 09/01/2005 | | M | 10,000 | 02/07/2001 ⁽⁴⁾ | 02/07/2010 | Class A Common Stock | 0 |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 6.56 | | | | | 08/31/2001 ⁽⁴⁾ | 08/31/2010 | Class A Common Stock | 8,700 |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 8.2 | | | | | 02/28/2002 ⁽⁴⁾ | 02/28/2011 | Class A Common Stock | 17,500 |
| | \$ 20.875 | | | | | 10/20/1998 ⁽⁴⁾ | 10/20/2007 | | 26,000 |

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| | | | | | |
|---|----------|---------------------------|------------|----------------------|------|
| Employee Stock Option (right to buy) ⁽³⁾ | | | | Class A Common Stock | |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 6.85 | 08/31/2002 ⁽⁴⁾ | 08/31/2011 | Class A Common Stock | 8,7 |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 8.99 | 03/01/2003 ⁽⁴⁾ | 03/01/2012 | Class A Common Stock | 17,5 |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 12 | 09/03/2003 ⁽⁴⁾ | 09/03/2012 | Class A Common Stock | 17,5 |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 9.04 | 03/10/2004 ⁽⁴⁾ | 03/10/2013 | Class A Common Stock | 17,5 |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 11.5 | 09/02/2004 ⁽⁴⁾ | 09/02/2013 | Class A Common Stock | 17,5 |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 16.95 | 12/31/2004 ⁽⁴⁾ | 12/31/2014 | Class A Common Stock | 100, |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 19.15 | 02/27/2005 ⁽⁴⁾ | 02/27/2014 | Class A Common Stock | 17,5 |
| Employee Stock Option (right to buy) ⁽³⁾ | \$ 26.13 | 09/01/2005 ⁽⁴⁾ | 09/01/2014 | Class A Common Stock | 17,5 |
| | \$ 22.33 | 02/28/2006 ⁽⁴⁾ | 02/28/2015 | | 17,5 |

Employee
 Stock
 Option
 (right to
 buy) ⁽³⁾

Class A
 Common
 Stock

Employee
 Stock
 Option \$ 21.34
 (right to
 buy) ⁽³⁾

08/31/2006⁽⁴⁾ 08/31/2015 Class A
 Common Stock 17,5

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|--------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| LINDLEY COREY B C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO, UT 84601 | | | Executive Vice President | |

Signatures

| | |
|---|------------|
| D. Matthew Dorny as Attorney-in-Fact for Corey B. Lindley | 09/06/2005 |
| <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) Sale pursuant to a 10b5-1 plan adopted by the Reporting Person.
- (2) Represents number of shares beneficially owned as of September 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.