

SMITH MICHAEL D  
Form 4  
June 29, 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 \*  
SMITH MICHAEL D

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  
\_X\_ Officer (give title below) \_\_\_ Other (specify below)

Vice President-Gov't Relations

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)
			Code	V	Amount or Price		
Class A Common Stock	06/22/2005		J <sup>(1)</sup>		0.24 A \$ 23.67	1,734 <sup>(2)</sup>	D
Class A Common Stock	06/27/2005		M		1,875 A \$ 8.2	3,609	D
Class A Common Stock	06/27/2005		M		1,250 A \$ 12.45	4,859	D
Class A Common Stock	06/27/2005		M		1,875 A \$	6,734	D

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Common Stock						12.45	
Class A Common Stock	06/27/2005		M	300	A	\$ 9.04	7,034 D
Class A Common Stock	06/27/2005		<u>S</u> <sup>(3)</sup>	5,300	D	\$ 22.75	1,734 <sup>(4)</sup> D

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)	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)	\$ 12.45	06/27/2005		M	1,250	04/19/2002 <sup>(5)</sup>	08/31/2011	Class A Common Stock	1,250
Employee Stock Option (right to buy)	\$ 12.45	06/27/2005		M	1,875	04/19/2003 <sup>(7)</sup>	04/19/2012	Class A Common Stock	1,875
Employee Stock Option (right to buy) <sup>(8)</sup>	\$ 12					09/03/2003 <sup>(7)</sup>	09/03/2012	Class A Common Stock	6,250
Employee Stock Option	\$ 9.04	06/27/2005		M	300	03/10/2004 <sup>(7)</sup>	03/10/2013	Class A Common Stock	300



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- (1) Shares were acquired through an automatic reinvestment of a dividend payment.
- (2) Updated to reflect shares acquired under the Company's Employee Stock Purchase Plan which were exempt from filing.
- (3) Transaction was made pursuant to a 10b5-1 trading plan adopted by the Reporting Person.
- (4) Represents number of shares beneficially owned as of June 27, 2005.
- (5) 75% is currently exercisable, and 25% become exercisable on 8/31/2005.
- (6) Price not applicable.
- (7) Becomes exercisable in four equal annual installments beginning on the date indicated.
- (8) Previously reported.

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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