

NU SKIN ENTERPRISES INC

Form 4

May 23, 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

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(Print or Type Responses)

1. Name and Address of Reporting Person *
CAMPBELL DANIEL W

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)

C/O NU SKIN ENTERPRISES,
INC., 75 WEST CENTER STREET

(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
05/23/2005

☒ Director ☐ 10% Owner
☐ Officer (give title below) ☐ Other (specify below)

PROVO, UT 84601

(City) (State) (Zip)

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

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)			
				Code V Amount (D) Price			
Class A Common Stock					2,500 ⁽¹⁾	D	

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

**Persons who respond to the collection of
information contained in this form are not
required to respond unless the form
displays a currently valid OMB control
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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 Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date Date	Title Amount or Number of Shares
Stock Option (right to buy) ⁽²⁾	\$ 20.875					05/04/1998 ⁽⁴⁾ 10/20/2007	Class A Common Stock 10,000
Stock Option (right to buy) ⁽²⁾	\$ 28.5					05/05/1999 ⁽⁴⁾ 05/05/2008	Class A Common Stock 2,500
Stock Option (right to buy) ⁽²⁾	\$ 19.4375					05/04/2000 ⁽⁴⁾ 05/04/2009	Class A Common Stock 2,500
Stock Option (right to buy) ⁽²⁾	\$ 7.44					05/11/2001 ⁽⁴⁾ 05/11/2010	Class A Common Stock 7,500
Stock Option (right to buy) ⁽²⁾	\$ 6.9					05/10/2002 ⁽⁴⁾ 05/10/2011	Class A Common Stock 7,500
Stock Option (right to buy) ⁽²⁾	\$ 13					05/09/2003 ⁽⁴⁾ 05/09/2012	Class A Common Stock 7,500
Stock Option (right to buy) ⁽²⁾	\$ 9.96					05/20/2004 ⁽⁴⁾ 05/20/2013	Class A Common Stock 10,000
Stock Option (right to buy) ⁽²⁾	\$ 23.28					05/17/2005 ⁽⁴⁾ 05/17/2014	Class A Common Stock 10,000
Stock Option (right to buy)	\$ 22.25	05/23/2005		A	10,000	05/09/2006 ⁽⁴⁾ 05/23/2015	Class A Common Stock 10,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CAMPBELL DANIEL W C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO, UT 84601	X			

Signatures

D. Matthew Dorny as Attorney-in-Fact for Daniel
Campbell 05/23/2005

__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 May 23, 2005.
- (2) Previously reported.
- (3) Not applicable.
- (4) Options become exercisable one day prior to the next annual meeting of stockholders following the date of grant. Dates listed are estimated vesting dates based on the date of the previous annual meeting of stockholders.

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.