

NU SKIN ENTERPRISES INC  
 Form 4  
 September 06, 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 \*  
 Chard Daniel R

(Last) (First) (Middle)

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

(Street)

PROVO, UT 84601

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
 NU SKIN ENTERPRISES INC  
 [NUS]

3. Date of Earliest Transaction  
 (Month/Day/Year)  
 08/31/2005

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
 \_\_\_X\_\_\_ Officer (give title below) \_\_\_ Other (specify below)  
 President- Nu Skin Europe

6. Individual or Joint/Group Filing(Check Applicable Line)  
 \_\_\_X\_\_\_ 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 Ownership (Instr. 4)
			Code	V	Amount or Price		
Class A Common Stock	08/31/2005		M		750 A \$ 12.45	750	D
Class A Common Stock	08/31/2005		M		750 A \$ 9.04	1,500	D
Class A Common Stock	08/31/2005		M		1,250 A \$ 11.5	2,750	D
Class A Common Stock	08/31/2005		S		994 D \$	1,756	D

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Common Stock						21.23	
Class A Common Stock	08/31/2005	S	1,100	D	\$ 21.21	656 <sup>(1)</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 (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
Employee Stock Option (right to buy)	\$ 12.45	08/31/2005		M	750	09/09/2003 <sup>(2)</sup> 09/09/2012	Class A Common Stock	1,500
Employee Stock Option (right to buy)	\$ 9.04	08/31/2005		M	750	03/10/2004 <sup>(2)</sup> 03/10/2013	Class A Common Stock	1,500
Employee Stock Option (right to buy)	\$ 11.5	08/31/2005		M	1,250	09/02/2004 <sup>(2)</sup> 09/02/2013	Class A Common Stock	3,750
Employee Stock Option (right to buy) <sup>(4)</sup>	\$ 19.15					02/27/2005 <sup>(2)</sup> 02/27/2014	Class A Common Stock	5,000
	\$ 23.87					04/29/2005 <sup>(2)</sup> 04/29/2014		25,000

Employee Stock Option (right to buy) <sup>(4)</sup>								Class A Common Stock	
Employee Stock Option	\$ 26.13			09/01/2005 <sup>(2)</sup>	09/01/2014			Class A Common Stock	10,00
(right to buy) <sup>(4)</sup>									
Employee Stock Option	\$ 22.33			02/28/2006 <sup>(2)</sup>	02/28/2015			Class A Common Stock	10,00
(right to buy) <sup>(4)</sup>									
Employee Stock Option	\$ 21.34			08/31/2006 <sup>(2)</sup>	08/31/2015			Class A Common Stock	10,00
(right to buy) <sup>(4)</sup>									

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Chard Daniel R C/O NU SKIN ENTERPRISES, INC. 75 WEST CENTER STREET PROVO, UT 84601			President- Nu Skin Europe	

## Signatures

D. Matthew Dorny as Attorney-in-Fact for Daniel R. Chard	09/06/2005
<small>**Signature of Reporting Person</small>	<small>Date</small>

## 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 August 31, 2005.
- (2) Becomes exercisable in four equal annual installments beginning on the date indicated.
- (3) Price not applicable.
- (4) 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. 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.