

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| OMB APPROVAL | |
|--|-----------|
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| | | |
|---|---|--|
| 1. Name and Address of Reporting Person* <u>HUNT M TRUMAN</u> (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 <u>NU SKIN ENTERPRISES INC [NUS]</u> | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) President & CEO |
| | 3. Date of Earliest Transaction (Month/Day/Year) 01/10/2005 | |
| 4. If Amendment, Date of Original Filed (Month/Day/Year) | | |

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|---------|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Class A Common Stock | 01/10/2005 | | s ⁽¹⁾ | | 16,700 | D | \$23.63 | 274,162 | D | |
| Class A Common Stock | 01/10/2005 | | s ⁽¹⁾ | | 2,400 | D | \$23.63 | 271,762 | D | |
| Class A Common Stock | 01/10/2005 | | s ⁽¹⁾ | | 3,200 | D | \$23.66 | 268,562 | D | |
| Class A Common Stock | 01/10/2005 | | s ⁽¹⁾ | | 1,100 | D | \$23.69 | 267,462 | D | |
| Class A Common Stock | 01/10/2005 | | s ⁽¹⁾ | | 1,800 | D | \$23.72 | 265,662 | D | |
| Class A Common Stock | 01/10/2005 | | s ⁽¹⁾ | | 500 | D | \$23.61 | 265,162 | D | |
| Class A Common Stock | 01/10/2005 | | s ⁽¹⁾ | | 900 | D | \$23.64 | 264,262 | D | |
| Class A Common Stock | 01/10/2005 | | s ⁽¹⁾ | | 1,000 | D | \$23.67 | 263,262 | D | |
| Class A Common Stock | 01/10/2005 | | s ⁽¹⁾ | | 1,800 | D | \$23.7 | 261,462 | D | |
| Class A Common Stock | 01/10/2005 | | s ⁽¹⁾ | | 1,000 | D | \$23.73 | 260,462 | D | |
| Class A Common Stock | 01/10/2005 | | s ⁽¹⁾ | | 1,100 | D | \$23.62 | 259,362 | D | |
| Class A Common Stock | 01/10/2005 | | s ⁽¹⁾ | | 2,600 | D | \$23.65 | 256,762 | D | |
| Class A Common Stock | 01/10/2005 | | s ⁽¹⁾ | | 300 | D | \$23.68 | 256,462 | D | |
| Class A Common Stock | 01/10/2005 | | s ⁽¹⁾ | | 400 | D | \$23.71 | 256,062 | D | |
| Class A Common Stock | 01/10/2005 | | s ⁽¹⁾ | | 200 | D | \$23.74 | 255,862 ⁽²⁾ | D | |

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 Securities Underlying Derivative Security (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---|--|--------------------------------------|--|--------------------------------|---|--|-----|--|-----------------|---|--|--|---|--|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | | | | | |
| Employee Stock Option (right to buy) ⁽³⁾ | \$20.875 | | | | | | | 10/20/1998 ⁽⁴⁾ | 10/20/2007 | Class A Common Stock | | 19,000 ⁽²⁾ | D | |
| Employee Stock Option (right to buy) ⁽³⁾ | \$13.91 | | | | | | | 08/21/1999 ⁽⁴⁾ | 08/21/2008 | Class A Common Stock | | 18,000 ⁽²⁾ | D | |

**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 Securities Underlying Derivative Security (Instr. 3 and 4) | | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---|--|--------------------------------------|--|--------------------------------|---|--|-----|--|-----------------|---|----------------------------|--|--|---|--|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares | | | | |
| Employee Stock Option (right to buy) ⁽³⁾ | \$12.94 | | | | | | | 08/31/2000 ⁽⁴⁾ | 08/31/2009 | Class A Common Stock | 40,000 | | 40,000 ⁽²⁾ | D | |
| Employee Stock Option (right to buy) ⁽³⁾ | \$6.56 | | | | | | | 08/31/2001 ⁽⁴⁾ | 08/31/2010 | Class A Common Stock | 35,000 | | 35,000 ⁽²⁾ | D | |
| Employee Stock Option (right to buy) ⁽³⁾ | \$8.2 | | | | | | | 02/28/2002 ⁽⁴⁾ | 02/28/2011 | Class A Common Stock | 17,500 | | 17,500 ⁽²⁾ | D | |
| Employee Stock Option (right to buy) ⁽³⁾ | \$6.85 | | | | | | | 08/31/2002 ⁽⁴⁾ | 08/31/2011 | Class A Common Stock | 17,500 | | 17,500 ⁽²⁾ | D | |
| Employee Stock Option (right to buy) ⁽³⁾ | \$8.99 | | | | | | | 03/01/2003 ⁽⁴⁾ | 03/01/2012 | Class A Common Stock | 17,500 | | 17,500 ⁽²⁾ | D | |
| Employee Stock Option (right to buy) ⁽³⁾ | \$12 | | | | | | | 09/03/2003 ⁽⁴⁾ | 09/03/2012 | Class A Common Stock | 17,500 | | 17,500 ⁽²⁾ | D | |
| Employee Stock Option (right to buy) ⁽³⁾ | \$12.45 | | | | | | | 01/17/2004 ⁽⁴⁾ | 01/17/2013 | Class A Common Stock | 250,000 | | 250,000 ⁽²⁾ | D | |
| Employee Stock Option (right to buy) ⁽³⁾ | \$19.15 | | | | | | | 02/27/2005 ⁽⁴⁾ | 02/27/2014 | Class A Common Stock | 25,000 | | 25,000 ⁽²⁾ | D | |
| Employee Stock Option (right to buy) ⁽³⁾ | \$26.13 | | | | | | | 09/01/2005 ⁽⁴⁾ | 09/01/2014 | Class A Common Stock | 25,000 | | 25,000 ⁽²⁾ | D | |

Explanation of Responses:

1. Transaction was made pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person.
2. Represents number of shares beneficially owned as of January 10, 2005.
3. Previously Reported
4. Becomes exercisable in four equal annual installments beginning on the date indicated.

Remarks:

D. Matthew Dorny as Attorney-
in-Fact for M. Truman Hunt 01/11/2005

** Signature of Reporting Person Date

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

* 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).

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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