

**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	
OMB Number:	3235-0287
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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 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) <b>President &amp; CEO</b>
	3. Date of Earliest Transaction (Month/Day/Year) 08/03/2004	
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	08/03/2004		S		31,100	D	\$27	302,762	D	
Class A Common Stock	08/04/2004		S		3,900	D	\$27	298,862 <sup>(1)</sup>	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) <sup>(2)</sup>	\$20.875						10/20/1998 <sup>(3)</sup>	10/20/2007	Class A Common Stock	19,000		19,000 <sup>(1)</sup>	D	
Employee Stock Option (right to buy) <sup>(2)</sup>	\$13.91						08/21/1999 <sup>(3)</sup>	08/21/2008	Class A Common Stock	18,000		18,000 <sup>(1)</sup>	D	
Employee Stock Option (right to buy) <sup>(2)</sup>	\$12.94						08/31/2000 <sup>(3)</sup>	08/31/2009	Class A Common Stock	40,000		40,000 <sup>(1)</sup>	D	
Employee Stock Option (right to buy) <sup>(2)</sup>	\$6.56						08/31/2001 <sup>(3)</sup>	08/31/2010	Class A Common Stock	35,000		35,000 <sup>(1)</sup>	D	
Employee Stock Option (right to buy) <sup>(2)</sup>	\$8.2						02/28/2002 <sup>(3)</sup>	02/28/2011	Class A Common Stock	17,500		17,500 <sup>(1)</sup>	D	
Employee Stock Option (right to buy) <sup>(2)</sup>	\$6.85						08/31/2002 <sup>(3)</sup>	08/31/2011	Class A Common Stock	17,500		17,500 <sup>(1)</sup>	D	
Employee Stock Option (right to buy) <sup>(2)</sup>	\$8.99						03/01/2003 <sup>(3)</sup>	03/01/2012	Class A Common Stock	17,500		17,500 <sup>(1)</sup>	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)				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) <sup>(2)</sup>	\$12							09/03/2003 <sup>(3)</sup>	09/03/2012	Class A Common Stock	17,500		17,500 <sup>(1)</sup>	D	
Employee Stock Option (right to buy) <sup>(2)</sup>	\$12.45							01/17/2004 <sup>(3)</sup>	01/17/2013	Class A Common Stock	250,000		250,000 <sup>(1)</sup>	D	
Employee Stock Option (right to buy) <sup>(2)</sup>	\$19.15							02/27/2005 <sup>(3)</sup>	02/27/2014	Class A Common Stock	25,000		25,000 <sup>(1)</sup>	D	

**Explanation of Responses:**

1. Represents number of shares beneficially owned as of August 4, 2004.
2. Previously Reported
3. Becomes exercisable in four equal annual installments beginning on the date indicated.

**Remarks:**

D. Matthew Dorny as Attorney- 08/04/2004  
in-Fact for M. Truman Hunt

\*\* 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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