SEC Form 4

FORM 4

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

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

1. Name and Address of Reporting Person[*]	2. Issuer Name **and** Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
KING RICHARD W	NU SKIN ENTERPRISES INC [NUS]	

1. Name and Address of Reporting Person[*]

KING RICHARD W

(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
NU SKIN ENTERPRISES INC [NUS]

3. Date of Earliest Transaction (Month/Day/Year)
10/31/2003

4. If Amendment, Date of 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)

Chief Information Officer

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	10/31/2003		M		10,000	A	$6.56	15,984	D	
Class A Common Stock	10/31/2003		S		200	D	$15.68	15,784	D	
Class A Common Stock	10/31/2003		S		9,800	D	$15.68	5,984[(1)]	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)[(2)]	$20.8							07/13/2006[(3)]	07/12/2009	Class A Common Stock	250,000		250,000[(1)]	D	
Employee Stock Option (right to buy)[(2)]	$8.2							02/28/2002[(4)]	02/28/2011	Class A Common Stock	10,000		10,000[(1)]	D	
Employee Stock Option (right to buy)[(2)]	$6.85							08/31/2002[(4)]	08/31/2011	Class A Common Stock	10,000		10,000[(1)]	D	
Employee Stock Option (right to buy)[(2)]	$8.99							03/01/2003[(4)]	03/01/2012	Class A Common Stock	10,000		10,000[(1)]	D	
Employee Stock Option (right to buy)[(2)]	$12							09/03/2003[(4)]	09/03/2012	Class A Common Stock	10,000		10,000[(1)]	D	
Employee Stock Option (right to buy)[(2)]	$9.04							03/10/2004[(4)]	03/10/2013	Class A Common Stock	12,500		12,500[(1)]	D	
Employee Stock Option (right to buy)[(2)]	$11.5							09/02/2004[(4)]	09/02/2013	Class A Common Stock	12,500		12,500[(1)]	D	

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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 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)	$6.56	10/31/2003		M			10,000	08/31/2001[4]	08/31/2010	Class A Common Stock	10,000	$0	10,000[1]	D	

Explanation of Responses:

1. Represents number of shares beneficially owned as of October 31, 2003.

2. Previously reported.

3. Becomes exercisable on date indicated, subject to earlier vesting if certain performance objectives are met.

4. Becomes exercisable in four equal annual installments beginning on the date indicated.

Remarks:

D. Matthew Dorny as Attorney-in-Fact for Richard W. King | 11/04/2003

** 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.

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 Number.