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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

n 10(a) af tha C A at a £ 1004 at to Contin unition Euch

OMB APPROVAL										
OMB Number: 3235-0287										
Estimated average burden										
hours per response:	0.5									

[F

Instruction	L(D).		Filed p	or Sec	tion 30(h) of the In	vestmei	nt Con	npany Act of 1	940	64			1		
1. Name and Address of Reporting Person* LINDLEY COREY B				2. Issuer Name and Ticker or Trading Symbol <u>NU SKIN ENTERPRISES INC</u> [NUS]							5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner				
	(First) IN ENTERPRISE ENTER STREET		3. Date of Earliest Transaction (Month/Day/Year) 01/09/2004							X Officer (give title X Other (specify below) Executive Vice President / President-Greater China					
(Street) PROVO (City)	UT (State)	84601 (Zip)	4	4. If Amendment, Date of Original Filed (Month/Day/Year)						6. Indiv Line) X	ividual or Joint/Group Filing (Check Applicable 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														
Dia 1111 Di		2. Transaction Date (Month/Day/Year)		2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) Disposed Of (D) (Instr. 3, 4			5. Amount of Securities Beneficially Owned Following Reported	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	Transaction(s) (Instr. 3 and 4)		(11311.4)		
Class A Common Stock 01/05				004		М		45,000	A	\$8.19	57,000	D			
Class A Common Stock 01/09				004		S ⁽¹⁾		15,000	D	\$17.95	42,000	D			
Class A Common Stock 01/09/			01/09/20	004		S ⁽¹⁾		15,000	D	\$18.95	27,000	D			
Class A Com	mon Stock		01/09/20	004		S ⁽¹⁾		15,000	D	\$19.95	12,000	D ⁽²⁾			
Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)															

4. Transaction Code (Instr. 8) 7. Title and Amount 9. Number of 1. Title of 2. Conversion 3. Transaction 3A. Deemed 5. Number 6. Date Exercisable and 8. Price of 10. 11. Nature Expiration Date (Month/Day/Year) of Securities Underlying Derivative Security Derivative Date Execution Date, of Derivative derivative Ownership of Indirect Security (Instr. 3) or Exercise Price of if any (Month/Day/Year) Derivative Securities Security (Instr. 5) Securities Beneficially Form: Direct (D) (Month/Day/Year) Beneficial Ownership Acquired (A) or Disposed or Indirect (I) (Instr. 4) Derivative (Instr. 3 and 4) Owned (Instr. 4) Security Following Reported of (D) (Instr 3, 4 and 5) Transaction(s) (Instr. 4) Amount or Number Date Expiration Code v (A) (D) Exercisable Date Title of Shares Employee Stock Class A Option \$20.875 10/20/1998⁽⁴⁾ 10/20/2007 Common 26,000 26,000⁽²⁾ D (right to Stock buy)⁽³⁾ Employee Stock Class A Option \$13.91 08/21/1999⁽⁴⁾ 08/21/2008 Common 20,000 20,000⁽²⁾ D (right to Stock buy)⁽³⁾ Employee Stock Class A Option (right to 08/31/2000⁽⁴⁾ Common Stock 40,000 \$12.94 08/31/2009 40,000⁽²⁾ D buy)⁽³⁾ Employee Stock Option Class A 01/09/2004 02/07/2001⁽⁴⁾ Common 45,000 (5) 215,000⁽²⁾ \$8.19 Μ 45,000 02/07/2010 D (right to Stock buy) Employee Stock Option (right to Class A 08/31/2001⁽⁴⁾ \$6.56 08/31/2010 Common 8,750 8,750⁽²⁾ D Stock buy)⁽³⁾ Employee Stock Option Class A 02/28/2002⁽⁴⁾ 17,500 02/28/2011 Common Stock 17,500⁽²⁾ \$8.2 D (right to buy)⁽³⁾ Employee Stock Option Class A 08/31/2002⁽⁴⁾ 8,750⁽²⁾ \$6.85 08/31/2011 8,750 D Common (right to Stock buy)⁽³⁾

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. Transa Code (8)	action (Instr.	of Deri Sec Acq (A) Disp of (I	umber ivative urities juired or oosed D) (Instr. and 5)	6. Date Exerci Expiration Dat (Month/Day/Ye	te	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⁾	\$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⁾	\$9.04							03/10/2004 ⁽⁴⁾	03/10/2013	Class A Common Stock	17,500		17,500 ⁽²⁾	D	
Employee Stock Option (right to buy) ⁽³⁾	\$11.5							09/02/2004 ⁽⁴⁾	09/02/2013	Class A Common Stock	17,500		17,500 ⁽²⁾	D	
Employee Stock Option (right to buy) ⁽³⁾	\$16.95							12/31/2004 ⁽⁴⁾	12/31/2014	Class A Common Stock	100,000		100,000 ⁽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 9, 2004.

3. Previously reported.

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

5. Not Applicable.

Remarks:

D. Matthew Dorny as Attorneyin-Fact for Corey B. Lindley 01/13/2004

** 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.