

Schwerdt Scott E
Form 4
March 02, 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 *
Schwerdt Scott E

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction
(Month/Day/Year)
02/28/2005

___ Director ___ 10% Owner
 Officer (give title below) Other (specify below)
Regional Vice President- / North America

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

(Street)

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

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

PROVO, UT 84601

(City) (State) (Zip)

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)
				(A) or (D)	Amount (D) Price		
Class A Common Stock					2,255 (1) (2)	D	

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

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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 Underlying Security (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	
Employee Stock Option (right to buy) ⁽³⁾	\$ 13.91					08/21/1999 ⁽⁴⁾	08/21/2008	Class A Common Stock	18,000
Employee Stock Option (right to buy) ⁽³⁾	\$ 20.8					07/13/2006 ⁽⁴⁾	07/13/2009	Class A Common Stock	75,000
Employee Stock Option (right to buy) ⁽³⁾	\$ 12.94					08/31/2000 ⁽⁴⁾	08/31/2009	Class A Common Stock	20,000
Employee Stock Option (right to buy) ⁽³⁾	\$ 8.19					02/07/2001 ⁽⁴⁾	02/07/2010	Class A Common Stock	55,000
Employee Stock Option (right to buy) ⁽³⁾	\$ 6.56					08/31/2001 ⁽⁴⁾	08/31/2010	Class A Common Stock	7,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 6.56					08/31/2001 ⁽⁴⁾	08/31/2010	Class A Common Stock	5,000
Employee Stock Option (right to buy) ⁽³⁾	\$ 8.2					02/28/2002 ⁽⁴⁾	02/28/2011	Class A Common Stock	10,000
	\$ 6.85					08/31/2002 ⁽⁴⁾	08/31/2011		10,000

Employee Stock Option (right to buy) ⁽³⁾								Class A Common Stock	
Employee Stock Option (right to buy) ⁽³⁾	\$ 8.99				03/01/2003 ⁽⁴⁾	03/01/2012		Class A Common Stock	7,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 12				09/03/2003 ⁽⁴⁾	09/03/2012		Class A Common Stock	7,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 9.04				03/10/2004 ⁽⁴⁾	03/10/2013		Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 11.5				09/02/2004 ⁽⁴⁾	09/02/2013		Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 19.15				02/27/2005 ⁽⁴⁾	02/27/2005		Class A Common Stock	12,500
Employee Stock Option (right to buy) ⁽³⁾	\$ 26.13				09/01/2005 ⁽⁴⁾	09/01/2014		Class A Common Stock	12,500
Employee Stock Option (right to buy)	\$ 22.33	02/28/2005	A	12,500	02/28/2006 ⁽⁴⁾	02/28/2015		Class A Common Stock	12,500

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

Schwerdt Scott E
C/O NU SKIN ENTERPRISES, INC.
75 WEST CENTER STREET
PROVO, UT 84601

Regional Vice President- North America

Signatures

D. Matthew Dorny as Attorney-in-Fact for Scott E.
Schwerdt

03/02/2005

__Signature of Reporting Person

Date

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 February 28, 2005.
- (2) Updated to reflect shares acquired under the Company's Employee Stock Purchase Plan which are exempt from filing.
- (3) Previously reported.
- (4) Becomes exercisable in four equal annual installments beginning on the date indicated.
- (5) Price not applicable.

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.