

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

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|---|---|---|
| 1. Name and Address of Reporting Person* <u>MACFARLANE LARRY V</u> (Last) (First) (Middle) <u>C/O NU SKIN ENTERPRISES, INC.</u> <u>75 WEST CENTER STREET</u> (Street) <u>PROVO UT 84601</u> (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) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>President, Big Planet division</u> |
| | 3. Date of Earliest Transaction (Month/Day/Year) <u>08/31/2005</u> | |
| 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 Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|------------|---------|---|--|--|
| | | | Code | V | Amount | (A) or (D) | Price | | | |
| Class A Common Stock | 03/23/2005 | | J ⁽¹⁾ | | 0.8163 | A | \$22.49 | 213 | D | |
| Class A Common Stock | 06/22/2005 | | J ⁽¹⁾ | | 1.4207 | A | \$23.67 | 653 ⁽³⁾⁽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) ⁽⁴⁾ | \$11.37 | | | | | | | 09/10/2003 ⁽⁵⁾ | 09/10/2013 | Class A Common Stock | 15,000 | 15,000 ⁽³⁾ | D | |
| Employee Stock Option (right to buy) ⁽⁴⁾ | \$11.37 | | | | | | | 09/10/2004 ⁽⁶⁾ | 09/10/2013 | Class A Common Stock | 25,000 | 25,000 ⁽³⁾ | D | |
| Employee Stock Option (right to buy) ⁽⁴⁾ | \$19.15 | | | | | | | 02/27/2005 ⁽⁵⁾ | 02/27/2014 | Class A Common Stock | 12,500 | 12,500 ⁽³⁾ | D | |
| Employee Stock Option (right to buy) ⁽⁴⁾ | \$26.13 | | | | | | | 09/01/2005 ⁽⁶⁾ | 09/01/2014 | Class A Common Stock | 12,500 | 12,500 ⁽³⁾ | D | |
| Employee Stock Option (right to buy) ⁽⁴⁾ | \$22.33 | | | | | | | 02/28/2006 ⁽⁵⁾ | 02/28/2015 | Class A Common Stock | 12,500 | 12,500 ⁽³⁾ | D | |
| Employee Stock Option (right to buy) | \$21.34 | 08/31/2005 | | A | | 12,500 | | 08/31/2006 ⁽⁶⁾ | 08/31/2015 | Class A Common Stock | 12,500 | 12,500 ⁽³⁾ | D | |

Explanation of Responses:

- Shares were acquired through an automatic reinvestment of a dividend payment.
- Updated to reflect shares acquired under the Company's Employee Stock Purchase Plan which are exempt from filing.
- Represents number of shares beneficially owned as of August 31, 2005.
- Previously reported.
- Immediately exercisable.
- Becomes exercisable in four equal annual installments beginning on the date indicated.
- Price not applicable.

Remarks:

D. Matthew Dorny as Attorney-
in-Fact for Larry V. Macfarlane 09/02/2005

** 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.

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.