

**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) 10/31/2003	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> 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		S	(1)	25,000	D	\$15.75	396,325 <sup>(2)</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>(3)</sup>	\$20.875							10/20/1998 <sup>(4)</sup>	10/20/2007	Class A Common Stock	19,000	19,000 <sup>(2)</sup>	D	
Employee Stock Option (right to buy) <sup>(3)</sup>	\$13.91							08/21/1999 <sup>(4)</sup>	08/21/2008	Class A Common Stock	18,000	18,000 <sup>(2)</sup>	D	
Employee Stock Option (right to buy) <sup>(3)</sup>	\$12.94							08/31/2000 <sup>(4)</sup>	08/31/2009	Class A Common Stock	40,000	40,000 <sup>(2)</sup>	D	
Employee Stock Option (right to buy) <sup>(3)</sup>	\$6.56							08/31/2001 <sup>(4)</sup>	08/31/2010	Class A Common Stock	35,000	35,000 <sup>(2)</sup>	D	
Employee Stock Option (right to buy) <sup>(3)</sup>	\$8.2							02/28/2002 <sup>(4)</sup>	02/28/2011	Class A Common Stock	17,500	17,500 <sup>(2)</sup>	D	
Employee Stock Option (right to buy) <sup>(3)</sup>	\$6.85							08/31/2002 <sup>(4)</sup>	08/31/2011	Class A Common Stock	17,500	17,500 <sup>(2)</sup>	D	
Employee Stock Option (right to buy) <sup>(3)</sup>	\$8.99							03/01/2003 <sup>(4)</sup>	03/01/2012	Class A Common Stock	17,500	17,500 <sup>(2)</sup>	D	
Employee Stock Option (right to buy) <sup>(3)</sup>	\$12							09/03/2003 <sup>(4)</sup>	09/03/2012	Class A Common Stock	17,500	17,500 <sup>(2)</sup>	D	

