

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL	
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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

1. Name and Address of Reporting Person* <u>TILLOTSON SANDRA</u> (Last) (First) (Middle) <u>C/O NU SKIN ENTERPRISES, INC.</u> <u>75 WEST CENTER STREET</u> (Street) <u>PROVO</u> <u>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) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <p style="text-align: center;">Senior Vice President</p>
	3. Date of Earliest Transaction (Month/Day/Year) <u>10/23/2003</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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	10/23/2003		C		6,447,557	A	(2)	7,501,144	D	
Class A Common Stock	10/23/2003		C		500,000	A	(2)	500,000	I	By the CST Rhino Company, L.C. ⁽¹⁾
Class A Common Stock	10/23/2003		C		1,000,000	A	(2)	1,000,000	I	By the SNT Rhino Company, L.C. ⁽¹⁾
Class A Common Stock								190,000	I	By the SNT Fixed Charitable Trust ⁽¹⁾

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				
Class B Common Stock	(2)	10/23/2003		C		6,447,557		(3)	(4)	Class A Common Stock	6,447,557	(4)	0	D	
Class B Common Stock	(2)	10/23/2003		C		500,000		(3)	(4)	Class A Common Stock	500,000	(4)	0	I	By the CST Rhino Company, L.C. ⁽¹⁾
Class B Common Stock	(2)	10/23/2003		C		1,000,000		(3)	(4)	Class A Common Stock	1,000,000	(4)	0	I	By the SNT Rhino Company, L.C. ⁽¹⁾
Call Option (Obligation to Sell) ⁽⁵⁾	\$13.7							(3)	06/28/2005	Class A Common Stock	2,000,000		0	D	

Explanation of Responses:

- This report should not be deemed an admission that the Reporting Person is the beneficial owner of such securities for purposes of Section 16 or for any other purpose.
- Converts on a 1-for-1 basis.
- Immediately exercisable.
- Not applicable.
- The call option was granted as part of a private equity transaction involving the sale of shares previously reported on 9/16/2003. In addition, the purchasers agreed to purchase in one or more transaction up to an additional 3.5 million shares from the Reporting Person, as the Reporting Person's discretion, at a set discount to prevailing market prices at the time of any such sales.

Remarks:

D. Matthew Dorny as Attorney-in-Fact for Sandra N. Tillotson 10/28/2003

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.

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