

NU SKIN ENTERPRISES INC  
Form 8-K  
July 27, 2004

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549**

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

**July 27, 2004**

Date of Report (Date of earliest event reported)

**NU SKIN ENTERPRISES, INC.**

(Exact name of registrant as specified in its charter)

**Delaware**

(State or other jurisdiction of  
incorporation)

**001-12421**

(Commission File Number)

**87-0565309**

(IRS Employer  
Identification Number)

**75 West Center Street**

**Provo, UT 84601**

(Address of principal executive offices and zip code)

**(801) 345-1000**

(Registrant's telephone number, including area code)

**N/A**

(Former name or former address, if changed since last report)

**Item 5. Other Events.**

On July 27, 2004, Nu Skin Enterprises announced its intent to exercise its call option that day to purchase shares of common stock from members of its original stockholder group. A copy of Nu Skin Enterprises' press release dated July 27, 2004, announcing this transaction is attached as Exhibit 99.1 to this report and incorporated by reference.

**Item 7. Financial Statements and Exhibits.**

**(c) EXHIBIT**

99.1

Nu Skin Enterprises' press release dated July 27, 2004, regarding option exercise.

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**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**NU SKIN ENTERPRISES, INC.**  
(Registrant)

/s/ Ritch N. Wood  
Ritch N. Wood  
Chief Financial Officer

Date: July 27, 2004

**EXHIBIT INDEX**

<b>Exhibit No.</b>	<b>Exhibit Description</b>
99.1	Nu Skin Enterprises press release dated July 27, 2004, regarding option exercise.