



NOURISH THE CHILDREN™

AN INITIATIVE OF NU SKIN ENTERPRISES



**Nourishing, not just feeding  
the children of the world.**

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While you are having a satiety meal, do you know.....



A child dies **every 6 seconds** from malnutrition and starvation

Over **5 million** children under the age of 5 died each year  
from malnutrition and starvation

**880 million** people will go to bed hungry

Despite the efforts of hundreds of relief agencies,  
the problems of starving and malnourished children remain.

# Nourish the Children™

## An Innovative Approach to Solve Children Starvation Problem



NOURISH THE CHILDREN™

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### Mission

We are deeply troubled that every day more than 15,000 children around the world died from malnutrition. The mission of Nourish the Children™ initiative is to facilitate ongoing food donations by uniting our global distributor network of 800,000 entrepreneurs to make a difference in the lives of malnourished children. Our joint mission is to be a powerful force in saving children's lives.



In spite of the relief agencies' best effort to save the starving children, 5 million children still died every year from malnutrition. This means that pure donation and charity efforts may not be the most effective way to solve the world hunger problem. Nourish the Children is an innovative approach by combining the superiority of a for-profit corporation and an non-profit charity to solve this problem.

### Obstacle and superiority of charities encountered when solving the world hunger problem

**Obstacle:** Charities are operated with virtually all of the functions of corporations. They have department of accounting, management, marketing and public relations to maintain the operations. However, their revenues are limited to donations. To ensure they can spend the maximum amount of donations to the target needs, they will try to minimize the staff number or rely on volunteers to carry the work load. As a result, their operations will be restricted.

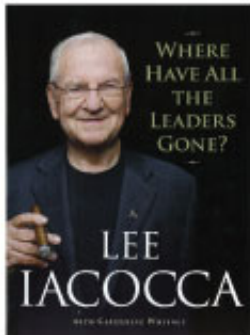
**Superiority:** With extensive knowledge and experience on addressing social problems, as well as its non-profit nature, charities are sponsored by a lot of corporations. For examples, delivery companies are willing to ship the donated products to the destination at cost. It can reduce the material shipping cost significantly.

### Obstacle and superiority of corporations encountered when solving the world hunger problem

**Obstacle:** As the corporations cannot address the world hunger problem directly and their profitable business nature, they cannot use the most economic approach to solve the problem.

**Superiority:** The business goal of corporations is to make profit. They have abundant resources and a group of talent who has outstanding planning and marketing skills. To ensure the corporations invest the charitable programs continuously, it is judicious to incorporate the programs to one of the profitable business.

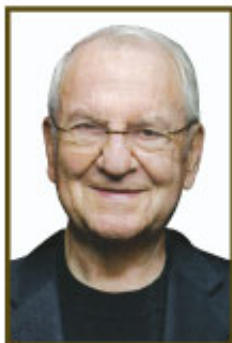




Both charities and corporations encounter obstacles and possess superiority when solving the world hunger problem. Luckily, there is an exceptional match between two organizations that leverages the strengths of each and benefits each in substantial ways. Therefore, the concept of “common-good capitalism” is come out. Nourish the Children is a pioneering initiative which practices the “common-good capitalism”. This concept is also affirmed by Lee Iacocca, former president of Ford Motor Company and former chairman of Chrysler Corporation. He has committed to be the chairman of Nourish the Children’s advisory board and admired this innovative concept should be taken as a model of other corporations.

While well-known universities, such as Stanford University, University of Notre Dame in United States, and Oxford University in England are integrating “corporate social responsibility” curriculum into their MBA programs, innovative corporations should not stay at the stratification which only participates in donations and forms volunteer teams to join the social community activities. They should upgrade their charitable works to one of the core corporate business on the strength of their marketing sense and business wisdom instead. Meanwhile, it can motivate the company and the staff to develop the charitable business in order to solve the world hunger problems.

Since the launch of Nourish the Children 5 years ago, over 100 million meals of VitaMeal have been donated as of the end of 2007. In addition, the initiative also received the American Business Award for the Best Corporate Social Responsibility Program of 2007 and the 2007 American Chamber of Commerce Corporate Social Responsibility Award in Shanghai, China. Thus, this proves that Nourish the Children which practices the common-good capitalism is well recognized by the society.



“ I would appreciate Nu Skin Enterprises practices the common-good capitalism. As a businessman, I was impressed by the quality of Nu Skin’s products and its’ large worldwide distribution force. This was a well-run company. But what really got me hooked was Nu Skin’s plan to end world hunger. I signed on, and I have been chairman of Nourish the Children’s advisory board ever since. ”

*Extracted from “Where Have All the Leaders Gone?”*

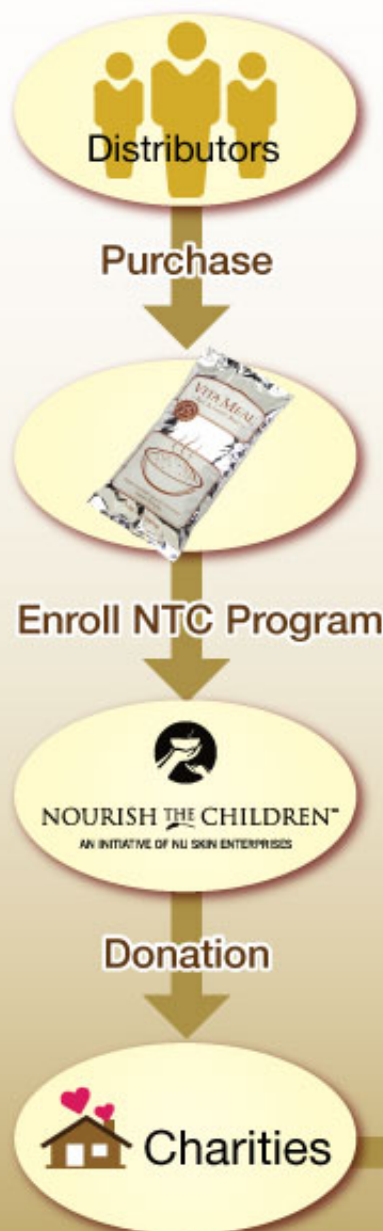
*Lee Iacocca*

*Chairman, Nourish the Children Advisory Board*

## Food Bank Concept

Nourish the Children has become a remarkable success since launch. It is because Nu Skin Enterprises has sublimated the "food bank concept" which prevailed in foreign countries long time ago to another stratification through this innovative initiative.

To help the local impoverished people, grocery stores usually put a food collection box at the checkout counter of the stores so that shoppers can contribute a can of food which they have purchased. Then, the stores or designated charities will deliver the donated food to the needy directly. In this donation process, both manufacturers and grocery stores are making profit and their revenue will not be reduced because of the products are for donation. In addition, the customers are willing to participate because the donations make them feel happy and can help the needy.



## VitaMeal™ Donation Flow

Nourish the Children has upgraded the food that you donated to VitaMeal which provides 25 essential nutrients and helps solve the problem of malnutrition. Distributors can simply join the Nourish the Children initiative and authorize Nu Skin Enterprises to donate the VitaMeal. The Company will arrange for the delivery of VitaMeal to malnourished children through various authorized charitable organizations. Therefore, it can further expand the beneficiaries from local impoverished people to global starving children. We truly believe that Nourish the Children is a final approach to solve the world hunger problem!



# Your Benevolence Has Spread Throughout the World

Since the launch of Nourish the Children in 2002, Nu Skin Enterprises Distributors have donated a total of **over 100 million meals of VitaMeal** to malnourished children around the world. The donations not only provide nutritious meals to malnourished children in impoverished countries. In certain extreme situations, some of the VitaMeal were donated to the victims in disasters, such as snow storm in China, tsunami in Southeast Asia and hurricane in United States.



## China Sichuan Earthquake

On 12<sup>th</sup> May, 2008, Wenchuan of Sichuan province in China was hit by an 8.0 magnitude earthquake. At least 65,000 fatalities and 360,000 injured were recorded. After learning about the urgent need for food in the quake-hit area, Nu Skin Enterprises immediately donated 810,000 meals of VitaMeal for the total value of 5.4 million RMB to the refugees. At the same time, the company also launched the "3+1 VitaMeal Donation Program", in which the company donated one additional bag of VitaMeal for every three bags that donated by staff and distributors. As of 31<sup>st</sup> May, The China, Taiwan and Hong Kong, as well as the Southeast Asia regions of Nu Skin Enterprises had donated 3.18 million meals of VitaMeal, which worth over 21 million RMB through this program. In total, Nu Skin Enterprises and distributors donated 4 million meals of VitaMeal, which worth 27 million RMB. Hence, Nu Skin's Jixi VitaMeal Plant is speeding up its production, and will provide the quake-hit area with long-term assistance in their rebuilding efforts through collaborative charity foundations.





## China **Snow Storm**

## **Flood Disaster** in Indonesia



Since 10<sup>th</sup> January, 2008, most areas in Southern China have experienced low temperature, snow storms and blizzards. 60 fatalities were recorded owing to continual extreme freezing weather. To help the victims in the disaster areas relieve from the emergency of starvation that might probably arise from shortage of food, **Nourish the Children** worked together with the China Foundation for Poverty Alleviation to deliver 2.3 million meals of VitaMeal that were donated by Greater China region to the disaster areas.

In February 2007, the flood disaster is a tragedy for Jakarta and about 75% of the capital city is submerged in water. The problems of hunger and the possible outbreak of infectious disease further worsen the situation, close to 40,000 people including children and babies suffer from health problems, such as fever, diarrhea, skin problems and upper respiratory infections. To relieve the disaster, Nu Skin Distributors from Hong Kong and Southeast Asia donated more than 500,000 meals of VitaMeal to the victims.



# NOURISH THE CHILDREN™

## Accomplishes a Win-Win Situation

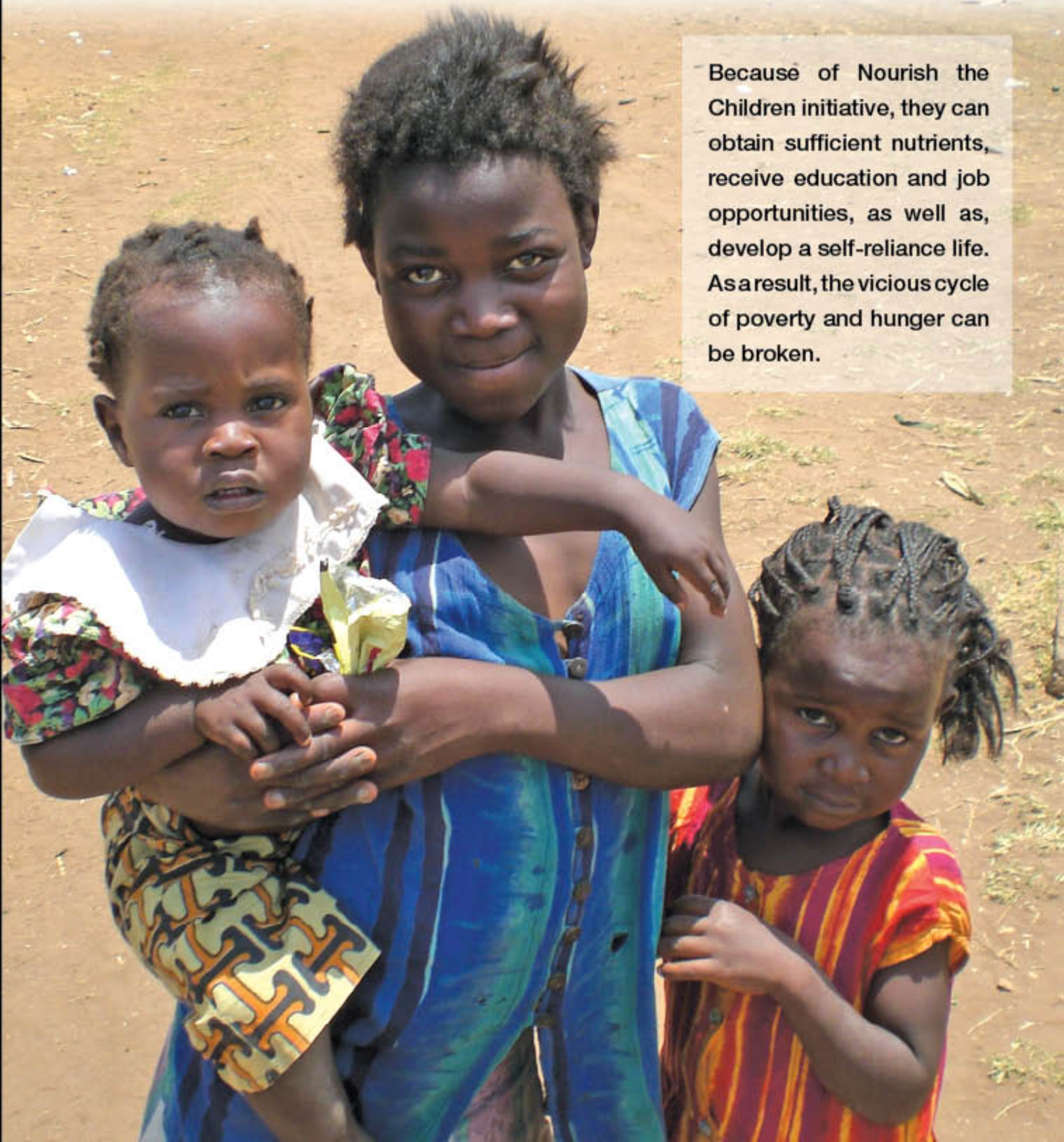


The initiative not only nourishes the starving children, it also accomplishes a win-win situation for the starving children & families, charities, Nu Skin Enterprises and its' Distributors.



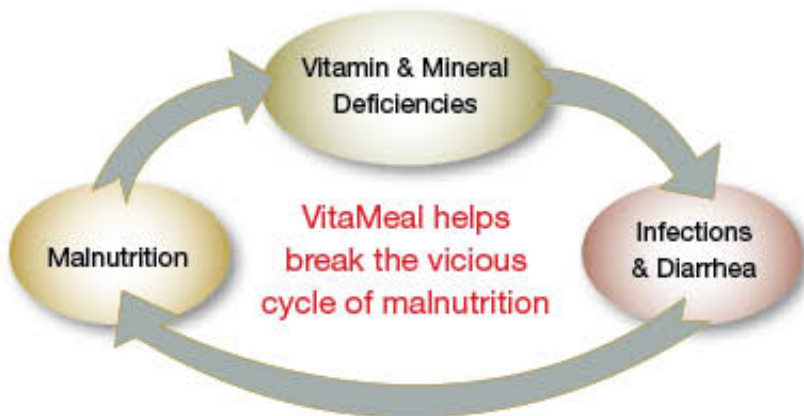
# Starving Children & Families

Because of Nourish the Children initiative, they can obtain sufficient nutrients, receive education and job opportunities, as well as, develop a self-reliance life. As a result, the vicious cycle of poverty and hunger can be broken.



# Obtain Sufficient Nutrients

Most humanitarian food donations are simple grains which provide only calories and satiety, but lack of vitamins, protein and fats that are essential to good health. Satiety can only relieve the sense of hunger temporarily, but cannot solve the malnutrition problem. Fortunately, VitaMeal which donated through Nourish the Children can break the vicious cycle of malnutrition by providing a complete nutritional solution for a child's physical development.



**VitaMeal** is a product developed jointly by Nu Skin Enterprises and a world expert in the field of childhood nutrition in Third World Countries. With a great tasting rice-lentil formula, VitaMeal provides the right amounts of calories, proteins, fats, carbohydrates, 25 essential vitamins and minerals to help correct any nutrient deficiencies and promote healthy growth and development of malnourished children. Each bag provides 30 meals for every child.

- Vitamin A  Essential for normal sight, normal immune function to help fight against infectious diseases
- Vitamin C  Important for healthy gums and bones, prevent scurvy
- Bone Nutrients  Vitamin D, calcium, magnesium and phosphorus can promote normal growth and skeletal development
- Zinc  Reduces the duration and severity of diarrhea
- Iron & Copper  Iron can prevent anemia and improve concentration. Copper can promote normal growth and development
- Potassium  An electrolyte which can maintain normal fluid balance and muscle function
- Iodine  Improve the learning ability and concentration

# Receive Education Opportunity

Many of the parents in the Third-World Countries commonly do not allow their children to go to school because they want to keep their children to help on farming. One of the key objectives of Nourish the Children is to donate VitaMeal to school, offer free meals to students in order to encourage parents to send their children to school. As a result, the children's mind as well as body are nourished in school to help them to break the vicious cycle of poverty and hunger.



## Du Pengying

Grade 3 student

Her father died several years ago, then she lives with her mother and little brother. Her mother feeds the whole family by farming. The two children lacked for proper nutrition which affected their bodies and their ability to study. On 4<sup>th</sup> August, 2006, Du Pengying received 10 bags of VitaMeal from his school. Five months later, VitaMeal showed a positive effects; her teacher told us Pengying is more interested in studying and more physically active.

## Elmer Camansi

Grade 1 student of Macaas elementary school in Philippines

Elmer was one of the underweight pupils in the school. At seven years of age, he weighed only 14 kg. He looked "shaggy" because of deficiencies of vital nutrients. His parents could hardly provide food. The family's source of income is buying and selling scrap iron, plastics and other recyclable items.

In September 2007, Nourish the Children was executed in Elmer's school and he was one of the 75 beneficiaries. He began to eat porridge mixed with VitaMeal. His consistent, nutritious diet helped him gain weight and improved his complexion. From 14 kg, his weight increased to 16 kg within the 4 months feeding by VitaMeal.

## He Ping

Grade 2 student

Due to poor nutrition, he looked yellow and thin, and lack of energy to study. He was 124cm tall and 22.4kg in weight. After 5 months nourished with VitaMeal, he increased to 130cm tall and 25.5kg in weight. Now he seems fit, energetic and can be more concentrated on studying. At the final examination, he got high marks in Mathematics and Chinese.



This girl's father had left them when she was young, her mother is deaf and her grandfather lost his job. Even though she was a top student in her class, she planned to quit school and start working in order to support her family. Fortunately, Nourish the Children donated VitaMeal to this girl, reduced her family's expenditure on meal. Therefore, she could keep on studying in school, providing hope of a better future for herself and her family.

# Receive Job Opportunity

Nu Skin Enterprises set up VitaMeal Manufacturing Plant in Malawi, Africa and Jixi City, Heilongjiang, China. These manufacturing plants provide job opportunities to local people. The company even purchases maize and soy bean which grown in these countries to produce VitaMeal in order to encourage farmers to work harder to increase their income; meanwhile, it also increases the yield of the farm products and lower the production cost of VitaMeal. On the other hand, portion of the finished product is donated to the residents in these countries directly so that the transportation time and cost can be reduced to nourish more children.



## VitaMeal™ Plant in China



Nu Skin Enterprises invested US\$1 million to set up this factory in Jixi City, Heilongjiang Province. The plant can produce over 1.5 million meals of VitaMeal every month to nourish the children in China and Southeast Asia. To ensure the quality, the factory combines the superior rice from Northeast China with U.S. formulation to produce VitaMeal. Meanwhile, the factory provides job opportunities to local people to promote the economic development so that the beneficiaries can enjoy the self-reliance life.

## VitaMeal™ Plant in Malawi



It is developed jointly by Nu Skin Enterprises' Nourish the Children, Feed the Children International, Healing Hands International and the Malawi Project. This manufacturing plant not only provides 400 job opportunities, but also produces 3 million meals of VitaMeal donated by distributors every month. These donations can nourish the children suffering from AIDs and other diseases.

# Develop a Self-Reliance Life

An agricultural training village, Mtalimanja Village in Malawi built through funding from the Force for Good Foundation of Nu Skin Enterprises. It assists the local people to enhance the farming technique and increase the productivity in order to develop a self-reliance life.



Mtalimanja Village can train 45 families at a time. The family can learn how to increase yields dramatically, how to grow three crops instead of one per year, how to plant the fruits & vegetables and rear animals for complete nutrition. As a result, they can thrive, not just survive by their small farms.

The corn and a continual flow of vegetables are growing on this farm while the rest of the country is waiting for the rain season to plant their annual crop of corn.



Beside this 60 acres field is a dam which was built by the funding of Force for Good foundation. The dam has been built with substantial height and width.



“ The mission of this school is to teach and implement family self-reliance on the existing funds. This is the reason why Nu skin is teaching these people to become good farmers. And I believe that these farmers could not do much better without Nu Skin. So, Nu Skin has contributed 80% of our success. ”

*Napoleon Dzombe  
Chairman, School of Agriculture for Family Independence*



## Charities

In Nourish the Children initiative, the non-profit charities can focus to coordinate with other corporations to deliver VitaMeal to needy people in the most economic way. Meanwhile, Nu Skin Enterprises distributors who have extensive sales network are responsible to promote the VitaMeal donations.

To solve the world hunger problem, charities need regular and ongoing donations. One time donation can only cope with critical situation, but it is not a final approach to solve the problem in long run.

Through Nourish the Children, charities can receive a stable food source of over 100,000 meals of VitaMeal from Nu Skin Enterprises every month, therefore they do not need to spend money to buy food. In fact, charities can centralize their resources and deliver the donated VitaMeal to malnourished children around the world in a more effective way.



中國扶貧基金會  
CHINA FOUNDATION  
FOR POVERTY ALLEVIATION

We are glad to co-operate with Nu Skin Enterprises to deliver VitaMeal to impoverished countries and disaster areas. Since 2004, Nu Skin has become one of the most generous donors. As of February 2008, the company has donated 6,703,410 meals of VitaMeal. Particular in snow storm happened in January 2008, Nu Skin donated 300,000 meals of VitaMeal within one week. After that, Nu Skin also organized large-scale donation campaign and donated over 2 million meals of VitaMeal as of February. The value of donated VitaMeal is one-third of the total amount of cash, goods and materials donations. Therefore, Nu Skin is the enterprises which donated most materials to the snow storm victims. Having such a long-term partner, we can handle emergency, such as natural disasters more efficiently.

Chairman,  
China Foundation for Poverty Alleviation



The children become healthier and stronger because of your continuous VitaMeal donations. Thank you Nu Skin, you have created a better future for the kids!

Larry Jones  
President & Founder, Feed the Children



Nourish the Children is a great initiative. It motivates over 800,000 distributors to donate VitaMeal every month in order to solve the global hunger problem. VitaMeal is an indispensable food for starving children. It provides additional vitamins and minerals compare to typical rice so that it can solve both hunger and malnutrition problems. Therefore, the starving children will not be affected by malnutrition in the future.

President World Children's Fund Asia-Pacific Region



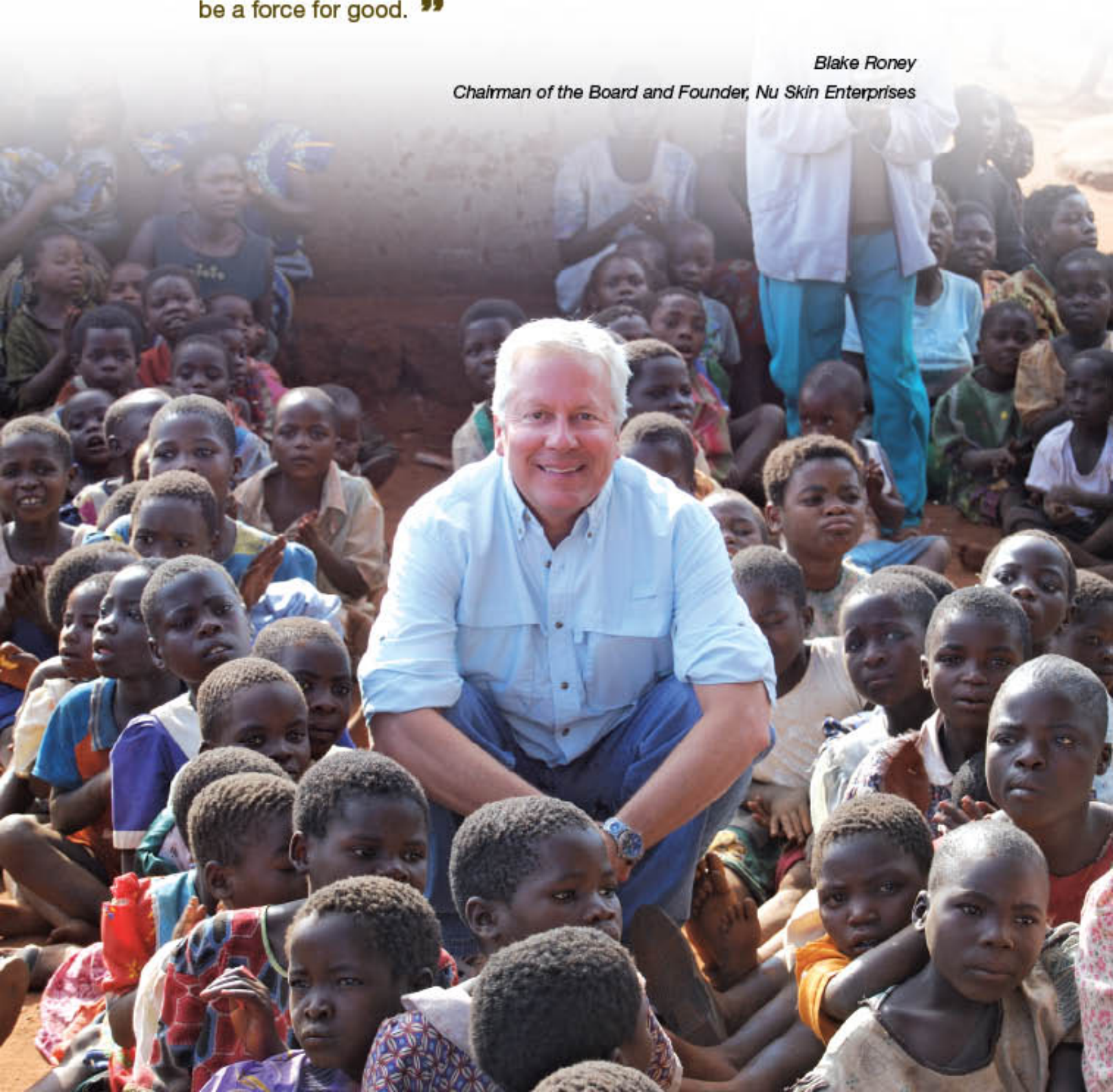
Nourish the Children is an innovative charitable approach. The distinction between Nu Skin Enterprises and traditional corporations is Nu Skin utilizes their predominance to develop VitaMeal which is a unique food specially developed for starving and malnutrition children. In the meantime, it also integrates the power of the company and charities in order to encourage distributors' extensive network to provide long-term donation constantly. It totally reflects the social responsibility which should be possessed by a successful corporation. Since May 2006, Nu Skin has donated 96,324 bags (2,889,720 meals) of VitaMeal. We make use of our extensive network to deliver the products to impoverished provinces such as Gansu, Tibet, Inner Magnolia, Yunnan, Shanxi and Guizhou. Therefore, the children are nourished and have a healthy development. Together with our education program (Spring Buds Program), I am sure the impoverished children will have a brightful future!

Secretariat, China Children and Teenagers' Fund

“ Our mission from the very beginning has been to be a Force for Good in the world, the Nourish the Children initiative allows us the opportunity to make a difference in the lives of starving and malnourished children. The initiative may be 5 percent of what we do, but it is 95 percent of who we are. I can't think of a better way to be a force for good. ”

*Blake Roney*

*Chairman of the Board and Founder, Nu Skin Enterprises*





# Nu Skin Enterprises™

Nu Skin Enterprises fulfill the corporate social responsibility through Nourish the Children initiative and make reasonable profit by selling VitaMeal, one of the innovative products of the company. From business perspective, it is important to protect the benefits of the board and stockholders of the company, as well as maintain the operation income. Therefore, VitaMeal should have profit built in so that the company can invest and develop the project continuously. Nu Skin Enterprises has spent part of the profit on building VitaMeal manufacturing plant, setting up Mtalmanja training village, recruiting scientists to develop VitaMeal and rewarding distributors who promote the program in order to solve the world hunger problem.

As charities, revenue are limited to donations, they cannot afford the investment which Nu Skin Enterprises put in launching Nourish the Children initiative and VitaMeal. Fortunately, by simply treating those charitable projects as one of the business activity, the company is willing to invest the charitable project in long term and accomplish win-win situation. In fact, Nu Skin Enterprises has donated over 100 million meals of VitaMeal in only 5 years (valued over HK\$500 million) and nourished over 100,000 starving children every month. Clearly, this remarkable result is more outstanding than other charities'.



Nu Skin Enterprises won "The Best Corporate Social Responsibility Program category" for the Nourish the Children initiative in American Business Award



Received the "Corporate Social Responsibility Innovation Award" sponsored by the American Chamber of Commerce in Shanghai



“ While we’ve been trying to figure out how to grow profitability in this company, we’ve also been trying to figure out how to aggregate the goodwill of our 800,000 distributors. Through those aggregations, we are currently in the middle of a program that is feeding about a hundred thousand malnourished children each day in famine-stricken parts of the world. Thank you for recognizing the good efforts of our great people. ”

*Steve Lund*  
*Vice Chairman and Executive Director, Nourish the Children™*

# Nu Skin Enterprises™ Distributors

Nu Skin Enterprises Distributors who have extensive marketing network and valuable sales experience can receive commission and develop their own business through donating VitaMeal or sponsoring their friends become a new distributor and donate VitaMeal. The donation program allows the benevolent distributors to nourish the starving children, participate in community activities, as well as receive sales commission. The company paid commission to distributors is to reward their effort and time spent on promoting VitaMeal donation and encourage them to keep on promoting the product. Therefore, charities which partnered with Nourish the Children initiative can receive long-term and stable donations continuously.

## Recognition Program

### Ambassador

An Ambassador will be recognized when you have made a commitment to donate at least four bags of VitaMeal through Nourish the Children initiative for two consecutive months. You also have to inspire three of your first level distributors to donate additional four bags each month through automatic monthly donation. It means that there is a combined minimum of sixteen packages of VitaMeal donation. Every Ambassador will be awarded with an Ambassador Necklace.

### Chief Ambassador

Once you become an Ambassador, you can attain the title of Chief Ambassador by having three personally sponsored Ambassadors for two consecutive months. Every Chief Ambassador will be awarded with a Chief Stick.



## Let's make a difference in the lives of malnourished children

“ I thought that every bag that I handed them can save a life. Because you knew that every bag of VitaMeal was going to sustain that child for an entire month. And to that mother who looked at you with those pleading eyes, we were bringing them hope. ”

*Chris Kipp  
USA Distributor*

“ The little faces light up just as they stand here, you hand them food and you see them tasting it. It's so incredible. ”

*Deborah Cameron  
England Distributor*

“ I have seen little children, much more healthy than I thought. And I think it's because of the food they get. And that gives me hope for the future. ”

*Lisbeth Capion  
Denmark Distributor*

“ I understand now what real poverty is. And I know, though, Nourish the Children can make a difference. We can, definitely help to end world hunger. ”

*Yvette Graham  
Canada Distributor*

“ I am very glad and proud to be with a company that has constant devotion for goodness. This place is very far, but if you can make it here and look at the children in their eyes, you will be overjoyed. They are waiting for our help. I am so proud. ”

*Saranya Kedwayuth  
Thailand Distributor*



# Milestone of Nourish

Month / Year	Items
5 / 2008	After learning about the urgent need for food in China Sichuan earthquake area, Nu Skin Enterprises immediately donated 810,000 meals of VitaMeal and launched the "3+1 VitaMeal Donation Program". Nu Skin Enterprises, as well as, staff and distributors from Greater China and Southeast Asia region donated 3.18 million meals of VitaMeal. <b>In total, Nu Skin Enterprises and distributors donated a total of 4 million meals, which worth 27 million RMB.</b>
2 / 2008	To uphold the "Force for Good" mission and save the victims of the China snow storm crisis from threats of hunger and illness, the Greater China region of Nu Skin Enterprises donated over <b>2.3 million meals</b> of VitaMeal to the needy.
11 / 2007	Since the program launched, over <b>100 million meals</b> of VitaMeal have been donated by the distributors and company matches. 
10 / 2007	Nu Skin (China) received the " <b>Corporate Social Responsibility Innovation Award</b> " sponsored by the <b>American Chamber of Commerce in Shanghai</b> for Nourish the Children. 
9 / 2007	Nourish the Children set a new record on VitaMeal monthly donation figures. Over <b>3.6 million meals</b> of VitaMeal donated which could feed more than <b>120,000 starving children</b> .
6 / 2007	Nu Skin Enterprises was recognized " <b>The Best Corporate Social Responsibility Program</b> " for the <b>Nourish the Children In 2007 American Business Award</b> . The company was the only direct selling company to receive this award. 
4 / 2007	An alliance between Nu Skin Enterprises, the China Foundation for Poverty Alleviation and the World Children's Fund was announced in Beijing at the Great Hall of People. <b>Nu Skin Enterprises donated huge amount of VitaMeal in China valued over 20 million RMB</b> in 2006 and 2007. 
4 / 2007	Nu Skin Enterprises distributors from Southeast Asia & Hong Kong donated over <b>630,000 meals</b> of VitaMeal to help the victims of the terrible flooding in Jakarta. 
1 / 2007	Nu Skin Taiwan signed a donation agreement with the Ethel Mutharika Foundation to donate <b>1.08 million meals</b> of VitaMeal to local people in 2007.



# the Children™ Initiative

Month / Year	Items
11 / 2006	Blake Roney, Chairman of the Board and Founder, Nu Skin Enterprises named honorary Chief of the Village of Mtallmanja, Malawi.
10 / 2006	Mtallmanja Village in Malawi officially opened. It built through funding from the Force for Good Foundation of Nu Skin Enterprises.
7 / 2006	Six provinces in China including Zhejiang, Fujian, Jiangxi, Hunan, Guangdong and Guangxi were affected by rainstorm and swept by flood disaster. By coordinating with China Foundation for Poverty Alleviation, Nourish the Children has donated more than 800,000 meals of VitaMeal to the victims.
5 / 2006	A devastating earthquake destroyed Indonesia. 720,000 meals of VitaMeal were donated by worldwide distributors to save the starving victims.
1 / 2006	Nu Skin Enterprises was awarded "Charitarian Enterprise" for the generous VitaMeal donation by the Interactive Poverty Alleviation. This award recognized Nu Skin Enterprises donated 5580 cartons of VitaMeal to China Foundation for Poverty Alleviation in 2005.
12 / 2005	VitaMeal manufacturing plant in Jixi City, Heilongjiang, China officially opened and began production.
1 / 2005	Global distributors donated over 4 million meals of VitaMeal to the tsunami victims in southern asia.
11 / 2004	Malawi VitaMeal Manufacturing Plant opened.
9 / 2004	2nd anniversary of Nourish the Children initiative with nearly 10 million meals of VitaMeal donated.
2 / 2004	Since the launch, Nu Skin Enterprises distributors have donated a total of over 7 million meals of VitaMeal. Over 1,000 Founding Ambassadors were recognized at the Global Convention 2004.
9 / 2002	Nu Skin Enterprises launched Nourish the Children Initiative.



A large group of smiling children, mostly of East Asian descent, are gathered together. Many of them are holding up bags of VitaMeal, a nutritional supplement. The children are dressed in winter clothing, including jackets and sweaters. The background shows a building with a red door and a window with a metal grille.

Do you want to see more  
cheerful smiles?

Enroll to Nourish the Children™'s  
monthly donation program,  
nourish the starving children around the world!



NOURISH THE CHILDREN™  
AN INITIATIVE OF NU SKIN ENTERPRISES

# Frequently Asked Questions

## Does my Nourish the Children purchase count as a tax deduction?

No. According to the taxation in Hong Kong, in-kind donation is inapplicable to tax deduction.

## Who may purchase VitaMeal?

Any distributors of Nu Skin Enterprises may purchase VitaMeal for personal consumption through the regular order process, including phone, walk-in and fax. For donation, distributors have to fill and submit the VitaMeal order form in person.

## Can I decide where my VitaMeal donations will go? How do I know the products ever arrive at the final destination?

Currently, distributors are not able to designate a project for their contributions. Nu Skin Enterprises is responsible for choosing agencies that are eligible to receive Nourish the Children donations. These are based on the agency's record and its ability to provide a reliable distribution of the food to needy environments. Nourish the Children initiative has been partnered with world-known relief agencies. They have the detailed information about which countries are in need of VitaMeal. Therefore, Nu Skin Enterprises authorizes these experienced relief agencies to decide the destination of the donated products. We believe that their professional opinion allowing VitaMeal can be delivered to needy people in the most economic way.

Through Nourish the Children's unique "report back" agreements with its humanitarian relief partners, the company can help ensure that the food donated will be delivered to those in need. Most reports include pictures of food containers at the destination and children the food, as well as an accounting of the number of children helped and a written report from the relief organizations. An online version of these reports can be found at [www.nourishthechildren.com](http://www.nourishthechildren.com).

## What is the key difference between Nourish the Children and other charity organization on the market?

In most organizations, only a handful of people are available to do charitable work and little money exists to do more. Volunteers must then carry the load. It isn't long before those volunteers must return to the demands of working to support their own families and charitable efforts dwindle. In the end, the handful of paid employees and the occasional volunteers cannot begin to address the need; the number of children in need is only minimally reduced.

By helping focus the resources of a huge professional sales forces on the problem, there is hope that a sizable number of the 15,000 children who die every day can be saved. The primary goal of Nourish the Children is to save the lives of starving children around the world by increasing the number of committed people engaged in the cause.

Nu Skin Enterprises is a publicly listed company, registered on the New York Stock Exchange. Neither Nu Skin Enterprises nor Nourish the Children are registered charities, and Nu Skin Enterprises has a responsibility to its shareholders. As such, relative costs and an appropriate margin have been built into the pricing of VitaMeal – the food product that can be chosen to be donated to needy children.

Whilst we appreciate that this problem is enormous, we at Nu Skin Enterprises are fully committed, in partnership with our distributors, to maximum the benefits of this program and really make a difference.

## How do Nourish the Children initiative fit into the Nu Skin Enterprises compensation plan?

The Nourish the Children initiative is a full PV program that aligns with our global compensation plan. We believe that the power of our compensation plan and our help in focusing our distributor efforts will drive the effectiveness of this effort to feed starving and malnourished children.

## Why VitaMeal is more expensive than ordinary rice? How do you compare VitaMeal with other rice which can be bought at supermarket?

The Pharmanex scientists consulted with experts in child malnutrition and formulated the most nutritious VitaMeal to offer an ideal food solution. While VitaMeal is a relatively more expensive offering compare to other rice, our intent is not to offer the cheapest product, but to offer the most effective product to malnourished children.

# NOURISH THE CHILDREN™

Celebrating 100 Million Meals  
Donated to the World's Malnourished Children



[www.nourishthechildren.com](http://www.nourishthechildren.com)

AN INITIATIVE OF NU SKIN ENTERPRISES

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