



# NOURISH ONE MORE CHILD



NOURISH THE CHILDREN<sup>®</sup>  
AN INITIATIVE OF NU SKIN ENTERPRISES



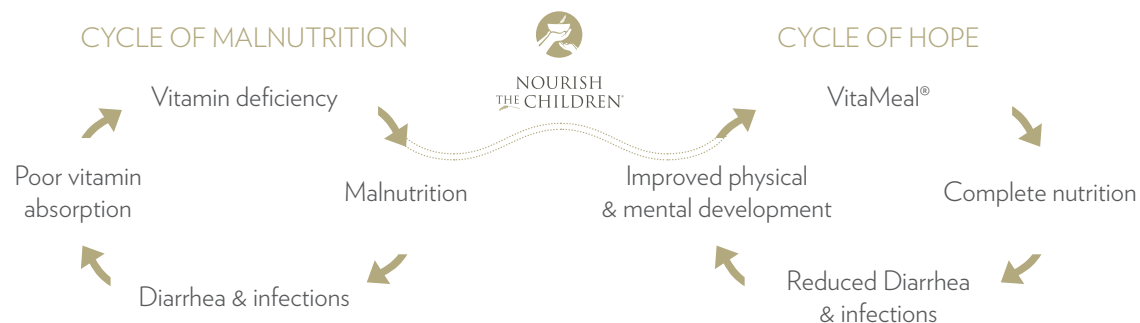
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## OUR MISSION: TO SAVE CHILDREN

We are deeply troubled that every day more than **15,000 children** around the world are **dying from malnutrition**.

In 2002, Nu Skin®\* took action to address the tragedy of childhood hunger and developed the Nourish the Children initiative. This innovative social enterprise\*\* applies the rigor of successful business practices to provide a **consistent** and **growing supply** of nourishing food to the world's most needy children.

### BREAK THE CYCLE OF MALNUTRITION



\* Nu Skin is a for-profit distributor of nutritional and skin care products in 48 countries and is traded on the New York Stock exchange (NUS). See the published annual report at [www.nuskinenterprises.com](http://www.nuskinenterprises.com). Nourish the Children is an initiative of Nu Skin and is registered in some states as a commercial co-venture. This program leverages the strength and staying power of a for-profit corporation in cooperation with the charitable donations program and logistical distribution programs of global charity partners to help solve the complex world problem of feeding malnourished children.

\*\* The price charged by Nu Skin for VitaMeal includes the costs of manufacturing, general overhead, distribution, sales, and commissions to Nu Skin distributors, as well as a reasonable profit margin. Total commissions paid to Nu Skin distributors average slightly more than 40 percent of Nu Skin's total product sales.

## WHY PEOPLE WON'T GIVE TO CHARITIES BUT WILL GIVE VITAMEAL

1. "I DON'T WANT MY MONEY TO GO TO CHARITY OVERHEAD."  
With Nourish the Children, you buy and donate nutritious VitaMeal® to the charity so **not one cent goes to charity overhead**.
2. "I DON'T HAVE THE MONEY TO DONATE."  
With Nourish the Children, advocates can be **compensated** for their time, efforts and donations.
3. "MY MONEY WON'T HELP."  
With Nourish the Children, just one bag of VitaMeal provides enough servings to **provide a child with one highly nutritious meal a day for a month**.
4. "MY MONEY IS NO LONGER NEEDED."  
With Nourish the Children, we work with charity partners to **reach the neediest children** in Africa, Southeast Asia, South America, China and those victimized by disasters.



Every **6 seconds**  
a child dies of malnutrition.

Now, every **1 second**  
a serving of VitaMeal®  
is donated to a child in need.



#### BOLIVIA

This boy lives in Tupiza in the highlands of Bolivia. His father was a mine worker until he died several years ago. This young fellow is working in the mines to earn money that helps his mother provide enough to keep their family alive. Food is expensive and many times he received just one meal a day. He chewed coca to help him forget his hunger and to stay awake while working. Because of a local feeding program, he receives an additional meal of VitaMeal each day. He is concentrating better at school and his grades have improved.

Over 7 million meals have been distributed in the Americas.

THE CHILDREN OF SOUTH AMERICA THANK YOU.

GRACIAS!

# HUMANITARIAN INNOVATION

## HOW NOURISH THE CHILDREN WORKS



### STEP 1

Highly nutritious VitaMeal® is produced in project countries such as Malawi, South Africa, China, and the United States.



### STEP 2

You purchase VitaMeal bags and choose to donate them to an authorized charity partner.



### STEP 3

Charity partners distribute the VitaMeal to those that need it most.



### STEP 4

Charity provides a donation receipt, which may be tax deductible.\* Nu Skin® provides earned commissions and matching donations.

## OUTCOME



NEARLY 100,000 CHILDREN ARE NOURISHED DAILY, ESCAPE THE CYCLE OF MALNUTRITION AND DEVELOP PROPERLY.



\* This is an in-kind not a cash donation. Furthermore, your donation may be subject to additional reporting requirements under the Internal Revenue Code. Please consult your tax advisor regarding the deductibility for your donations and any additional reporting requirements.



## COMPANY MATCH MULTIPLIES DONATIONS

By donating a product rather than cash, donors know exactly how their contribution is being used and can be assured their donation is making a difference in the lives of children. Nu Skin leverages donations by matching every 8 bags donated with one additional bag.

YOUR DONATIONS DO SO MUCH MORE.



#### CHINA

Minghao Zhang was orphaned by the devastating Sichuan China Earthquake. Little Zhang was weak and often ill. His caregiver, called his “aunt” in the Ankang Orphan Home, worried about him. However, Zhang has become healthier since taking VitaMeal. He would be happy with a big bowl of VitaMeal for every meal and said “VitaMeal is delicious and I love it!” His aunt is happy to witness his growth.

Over 22 million meals have been distributed in China.

# VITAMEAL: FORMULATED FOR MALNOURISHED CHILDREN

Working with experts in child malnutrition in third-world countries, Nu Skin® developed VitaMeal® to provide:

- A **balance** of carbohydrates, protein, fat, and fiber
- Essential fatty acids required for **normal brain development, skin health, and immune defense**
- Electrolytes necessary for maintaining **normal fluid balance** and muscle function
- **25 essential vitamins and minerals**, including vitamin A for normal sight and immune functions, as well as nutrients for **normal growth and skeletal development**.\*

The staple food in many African nations is a white corn porridge which is missing key nutrients for brain, bone and immune system development.

#### WHITE CORN PROVIDES\*

0% Vitamin C  
 0% Vitamin B-12  
 0% Vitamin A  
 0% Vitamin D

#### VITAMEAL PROVIDES\*\*

100% Vitamin C  
 100% Vitamin B-12  
 50% Vitamin A  
 50% Vitamin D

\* USDA National Nutrient Data Base for Standard Reference, Release 22 (2009). These statements have not been evaluated by the FDA. VitaMeal is not intended to diagnose, treat, cure or prevent any disease.

\*\* Percent daily values are based on a 2,000 calorie diet.

VitaMeal® is vegetarian, non-dairy, and allows for the easy addition of ingredients to fit every taste and culture. Each VitaMeal package contains **30 child-sized meals**, or enough food to provide a child with **one nutritious meal each day for a month**.



#### BUILDING ECONOMIC OPPORTUNITY

Every month approximately 60,000 children receive nourishing VitaMeal in Malawi, Africa. The food is produced locally and provides hundreds of families with income—whether it is from a job at the VitaMeal manufacturing facility or a market for farmers who sell their produce to make a corn and soy version of VitaMeal. This same model also exists in China. A modern plant in Jixi, China produces a rice and lentil version of VitaMeal for distribution in Asia, providing economic support to residents in the farming community of Jixi.

THE CHILDREN OF CHINA  
THANK YOU.

XIE XIE!

YOUR DONATIONS DO  
SO MUCH MORE.



#### PHILIPPINES

Ashnefa Abdul Karim (purple shirt) is among 150 children benefitting from a feeding program in the Mindanao Region of the Philippines. She appreciates the taste of VitaMeal. But more important, since the program started in April 2009, considerable improvements have been noticed in her appearance and physical condition, and she is more social with friends.

Over 17 million meals have been distributed in the Philippines.

THE CHILDREN OF THE PHILIPPINES THANK YOU.

*TERIMA KASIH!*

# NOURISHING VICTIMS OF DISASTER

Millions of donated VitaMeal® servings nourish people whose lives have been thrown into chaos by disasters. Many have lost their homes, their work and family members. They are left destitute with nowhere to go and nothing to eat. Nourishing VitaMeal saves them from starvation, malnutrition and helps them combat disease as they rebuild.



#### 2004 ASIAN TSUNAMI

3 million VitaMeal servings delivered



#### 2005 HURRICANE KATRINA

700,000 VitaMeal donations delivered



#### 2008 SICHUAN CHINA EARTHQUAKE

6 million VitaMeal servings delivered



#### 2010 HAITI EARTHQUAKE

Over 1 million servings delivered

WANT TO DO MORE? BECOME AN NTC AMBASSADOR.

Visit [nourishthechildren.com](http://nourishthechildren.com) to learn how.



#### BRINGING CHILDREN TO SCHOOL

VitaMeal® donations are often distributed through school programs, encouraging education, participation, and nutrition. Attendance at schools with VitaMeal distribution increases significantly. This is especially true of girls who are frequently kept home to work until a free meal at school convinces their parents to allow participation. According to the World Bank "there is no investment more effective for achieving development goals than educating girls."

YOUR DONATIONS DO SO MUCH MORE.



#### MALAWI

Anderson Sikedi was just a few months old when his mother died. When his father was unable to care for him, his twelve year old sister dropped out of school to do what she could. But as is so often the case in Malawi, there just was not enough food. By the time people from the orphanage at Mtendere Village found him, Anderson was so malnourished that the chief of his village told them that they were wasting their time and that he wouldn't make it through the week. But Anderson was a fighter. With donations of nutritious VitaMeal and help from the caring orphanage staff at Mtendere he began to improve. In a few short months Anderson's captivating eyes were brighter and he had begun to grow.

Over 125 million meals have been distributed in Malawi, Africa.

THE CHILDREN OF MALAWI  
THANK YOU.

ZIKOMO!

## A PERMANENT SOLUTION

### CREATING SELF-SUFFICIENCY

Some of the proceeds from VitaMeal® purchases support the School of Agriculture for Family Independence (SAFI) at Mtalimanja village. Since 2007, this innovative program has taught farmers to thrive on their small farms. Graduating farmers return to their villages and help others become self-sufficient. Increased farm production could someday alleviate the need for food assistance in Malawi.



*"You thought you came here to be students, but you really came here to be teachers."*

**Steve Lund**, Executive Director Nourish the Children during his commencement speech to the first class of Mtalimanja Village graduates, May 2009

## IT'S EASY TO NOURISH ONE MORE CHILD

Since its launch, Nourish the Children has provided more than **190,000,000 meals** to malnourished children around the world. **Join us today** in helping to save children.

Purchase and donate one more bag of VitaMeal® each month at [nourishthechildren.com](http://nourishthechildren.com).

### ONE CHILD

1 VitaMeal Bag (30 child meals)

US 62 113509	\$22	24 PV	CA 02 113524	\$25	24 PV
AU 07 113523	\$31	25 PV	NZ 07 113523	\$34	23 PV

### TWO CHILDREN

2 VitaMeal Bags (60 child meals)

US 01 113524	\$44	48 PV			
AU 07 113524	\$62	51 PV	NZ 07 113524	\$68	47 PV

### FOUR CHILDREN

4 VitaMeal Bags (120 child meals)

US 01 103759	\$88	100 PV			
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### FIVE CHILDREN

5 VitaMeal Bags Package (150 child meals)

US 01 000924	\$110	121 PV	CA 02 000924	\$125	121 PV
AU 07 113527	\$155	129 PV	NZ 07 113527	\$170	118 PV



Unlike any other product in the Nu Skin offering, VitaMeal purchases offer you **110% PV**.

### MAXIMIZE YOUR IMPACT WITH A NU SKIN MATCH

For every donation of the "5 VitaMeal Bags Package" (01 000924 or 02 000924), Nu Skin® will donate one additional VitaMeal bag. For all other donations, Nu Skin matches one bag for every eight bags purchased and donated.



### SOCIAL ENTERPRISE

As a social business initiative, Nourish the Children facilitates consistent and increasing food donations by offering an incentive to buy, donate and promote VitaMeal. Distributors may earn a commission which is included in the VitaMeal price which allows them to invest their time and resources to encourage others to join the cause.

YOUR DONATIONS DO  
SO MUCH MORE.

*“Nourish the Children may be 5% of what we do, but it is 95% of who we are.”*

**Blake Roney**, Nu Skin Chairman of the Board

“One of the remarkable things that we’ve been able to do as a company is to allow people to give expression to their own yearnings to stand for something more than making money—to have what they do every day impact the lives of children who are affected by some of the world’s hardest problems.”

**Steve Lund**, Nu Skin Vice Chair and Executive Director of Nourish the Children

“Some people may think that our effort is like a ‘drop in a bucket.’ They are wrong. Take a small step toward making a huge difference and learn that giving is the most rewarding thing you can do.”

**Tatsuya Yamada**, Nourish the Children Chief Ambassador, Nu Skin Team Elite, Japan



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1-800-487-1000  
nuskin.com  
US (5 pack) 01007081  
CA (5 pack) 02007081  
AU (5 pack) 07007081  
NZ (5 pack) 16007081

