



INITIATIVE OVERVIEW

NOURISH THE CHILDREN™ MISSION STATEMENT

The Nourish the Children™ Initiative brings together Nu Skin Enterprises and our extensive worldwide Distributor force in nourishing the world's hungry children. We are deeply troubled that every day more than 15,000 children around the world die from malnutrition. Our joint mission is, therefore, to be a powerful force in saving children's lives.

We will accomplish our mission by combining company product donations with voluntary product donations from our global Distributor force and their customers. Every donation will reach needy children through select, reputable relief agencies that frequently report on the progress and health of children nourished by the Initiative. The primary products donated are nutrient-dense foods, formulated for convenient family use, but ideally suited to meet the nutritional requirements of malnourished children.

INITIATIVE PURPOSE

The purpose of the Initiative is to allow Distributors and customers to make a difference in the lives of malnourished children by offering a new solution to a global problem.

GLOBAL PROBLEM

Despite the efforts of hundreds of relief agencies, a child dies every six seconds from malnutrition and starvation somewhere in the world, over five million every year (children under the age of 5). Eight hundred and eighty million people will go to bed hungry, and 77 percent of the world's children are disturbingly underweight. (Source: UNICEF, The State of the World's Children 2002.)

NEW SOLUTION

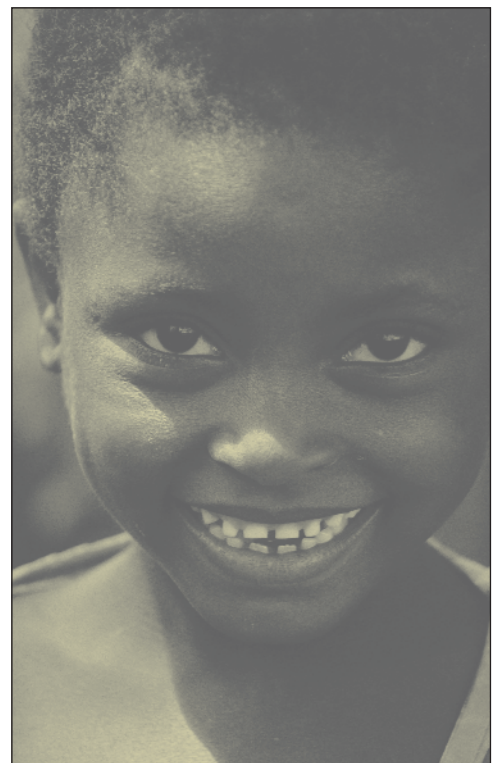
The mission of Nu Skin Enterprises is to be a force for good in the world. This philosophy led to the creation of the Force for Good Foundation™, which provides millions of dollars for worthy causes around the world. Now, with Nourish the Children™, Nu Skin Enterprises fully integrates this philosophy into its business model. First, the company participates in the cause by donating one bag of VitaMeal™ food for every 25 purchased. Second, Distributors and Customers are offered the opportunity to participate by donating their VitaMeal™ purchases to Nourish the Children™. The company arranges for all product donations to be distributed to suffering children through qualified charities and relief agencies. As with any other Nu Skin Enterprises product, Distributors receive full PSV for VitaMeal™ purchases.

The Nourish the Children™ Initiative is creating an opportunity for people around the world to become social entrepreneurs. The job of a social entrepreneur is to recognise when a part of society is broken and to provide new ways to fix it. While profit may be earned through their efforts, the mission is always at the forefront of a social entrepreneur's business efforts.

(See article concerning social entrepreneurs written by Gregory Dees of Stanford Business School at www.gsb.stanford.edu/services/news/DeesSoцентrepPaper.html)

Social entrepreneurship is only one part of the equation. Without the right food, the efforts of our social entrepreneurs to feed starving children could be wasted. Nu Skin Enterprises scientists consulted with Ken Brown from the University of California at Davis to formulate VitaMeal™ Rice and Lentil Entrée. Brown is a member of the Nourish the Children™ Advisory Board and a world expert in child malnutrition.

Nu Skin Enterprises will donate one package of food for every 25 purchased.





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VitaMeal™ offers an ideal food solution for malnourished children. This nutrient-dense food provides a proprietary blend of 25 essential vitamins and minerals, which are microencapsulated to minimise breakdown during product storage and cooking. While these foods are sold for home food storage, daily use, camping, and so on, they are also optimally suited to provide the needed nutrition to a malnourished child - making VitaMeal™ a perfect product for the Nourish the Children™ Initiative.

RESULTS THAT MAKE A DIFFERENCE

Following the Nourish the Children launch in the USA, it took only five months to reach the first million donated servings and only three months to reach the second million. Donations are increasing as additional countries launch the Nourish the Children™ Initiative. Soon, millions of meals will reach the poorest of the poor every month. VitaMeal™ food has already been donated to the following projects:

United Nations Friends of the World Food Programme - Haiti	234,150 servings
Feed the Children - Guatemala	36,000 servings
Feed the Children - Kenya	122,700 servings
Humanitarian Resource Center of North America - Chihuahua, Mexico	18,300 servings
Humanitarian Resource Center of North America - Madagascar	17,640 servings
Feed The Children - Navajo Nation, Window Rock, Arizona	54,000 servings
Humanitarian Resource Center of North America - Guatemala and Romania	183,000 servings
Convoy of Hope - Malawi, Swaziland, and Mozambique	365,820 servings
World Vision - Iraq	310,000 servings

Nourish the Children™ is particularly excited to be working with school feeding programs such as the UN World Food Programme's Global School Feeding Campaign. These programs do more than feed and nourish children, they draw children to school for a free meal where they are educated. These educated children will be better prepared to eventually care for themselves, their families, and their nations. Through the Nourish the Children™ Initiative, we can make a difference.

15,000 children die each day from malnutrition

