

## VITAMEAL®

An ideal food for malnourished children



### SITUATION OF NEED

- Every six seconds a child dies of malnutrition.
- More than 800 million people in the world, mostly children, are hungry.
- The consequences of malnutrition are severe and include growth stunting, anaemia, decreased learning capacity and a weakened immune system.

### MEETING THE NEED

Pharmanex, the nutritional supplement division of Nu Skin Enterprises™, teamed our own nutritional scientists with child nutrition experts at the University of California, Davis to create VitaMeal, which we believe is an ideal food for malnourished children. Over the past 5 years, **more than 100 million meals have been distributed throughout the world.**

### VITAMEAL PRODUCTION

- VitaMeal produced for Asia and South America is a rice and lentil preparation.
- VitaMeal produced in Malawi, Africa, is a corn-based porridge-like product to match cultural preferences and local agricultural output.
- VitaMeal plants recently opened in China and Malawi provide economic opportunity in developing areas and reduce distribution costs.
- Each package of VitaMeal provides 30 child-sized meals and retails for AU\$30.00/NZ\$36.00.

### VITAMEAL BENEFITS

- Contains a balance of carbohydrates, protein, fat and fibre
- Provides essential fatty acids required for normal brain development, skin health and immune defence
- Provides electrolytes necessary for maintaining normal fluid balance and muscle function
- Includes 25 essential vitamins and minerals
- Provides vitamin A, which is essential for normal sight and immune functions
- Provides bone nutrients for normal growth and skeletal development
- Allows for easy addition of ingredients to fit every taste and culture
- Is vegetarian and non-dairy

### VITAMEAL DISTRIBUTION

Since June 2002, Nu Skin Enterprises' Nourish the Children initiative has partnered with Feed The Children and other reputable humanitarian agencies to deliver donated bags of VitaMeal to areas of the world where we believe there is greatest need.

### CONTACTS

**Jordan Karpowitz:** 801-345-2187  
**Kara Schneck:** 801-345-2116  
[www.nourishthechildren.com](http://www.nourishthechildren.com)

