



NU SKIN®  
THE DIFFERENCE. DEMONSTRATED®

CREATING SMILES Q1.2014



## NU SKIN SURPASSES 350 MILLION MEALS DONATED TO FEED MALNOURISHED CHILDREN

Thanks to the generosity of the Nu Skin family of sales leaders, customers, and employees, more than 350 million meals have been generously purchased and donated to malnourished children around the world through the company's Nourish the Children initiative (NTC). Established in 2002, NTC is an innovative social enterprise that provides millions of lifesaving meals to the world's malnourished children.

"This is an important milestone for the Nu Skin global family, as it reflects the goodness of our sales leaders, customers, and employees," said Steve Lund, chairman

of the Nu Skin Enterprises board of directors and executive director of the Nourish the Children initiative. "Our mission is to be a force for good in the world, and we are pleased that together we can be part of the global solution to help alleviate the plague of childhood malnutrition."

VitaMeal is purchased and donated to children suffering from malnutrition and famine throughout the world. If you would like to purchase and donate VitaMeal, or learn more about this initiative, visit [nourishthechildren.com](http://nourishthechildren.com).



AN INITIATIVE OF NU SKIN ENTERPRISES

## NU SKIN FORCE FOR GOOD FOUNDATION HIGHLIGHTS



### THE NU SKIN SOUTHEAST ASIA CHILDREN'S HEART FUND GIVES NEW LIFE TO TIN

Meet Tin, one of the children supported by the Nu Skin Southeast Asia Children's Heart Fund. When Tin was a toddler, her mother noticed that she was breathing abnormally. After several visits to the doctor, she was diagnosed with a heart condition. Tin's condition prevented her from playing outdoors with other children, and it deprived her of the chance to go to school. Tin's father is the sole breadwinner, and the family lives on very modest pay. The family was afraid their inability to pay for Tin's surgery would delay her cardiac treatment.

With the assistance provided by the Southeast Asia Children's Heart Fund, Tin underwent a successful surgery and is now a healthy child. Tin's parents hope that soon Tin will start attending school, and they are grateful for all that the Nu Skin Southeast Asia Children's Heart Fund has done for them.

The Southeast Asia Children's Heart Fund provides lifesaving corrective heart surgeries for children suffering from congenital heart disease whose families cannot afford the operation. If you would like to donate to the Southeast Asia Children's Heart Fund and help other children like Tin, please donate now at [ForceforGood.org](http://ForceforGood.org).



### NU SKIN JAPAN CHILDREN'S BRIGHTER FUTURE LAUNCHES FOOD FOR KIDS PROJECT

In January 2014, Nu Skin Japan launched the Children's Brighter Future: Food for Kids Project, a collaborative project with Second Harvest Japan to regularly donate food to children's foster homes. This project aims to improve the environment for children by regularly delivering highly needed foods such as rice, bean paste, salad oil, salt, soy sauce, and sugar. The project delivered these foods to 104 foster homes throughout Japan. The foods are packed twice a month by volunteers that include Nu Skin distributors and employees.

In addition, 6,000,000 yen was donated to cover project costs for one year, including food expenses and transportation charges.

Q1.2014

## NU SKIN FORCE FOR GOOD FOUNDATION HIGHLIGHTS

### THE SCHOOL OF AGRICULTURE FOR FAMILY INDEPENDENCE (SAFI) CONTINUES TO MAKE A DIFFERENCE IN THE LIVES OF THE MALASA FAMILY

Samson Malasa and his wife, Zione, have become successful SAFI graduate farmers in Malawi. By combining hard work with intelligent farm planning and management skills acquired from The School of Agriculture for Family Independence (SAFI), the Malasa family has achieved an impressive harvest of 82 bags of maize, 31 pails of groundnuts, 22 bags of soya, and 53 kg of beans for the year. This helped provide their children Evelyn, Biliat, Thandizo, and Lorient a nutritious diet of four meals every day until the next harvest.

The Malasas left SAFI in 2012 determined to become a prosperous, independent family that would set an example for other farming families in their village. Step by step Samson extended his farming area from two acres to four acres of maize. He also began raising livestock and is the proud owner of two cows, two pigs, 19 chickens and three goats. The success story of the Malasa family is an eye-opener to most families in their village.

4,794

VOLUNTEERS IN GREATER CHINA HAVE CONTRIBUTED MORE THAN **14,500** HOURS TO BENEFIT **1,320** CHILDREN

230  
CHILDREN

RECEIVED HEART SURGERIES THANKS TO THE GREATER CHINA CHILDREN'S HEART FUND

2013

SHANGHAI CHARITY STAR WAS AWARDED TO THE NU SKIN GREATER CHINA REGION FOR THEIR FORCE FOR GOOD EFFORTS





NOURISH THE CHILDREN®

AN INITIATIVE OF NU SKIN ENTERPRISES

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# NOURISH THE CHILDREN HIGHLIGHTS



## NU SKIN PHILIPPINES CONDUCTS NTC FEEDING ACTIVITY

More than 200 children at Planters Elementary School in the Philippines are now eating VitaMeal to help support healthier weight levels. The children, deemed underweight by school health officials, are part of a regular feeding program underway at the school where the children will receive VitaMeal every Monday, Wednesday, and Friday for six months. This is the second feeding program implemented at the school; the first program achieved 100 percent success in helping children obtain normal weight.

## MEET FEIFAN

After her parents divorced, Wang Feifan was put in a boarding school in rural China where she lives during the week. She only has US\$64 to spend on a half year's supply of food, which barely keeps her from starving. This lack of nutrition caused her to be malnourished and shorter than her peers. Her ability to concentrate in class was also affected, which made her lag behind her classmates in academic performance, and this made her shy. Now, after eating VitaMeal regularly, she is doing much better and has greatly progressed in her studies. She also maintains a friendly relationship with her classmates which contributes to her happiness and overall well-being.

Generous donations of VitaMeal are changing lives all over the world. To find more information about the Nourish the Children initiative and how to get involved, visit [NourishtheChildren.com](http://NourishtheChildren.com).

## THE NOURISH THE CHILDREN INITIATIVE

DISTRIBUTION TOTALS: JANUARY-MARCH 2014

DESTINATION	MEALS
MALAWI	7,208,040
CHINA	2,100,000
HAITI	1,080,000
PHILIPPINES	900,000
NICARAGUA	540,000
HONDURAS	540,000
EL SALVADOR	384,000
ARMENIA	360,000
CAMBODIA	180,000
GUATEMALA	180,000
JAMAICA	180,000
USA	180,000
GUYANA	180,000
DOMINICA	180,000
CANADA	70,560
OTHER	720,000
<b>TOTAL</b>	<b>14,982,600</b>

**36,000**

BAGS OF VITAMEAL WENT TO HAITI IN THE FIRST QUARTER OF 2014

**40%**

INCREASE IN DONATIONS FROM JANUARY 2013 TO JANUARY 2014

**362,099,700**

NUMBER OF MEALS DONATED THROUGH THE FIRST QUARTER OF 2014

The Nourish the Children initiative is social enterprise developed to effectively address the overwhelming problem of hunger and malnutrition. The initiative combines the skills and resources of a for-profit company with the reach and heart of non-profit charities to nourish tens of thousands of malnourished children every month.