



Nourish the Children Initiative Report 2013 Q3



VITAMEAL MAKING A DIFFERENCE

Meet three-year-old Moses. Last January, he joined the Mwaiwathu Community-Based Childcare Center (CBCC) in Machinga, Eastern Malawi. When he started eating VitaMeal, he began improving so much that those around him were relieved and wanted to know more about VitaMeal and the Nourish the Children initiative. Moses is now energetic and loves to play soccer with his friends and anyone willing to take the challenge. His health has improved and he was almost doubled his weight. When grows up, he would like to be a doctor and give children hope for a better life.

The Nourish The Children Initiative

DISTRIBUTION TOTALS: APRIL-JUNE 2013

DESTINATION	BAGS	Meals
MALAWI	252,328	7,569,840
CHINA	60,000	1,800,000
PHILIPPINES	42,000	1,260,000
HONDURAS	18,000	540,000
GUATEMALA	18,000	540,000
EL SALVADOR	12,000	360,000
N. KOREA	6,000	180,000
CANADA	2,700	81,000
VIETNAM	10	300
Total	411,038	12,331,140

Number of Meals

Donated as of Q2 of 2013:

316,265,340

Nourish the Children is an initiative of Nu Skin and is registered in some states as a commercial co-venture. The program leverages the strength and staying power of a for-profit corporation in cooperation with charitable organizations like Feed the Children to help solve the complex world problem of feeding malnourished children. The price charged by Nu Skin for VitaMeal includes the cost of manufacturing, general overhead, distribution, sales, and commissions to Nu Skin distributors, as well as a reasonable profit margin.

We appreciate the generosity of our distributors and customers whose donations make these programs possible. From April-June 2013, we delivered VitaMeal donations to authorized charity partners for distribution to those who needed it most. Although the above were the intended destinations for these donations; please note that the charities may change destinations due to logistical issues or the needs of recipients. These numbers also include donations from Nu Skin Enterprises through the corporate match program.