



NOURISH THE CHILDREN  
AN INITIATIVE OF NU SKIN ENTERPRISES

## Nourish the Children Initiative Report 2015 Q1



### VITAMEAL DISTRIBUTED IN COLOMBIA FOR THE FIRST TIME

In February, Nu Skin stepped in with its Nourish the Children (NTC) initiative to make a positive difference in the lives of young Colombian students by providing VitaMeal. This is the first time the specially formulated meals have been distributed in that country.

The vegetarian, non-dairy porridge is being distributed in cooperation with the Barefoot Foundation in five schools in the rural and impoverished areas of Cartagena and Barranquilla. An estimated 2,600 Colombian children now receive VitaMeal each month.

These children now benefit from receiving both an education and a nutritious meal each day. The Vita Meal distribution allows them to be more focused on their studies, while the schooling prepares them for success in the future

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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.

\*VitaMeal is not intended to diagnose, treat, cure or prevent any disease. It has not been evaluated by the FDA.

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## MEET PATRICIA

Patricia Mateyu is a 4-year-old orphan who attends the Namalalanje nursery in Thyolo, Malawi. She walked to the community-based children center every day on an empty stomach because her poor, elderly grandparents who care for her couldn't afford to feed her. When she first began attending the center, Patricia weighed in at only 33 pounds, which was the lowest weight among 80 of her peers at the nursery. After eating VitaMeal each day, Patricia's weight increased to 40 pounds in just five months. The healthy weight gain has helped Patricia with increased energy and alertness, and she is thriving now with a bright future ahead of her.

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 2015

DESTINATION	MEALS
MALAWI	8,637,600
CHINA	1,842,780
PHILIPPINES	1,561,200
HAITI	1,440,000
NICARAGUA	720,000
HONDURAS	540,000
GUATEMAIA	540,000
TRINIDAD	540,000
DOMINICAN REPUBLIC	360,000
EL SALVADOR	360,000
JAMAICA	180,000
GUYANA	180,000
COLOMBIA	90,000
<b>TOTAL</b>	<b>16,991,580</b>

**14%**

INCREASE IN VITAMEAL DONATIONS FROM JANUARY 2014 TO JANUARY 2015

**188,795**

AVERAGE NUMBER OF CHILDREN FED DAILY IN THE FIRST QUARTER

**16,991,580**

NUMBER OF MEALS DONATED THROUGH THE FIRST QUARTER OF 2015



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.