



Nourish the Children Initiative Report 2016 Q1

CHILDREN AT ZHANGZHENG MIDDLE SCHOOL NOURISHED WITH VITAMEAL



More than two-hundred students are nourished daily by VitaMeal at the Zhangzheng Middle School in China. Recently, the children showed their appreciation during a ceremony at the school. One student said, "We like eating VitaMeal because it is delicious and nutritious. We can feel the love from good people as well."

Along with the 200 children, 20 sales leaders from Greater China attended the ceremony and spent several hours playing games and interacting with the children who have benefited from VitaMeal.

THE NOURISH THE CHILDREN INITIATIVE

DISTRIBUTION TOTALS:
(JAN. — MAR. 2016)

DESTINATION	MEALS
MALAWI	8,388,000
CHINA	2,475,000
HAITI	1,080,000
MEXICO	720,000
HONDURAS	540,000
EL SALVADOR	540,000
GUATEMALA	360,000
JAMAICA	360,000
NICARAGUA	180,000
PHILIPPINES	180,000
DOMINICAN REPUBLIC	180,000
COLOMBIA	22,500
OTHER	540,000
TOTAL	15,565,500



Nu Skin is a for-profit distributor of nutritional and skin care products in 54 markets and is traded on the New York Stock Exchange (NUS). Nourish the Children is an initiative of Nu Skin and is registered in some states as a commercial co-venture. The initiative enables Nu Skin's distributors and customers to purchase VitaMeal from Nu Skin and donate it to charitable organizations to help solve the complex world problem of feeding malnourished children. The price of VitaMeal includes the cost of manufacturing, general overhead, distribution and sales. As is the case with other Nu Skin products, distributors are paid commissions and Nu Skin earns a profit margin from each sale of VitaMeal, which is lower than the profit margin on virtually all of Nu Skin's other products.