

# Questions & Answers



- **How can I purchase VitaMeal?**

VitaMeal can be purchased and donated through walk-in centers using credit cards or cash, over the telephone or fax using credit cards or wire, and online by going to [www.nourishthechildren.com](http://www.nourishthechildren.com) or to [www.nseurope.com](http://www.nseurope.com). Contact your local Nu Skin office for more information.

- **Who may purchase VitaMeal food products?**

Any distributor or customer of Nu Skin Enterprises may donate food through the regular order processes.

- **Is there a markup for retail customers?**

There is no markup for retail on VitaMeal for donated purposes.

- **Can I sign-up on ADP?**

Distributors and Customers can sign up for ADP (Automatic Delivery Program). ADP order forms are available at [www.nseurope.com](http://www.nseurope.com) or at [www.nourishthechildren.com](http://www.nourishthechildren.com).

- **How much of my donation goes to feeding children?**

100% of your donation goes to feeding children. VitaMeal is a product just like any of the other Nu Skin Enterprises products. The purchase price includes manufacturing costs, administrative costs and commissions. You do not pay for shipping costs to the destination.

- **What countries will we send donations to?**

Shipments have been made to over 20 countries around the world. However, all the European donations are focusing on Malawi, Africa. Malawi is a priority to receive donations because of its terrible drought, which threatens more than 15 million people with starvation. In 2005, NTC Europe sent over 800,000 meals to Malawi and close to 60,000 meals to support the victims of Tsunami. For more information please visit Programme Results at [www.nourishthechildren.com](http://www.nourishthechildren.com) or at [www.nseurope.com](http://www.nseurope.com).



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- **What processes are in place to inform donors where their donations are going and the projects receiving help from NTC?**

Each month donors receive an email about the project, culture, people and country receiving food. This is only furnished via email therefore, email addresses are vital when placing an order and donation to NTC.

- **How does the food I purchase get to the malnourished children?**

The Malawi factory, sponsored by Nu Skin Enterprises and operated by Malawians, manufactures the food. Distributors and Customers purchase the VitaMeals that are then distributed to children through charities and local people. The Nourish the Children Initiative acts as a bridge between the Distributors and the local agencies and people.

- **Are VitaMeals used as an incentive to make children attend school?**

All European donations go to Malawi. The distribution of Malawi donations is conducted by the Malawi Project. Currently, with the terrible drought and starvation situation in Malawi, the donations are being given directly to orphans in many villages and orphanages just to keep them alive. In general, we encourage our partners to leverage the food to bring children, especially girls, to school. We believe, and the research shows, that the benefits of educating girls are enormous. We look forward to the time when VitaMeal can be leveraged in Malawi schools as it is in other countries.

- **Can I choose the project that receives my donation?**

Projects are determined by the corporate office to ensure the greatest good is being done with donations. Distributors are not able to choose the project, but are given information about the project, culture, country, and people receiving donations. All the donations that come from Europe specifically support the Malawi Project, which is a qualified charity that is dedicated to helping the people of Malawi.

- **Am I able to have the Nourish the Children food sent to me directly?**

At the moment it is not possible to order the VitaMeal personal consumption or display. The VitaMeal bags are produced in Malawi, Africa; to import is very difficult and costly. We prefer spending the money on providing the children in need with food.

- **What organisations do we use to facilitate the donations?**

Different relief or charity organisations may be involved in other countries, for instance, in the United States, we have relationships with Feed the Children and the United Nation's World Food Programme. Some of these organisations may use affiliates to help feed children. For more information about our partners, please visit [www.nseeurope.com](http://www.nseeurope.com) or [www.nourishthechildren.com](http://www.nourishthechildren.com).

- **Is it possible to deduct taxes from NTC donations?**

To be eligible for tax deduction, the organisation needs to be a Registered Charity. Usually the key requirement for becoming a registered charity is that it is a non-profit organisation, which NTC is not. Furthermore, to receive tax deduction, the donation has to be cash, while with NTC, distributors purchase a product and then the product is donated.

The current charity legislation differs from market to market and, in some countries, from region to region.



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- **Can my contacts purchase and donate VitaMeal through my GWP site?**

Yes, they can purchase VitaMeals through your GWP and be automatically connected to your sponsor id.

- **Where can a distributor see how many NTC donations there are in his group on the V&G?**

He can access the NTC ADP information by selecting NTC only in the Type drop-down. This gives an account of PVMADP's and VMADP's - and should give you the correct count.

- **How many meals are in one VitaMeal package? What is the shelf life of VitaMeal?**

There are 30 child meals in each product package or 15 adult meals.  
The shelf life of VitaMeal is two years.

- **Is Nourish the Children a for-profit company?**

Nourish the Children is not a company but it is an initiative of a for-profit company. The purchase price of VitaMeal foods does include manufacturing, shipping, margin and sales commissions.

- **Why are sales commissions paid on products which are given to charities?**

As a Distributor or a Customer of Nu Skin Enterprises you have the opportunity to purchase product and may elect to donate that product to a charitable organisation. Similar to the purchase of other Nu Skin Enterprises products, you will be paid commissions on those purchases. This opportunity is similar to the charity boxes at grocery stores, which allow patrons to donate part of their product purchases. These products also have manufacturing, shipping, profit, advertising and commissions included in their sales price.

- **Is it ethical to make money from someone else's misfortune?**

The NTC programme is an incentive of Nu Skin Enterprises which has been established to help undernourished children throughout the world. Nu Skin Enterprises is donating food and money, alongside its Customers and Distributors through the Nourish the Children initiative, which is a charitable sales promotion. The company believes the initiative is an innovative business solution that will help combat starvation by providing a vehicle through which donations can easily be made. You can find examples of this type of assistance everywhere; someone at the supermarket, for instance, may purchase food and then, on the way out of the store, drops a can in a charity bin for distribution to the needy. When they purchased the can of soup, different 'individuals' made money - the distributor, the supplier, the reseller and the manufacturer among others. They still, however, helped someone in need. What we are doing is similar to that scenario but our efficiencies are far greater.



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- **How do you justify the idea of profiting financially from selling food to be donated to starving children?**

In most organisations, only a handful of people is available to do charitable work and little money exists to do more. Volunteers must then carry the load. It isn't long before those volunteers must return to the demands of working to support their own families and charitable efforts dwindle. In the end, the handful of paid employees and the occasional volunteers cannot begin to address the need; the number of children in need is only minimally reduced.

By helping focus the resources of a huge professional sales force on the problem, there is hope that a sizable number of the 15,000 children who die every day can be saved. Our primary goal is to save the lives of starving children around the world by increasing the number of committed people engaged in the cause.

- **Who is an Ambassador? Who is a Chief Ambassador?**

An **Ambassador** is a distributor who donates 4 VitaMeal bags personally and has an additional 12 bags donated by their personally sponsored distributors. In total they must have 16 VitaMeal bags donated in their group for 2 consecutive months. All Ambassadors receive a special pin and are recognized at company events and in company publications. They also receive a tribal necklace. In indigenous cultures, the tribal necklace is primarily used to communicate position and accomplishments. A hunter may put the claw or tooth from a kill on a necklace to show others his prowess.

A **Chief Ambassador** is an Ambassador who has 3 Ambassadors from his first level.

All Chief Ambassadors receive an authentic hand-carved Chief Stick from Malawi and a Chief Ambassador Pendant for their tribal necklace. The African Stick is a symbol of the Chief and it's symbolic of his great power, influence, and love for his people. He is the one to whom his people can turn and he will help them to find health, safety and a better future. Chief Ambassadors will also receive a special recognition at company events and in company publications.



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