

## NOURISH THE CHILDREN INITIATIVE

### THE PROBLEM

- Every six seconds a child dies from malnutrition.
- More than 800 million people, mostly children, suffer from hunger.
- Most food aid is in the form of grain that provides calories, but lacks important nutrients for proper health and development.

### NU SKIN'S SOLUTION

- Nu Skin's Nourish the Children initiative is a pioneering 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.
- Nu Skin manufactures and sells a highly nutritious food—VitaMeal®—and allows distributors and customers to donate their purchase to charitable organizations that specialize in distributing food to alleviate famine and poverty.
- By donating a product, rather than cash, donors know exactly how their contribution is being used.
- Every VitaMeal donation will reach needy children through a select group of reputable relief agencies that frequently report on the progress and health of children nourished by donations.
- Incentives are provided for commitments of ongoing VitaMeal donations and for encouraging others to join in donating millions of life-saving meals to malnourished children around the world.

### NON-PROFIT PARTNERS

- Since June 2002, Nu Skin's Nourish the Children initiative has partnered with reputable humanitarian agencies to deliver donated bags of VitaMeal to areas of the world where there is the greatest need.
- 2012 marked the company's 10-year anniversary of the program.

### VITAMEAL®

- The Nourish the Children initiative uses a nutrient-dense—not just calorie-dense—food branded as VitaMeal that has been carefully formulated to provide all essential daily nutrients to nourish a child.\*
- Each VitaMeal bag contains 30 child-size meals and retails for US\$23.50. Each VitaMeal serving contains 25 essential vitamins and minerals, fatty acids, electrolytes and much more.

### PROJECTS

- Through the generosity of its distributors and customers, **more than 294 million meals have been donated** through the Nourish the Children initiative since its inception in 2002. An average of **2.1 million meals is donated each month** on an ongoing basis.
- Nourish the Children has helped fight world hunger by supporting projects in many countries including **China, Guatemala, Haiti, Honduras, Indonesia, Malawi, Philippines, Fiji and Thailand.**
- In many cases, **VitaMeal is served at school** to attract children to nourish their minds, as well as their bodies.
- **VitaMeal plants in Malawi and China** are providing jobs and economic development, as well as nourishing food. These plants cut distribution costs, create a demand for cash crops and are improving the livelihood of many local farmers and local economies.
- Nu Skin pledges that for every eight packages of VitaMeal purchased and donated, the company will contribute one package to a qualified non-profit humanitarian organization.

### AWARDS

- Nu Skin received the Bravo Award from Direct Selling News for its Humanitarian Efforts for its Nourish the Children initiative in 2012.
- Nu Skin China received the Corporate Social Responsibility Innovation Award sponsored by the American Chamber of Commerce in Shanghai for Nourish the Children in 2007.

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

### CONTACTS

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