NOURISH THE CHILDREN®

AN INITIATIVE OF NU SKIN ENTERPRISES

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Each year, millions of children around the world die from causes related to malnutrition. In order to provide hope to children in need, Nu Skin founded the NOURISH THE CHILDREN initiative to help address the problem of childhood hunger in a sustainable manner. Since 2002, the Nu Skin family of sales leaders, customers and employees have donated more than 500 MILLION MEALS to malnourished children around the world.

THE PROBLEM OF CHILDHOOD HUNGER

Millions of children die each year from causes related to malnutrition.

According to the World Food Programme:

3.1 MILLION CHILDREN
die each year from malnutrition-related causes

POOR NUTRITION
causes **nearly half (45%) of deaths** in children under five

66 MILLION
primary school-age children **attend classes hungry**, with 23 million of those in Africa alone.

Many organizations are working to help address the problem, but it is apparent that better solutions need to be developed.

NUSKIN'S **APPROACH**

The NOURISH THE CHILDREN initiative is Nu Skin's solution to provide a consistent supply of nourishing food to the world's most needy children. It enables Nu Skin's sales leaders, customers and employees to contribute to a critical humanitarian need on an ongoing basis. As a social business initiative, Nourish the Children facilitates consistent and increasing food donations by offering an incentive to buy, donate and promote VitaMeal. Many relief efforts are provided on a one-off basis or through limited-time contracts, while Nu Skin's Nourish the Children initiative has provided a framework to maintain a consistent level of food on a sustainable basis since 2002.

HOW IT WORKS

THE SOLUTION STARTS WITH VITAMEAL

Nu Skin's nutritional scientists developed VitaMeal, a nutrient-dense food that includes essential vitamins and minerals with ingredients critical to malnourished children.

SALES LEADERS AND CUSTOMERS PURCHASE VITAMEAL

Sales leaders and customers purchase VitaMeal. Like any other Nu Skin product, distributors are paid commissions and Nu Skin earns a profit margin from each sale of VitaMeal.

PURCHASED VITAMEAL CAN BE DONATED TO CHARITABLE ORGANIZATIONS

Individuals can choose to keep or donate purchased VitaMeal. Nu Skin facilitates donations to third-party charitable organizations that specialize in delivering relief where it is most needed.

NON-PROFIT ORGANIZATIONS DISTRIBUTE VITAMEAL TO CHILDREN IN NEED

Third-party charitable organizations transport and distribute donated VitaMeal to malnourished children around the world.

VITAMEAL: SPECIALLY FORMULATED FOR MALNOURISHED CHILDREN

Corn meal is the staple food for millions of children in Africa. It may be the only food they receive for weeks or months, and it is missing key nutrients for a child's development. Humanitarian food donations are often plain corn, wheat or rice, which have similar nutritional limitations. VitaMeal is fortified with essential vitamins and minerals in highly efficacious amounts to help correct important nutrient deficiencies and to promote healthy growth and development in malnourished children.

Vitamin A	VitaMeal has **5-10 times more Vitamin A** than corn meal. Vitamin A deficiency is the leading cause of blindness in children worldwide, is a key factor for child mortality, and affects 125-250 million children in 90 Third World countries. Vitamin A is also essential for normal immune function to help fight infectious diseases that are common in developing countries.	The amount of Vitamin A in a serving of VitaMeal is equivalent to that found in 2 tomatoes.
Vitamin C	VitaMeal provides much-needed Vitamin C. Vitamin C is required for collagen synthesis, important for healthy gums and bones. Low levels of vitamin C intake are associated with diseases like scurvy. Symptoms of scurvy include increased susceptibility to bruising, fatigue, bleeding gums, hair loss, poor wound healing, anemia and joint pain.	Corn meal does not contain Vitamin C. The amount of Vitamin C in a serving of VitaMeal is equivalent to that found in 2 oranges.
Vitamin D	VitaMeal provides much-needed Vitamin D. Vitamin D is a fat-soluble vitamin required for normal clacium metabolism. Deficiency of Vitamin D can lead to muscle pain and weakness. Severe vitamin D deficiency can result in the bone disease rickets in children. Rickets is characterized by progressive softening and weakening of bone structure leading to bone malformation.	Corn meal does not contain Vitamin D. The amount of Vitamin D in a serving of VitaMeal is equivalent to 1/2 cup fortified milk.
Zinc	VitaMeal has **20 times more Zinc** than corn meal. Zinc deficiency contributes to retardation and makes children vulnerable to infections and diarrhea. Diarrheal diseases are estimated to kill over 3 million children every year worldwide. Zinc sipplementation reduces the duration and severity of childhood diahhrea.	The amount of zinc in a serving of VitaMeal is equivalent to that found in 3 cups of cooked spinach.

Iron & Copper	VitaMeal has **5 times more Iron and 10 times more Copper** than corn meal. Iron and copper are essential for normal growth and development. Iron deficiency is associated with decreased work capacity, impaired concentration and in severe cases overt anemia. Iron deficiency is compunded by low copper intakes.	The amount of Iron and Copper in a serving of VitaMeal is equivalent to that found in 3/4 cup of cooked spinach and 2/3 cup of pinto beans.
Potassium	VitaMeal has **10 times more Potassium** than corn meal. VitaMeal provides electrolytes, especially potassium, which are needed to maintain normal fluid balance and muscle function, especially in malnourished children.	The amount of Potassium in a serving of VitaMeal is equivalent to that found in 1/2 cup of pumpkin.
Iodine	VitaMeal has **20 times more Iodine** than that found in corn meal. Iodine deficiency is best known for its association with goiters, but in children it is associated with delays in learning and difficulty with concentration.	The amount of Iodine in a serving of VitaMeal is equivalent to that found in 2/3 cup of peanuts.
Calcium, Magnesium, Phosphorus	VitaMeal has **50 times more calcium, 11 times more magnesium, and 14 times more phosphorous** than corn meal. These bone nutrients are essential for normal growth and skeletal development.	The amount of Calcium, Magnesium and Phosphorous in a serving of VitaMeal is equivalent to 5 cups of chopped broccoli.

CREATING SMILES **WORLDWIDE**

500 MILLION MEALS

Since 2002, Nu Skin and its sales leaders, customers and employees have donated more than 500 million meals to malnourished children around the world.

50 COUNTRIES

Since 2002, Nu Skin's charity partners have distributed VitaMeal to about 50 countries.

130,000 CHILDREN

More than 130,000 children being nourished every day in countries around the world.

DRAWING KIDS TO SCHOOL

VitaMeal donations are generally distributed through school programs because parents living in poverty will often send their children to school for a free meal, rather than keep them home to work.

MEET **PATRICIA**

Patricia Mateyu is an orphan who attends the Namalalanje nursery in Thyolo, Malawi. She walked to the community-based childcare 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 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.

MEET **KARLA**

Seven-year-old Karla lives with her parents in Cofradia, Estelí, Nicaragua. She suffered from malnutrition from being fed only one meal a day until she was offered VitaMeal at her school. Shortly thereafter, Karla's family started to receive supplemental support of VitaMeal. Her family noticed that her charismatic, friendly and cheerful disposition improved with the increased nutrients and vitamins she was eating from VitaMeal. Her stamina and endurance also increased, and now she spends that extra energy playing. She particularly enjoys having tea parties with her dolls.

MEET **SILVIA**

Silvia is 12 years old and has been eating VitaMeal since the age of five at a community center in Amatitan, El Salvador. Before having regular meals of VitaMeal, Silvia struggled to find something to eat every day and often went to bed hungry. The main staple of food for her family was tortillas with beans or eggs, when available. "My life is different now because in the community center I eat delicious food, and I know it has helped me to be strong," Silvia said. The young girl, who likes to jump rope and sew clothes for her dolls from old pieces of cloth, is now at a healthy weight and height for her age. Her parents credit her good health to Nu Skin's Nourish the Children initiative and its charity partner, Feed the Children, for providing VitaMeal at the community center. Without this support, her parents believe her growth and development might have drastically suffered. "My life has changed because my child has the opportunity to eat healthy, and that is something that I couldn't provide by myself," Silvia's mother said.

"World Vision has distributed VitaMeal through childcare centers and the 'Common Pot' meal program in Nicaragua to reach as many children in need as possible. VitaMeal is simple to prepare, and the children enjoy eating it combined with local vegetables and herbs."

JENNIFER HAWLEY, Senior Director, World Vision International

"I've seen firsthand the difference that VitaMeal has made in my country. Its impact has been life-changing for thousands of kids. Children who were once very hungry are now healthy, strong and are able to go to school. Mothers who had no food can now provide their loved ones with a warm and nutritious meal."

MADAM CALLISTA MUTHARIKA,
Former First Lady of Malawi

The Nourish the Children initiative has been recognized with many awards including the "Global Impact Award," which has been awarded by Convoy of Hope to other companies well known for their global humanitarian programs and the Ethos Award Vision for Tomorrow from the Direct Selling Association.

CONVOY OF HOPE

IT'S EASY TO **NOURISH A CHILD**

Purchase and donate VitaMeal
at **nourishthechildren.com**

ONE CHILD (30 child meals)
US 62 113509
CA 02 113524

FIVE CHILDREN (150 child meals)
US 001 00924
CA 02 000924

MAXIMIZE YOUR IMPACT WITH A NU SKIN MATCH

For every purchase and donation of the "5 VitaMeal Bags Package", Nu Skin will donate one additional bag of VitaMeal. For individual bags, Nu Skin matches one bag for every eight bags purchased and donated.

Nu Skin is a for-profit distributor of nutritional and skin care products in more than 50 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.

NU SKIN®

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