



**NOURISH THE CHILDREN®**  
AN INITIATIVE OF NU SKIN ENTERPRISES

*Nourish the Children (NTC) is an initiative of Nu Skin Enterprises that applies business principles to address the problem of hunger and malnutrition in a sustainable manner.*

### The Need

Traditional charitable forms of relief help tremendously, but are unable to meet the pressing need.

According to the World Food Programme:

- Poor nutrition causes nearly half (45%) of deaths in children under five - 3.1 million children each year.
- 66 million primary school-age children attend classes hungry, with 23 million in Africa alone.

### How Nourish The Children Works



#### The solution starts with VitaMeal™

Nu Skin's nutritional scientists developed VitaMeal, a nutrient-dense food that includes 25 essential vitamins and minerals with ingredients critical to malnourished children.



#### Sales leaders and customers purchase VitaMeal

Individuals can purchase VitaMeal, which sells for \$25.50 in the U.S. Like any other Nu Skin product, sales leaders can earn commissions on VitaMeal purchases. Commissions paid on VitaMeal sales are similar to those paid on other Nu Skin products. In some cases, markets may choose to offer a small added incentive to encourage donations. Nu Skin's profit margin on sales of VitaMeal is lower than its typical profit margin.



#### 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.



#### Charitable Organizations distribute VitaMeal to children in need

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



Since 2002, Nu Skin and its sales leaders, customers and employees have donated **more than 450 million meals** to malnourished children around the world.

### Charitable Organizations

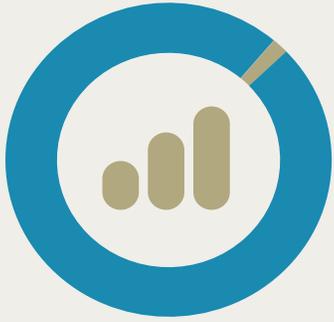
Nu Skin selects third-party charitable organizations such as *Feed the Children*, *World Vision*, and *Convoy of Hope* who have demonstrated the ability to get food to those with the most need. Additionally, the company's "report back" agreements with these organizations help ensure accountability for the meal distribution.





# Nourish The Children by the Numbers

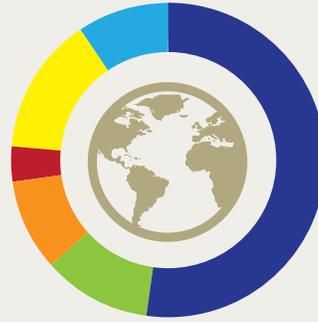
## 2012-2015 VitaMeal as % of Revenue and Profit



VitaMeal represents **1.5%** of global sales revenue and less than 1.5% of operating profit.

## 2015 VitaMeal Distribution

in 2015, 75% of VitaMeal distribution was in countries where Nu Skin does not do business.



- Malawi - 52.6%
- Philippines - 11.3%
- Haiti - 9.5%
- China - 3.7%
- Central/South Am. - 14.0%
- Other - 9.5%

“I’ve seen first-hand 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.”

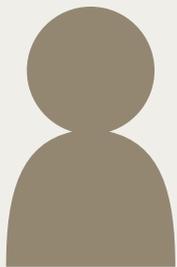
*Madam Callista Muthalika  
Former First Lady of Malawi*

- In most markets, there is no tax deduction available for charitable donations. Approximately 80% of VitaMeal purchases and donations come from countries where charitable tax deductions are not available.
- All U.S. donations arranged by Nu Skin are given to Feed the Children, a registered 501(c)(3) charity.
- Nu Skin does not give tax advice and reminds VitaMeal contributors to consult a tax adviser before making a determination as to whether the donation may be the basis for a tax deduction or business expense.

“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. Additionally, we are coordinating with the Nicaraguan Ministry of Health to distribute VitaMeal to pregnant women who are treated in maternity centers to provide them with adequate nutrition prior to giving birth.”

*Jennifer Hawley  
Senior Director, World Vision*

## VitaMeal Donor Profile



The majority of those who purchased and donated VitaMeal in 2015:

- Live outside the United States
- Purchase and donate 2.3 bags or less per month
- Purchase primarily nutrition and skin care products

For every eight bags of VitaMeal purchased and donated, Nu Skin donates one bag of VitaMeal. Nu Skin has donated more than 50 million meals through its matching program since 2002.

## Nourishing Children

In 2015, the Nourish The Children initiative provided more than **56 million meals**, helping nourish **187,000 children** every day, in more than **20 countries**



# VitaMeal® vs. Corn Meal



*Corn meal is the staple food for millions of children in Africa. It may be the only food they receive for weeks or months. Humanitarian food donations are often plain corn, wheat or rice, which have similar nutritional limitations.*



*VitaMeal® is fortified with 25 essential vitamins and minerals in highly efficacious amounts to help correct important nutrient deficiencies and to promote healthy growth and development in malnourished children.*



*This chart compares a serving of corn meal to a serving of VitaMeal for nutrients essential for fighting malnutrition in children.*

Vitamin A	<p><b>VitaMeal has 5-10 times more Vitamin A than corn meal.</b> 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.</p> <p><i>The amount of Vitamin A in a serving of VitaMeal is equivalent to that found in 2 tomatoes.</i></p>	
Vitamin C	<p><b>VitaMeal provides much-needed Vitamin C.</b> 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.</p> <p><i>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.</i></p>	
Vitamin D	<p><b>VitaMeal provides much-needed Vitamin D.</b> Vitamin D is a fat-soluble vitamin required for normal calcium 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.</p> <p><i>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.</i></p>	
Zinc	<p><b>VitaMeal has 20 times more Zinc than corn meal.</b> 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 supplementation reduces the duration and severity of childhood diarrhea.</p> <p><i>The amount of zinc in a serving of VitaMeal is equivalent to that found in 3 cups of cooked spinach.</i></p>	

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