

# LIVE THE DIFFERENCE

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# A FOUNDATION OF GOODNESS

“Being a force for good may be only 5 percent of what we do on a daily basis, but it’s 95 percent of who we are.”  
- Blake Roney

Nu Skin was founded with a mission to improve lives throughout the world. In 1998, Nu Skin established the Force for Good Foundation and it is by far the most impressive part of the Nu Skin package!

Even from the very beginning, Nu Skin has always stayed true to its mission - to be a force for good throughout the world by empowering people to improve lives with rewarding business opportunities, innovative products, and enriching and uplifting culture. Through the company’s corporate social responsibility efforts, Nu Skin unites its family of Sales Leaders, Customers, and Employees through various innovative efforts that multiplies our ability to nourish and uplift children around the world.

Giving back to the community has always been the fundamental of Nu Skin’s mission of being a “force for good throughout the world”. The Original force for good campaign was introduced in conjunction with the Nu Skin Epoch product line. The Company, upholding one of its key element philosophies on “*Provided by Nature. Proven by Science.*” tagline in its product innovation, partnered up with the world’s leading ethnobotanist, Dr. Paul Cox. Combining the best of what nature has to offer with proven scientific research, Nu Skin develops personal and health care products that enhance the overall appearance and health of individuals, as well as giving back to the less-fortunate communities at the same time.

Designed in balance with nature, the unique brand of personal and health care products - Epoch Product Line and Pharmanex® MarineOmega and OptiOmega® - not only provides people with a natural, therapeutic and healthy way to live better, but also donates US\$0.25 from the sale of the Epoch products, MarineOmega and OptiOmega to the Nu Skin Force for Good Foundation and Southeast Asia Children’s Heart Fund respectively.

For almost 15 years, the Nu Skin Force for Good culture in Malaysia continues to strive in improving the lives of many children by offering hope and love to underprivileged children in the community. Children being our best hope for a bright and promising future, Nu Skin Malaysia is committed in making a difference for thousands, if not millions, of children for generations to come!

While that culture permeates the company’s actions, nowhere is it more front-and-center than in Nu Skin’s philanthropic projects. From the Force for Good Foundation and Southeast Asia Children’s Heart Fund Foundation, to the Nourish the Children initiative, Nu Skin reaches out with its contributions, its products and efforts and pledge to make life better by creating more hopes and smiles around the world!

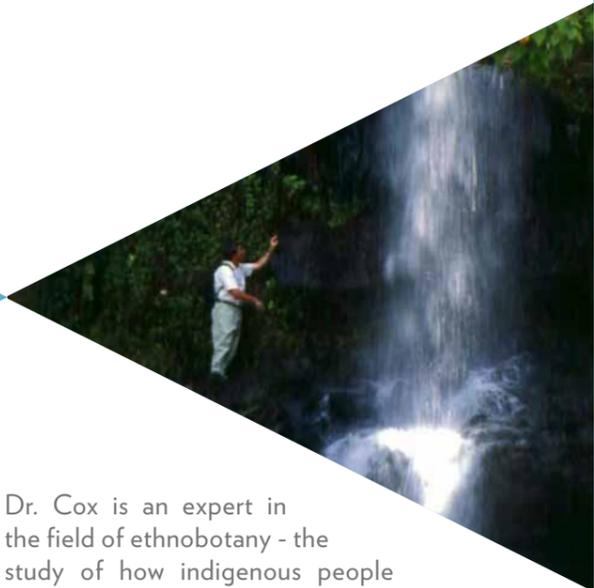
# DR. PAUL COX - THE “NAFANUA”

Searching for plants that will cure diseases, traveling the world, protecting rainforests that the Samoan tribe named him “Nafanua” - one of the highest chief titles of Samoa, Dr. Paul Alan Cox is the icon of Nu Skin when it comes to being a Force For Good.



Dr. Cox is an expert in the field of ethnobotany - the study of how indigenous people use plants; specifically emphasizing on traditional medicine and the medicinal usage of plants, both historically and in modern times. It is also a rare specialty that this ethnobotanist is well renowned scientist in both the western and indigenous culture in the field of ethnobotany!

Being a scientist himself, not only he is involved in conducting researches and helping to develop sustainable products, he is also enthusiastic in preserving the culture of different aborigines' groups. As Dr. Cox infuses his vision in his career, and being the Director of the Institute for Ethnomedicine



that sits on the Nu Skin Scientific Advisory Board, he uses his knowledge in ethnobotany to contribute a big part in developing the Epoch range of products.

Nu Skin is always upholding to its mission - to be a force for good throughout the world by empowering people to improve lives. What truly differentiates us from others is that not only the people of Nu Skin exemplify this; our products too are inseparable with this culture. Every product sales from the Epoch range, \$0.25 will be donated to the Nu Skin Force For Good Foundation - a non-profit organization dedicated to fostering long-lasting improvements around the world.

This gesture encompasses Dr. Cox's vision as it channels the effort of contributing back to the communities that shared their wisdom in which granted the success development of the Epoch range, was also the original force for good campaign introduced in conjunction with the Nu Skin Epoch product line.



Besides the Epoch range, his vision also gave him another achievement of his life when he co-founded Seacology Foundation in late 1980s, where the first project through the foundation was to raise funds to build a school in Falealupo, Samoa which as the same time protecting the 30,000-acre rainforest that was originally due for deforestation in exchange of monetary support of the built. In 1989, Dr. Cox was conferred upon by the Samoan people for his diligence and work in rain forest preservation. Nowadays, the Seacology Foundation teamed up with Dr. Cox and Nu Skin Enterprises which are still aiding indigenous peoples on the islands throughout the world for better infrastructures.

Throughout his career, he has published more than 150 scientific articles and three books in this field, granting him renowned in both indigenous and westerns cultures. In current days, besides sitting on the Nu Skin Scientific Advisory Board, Dr. Cox also serves as Chairman of the Seacology Foundation, working together again, with Nu Skin Enterprises to preserve island rain forests and cultures throughout the world while discovering innovative ways of caring for your skin and the world around you.

# NATURAL BEAUTY

From Cleopatra's obsession with kohl eyeliner and fragranced oils to Indian henna painting rituals and Japanese Geisha makeup, these ancient beauty recipes have long been practiced and are now being revived by people searching for the natural path to beauty!



For centuries, the indigenous tribes have relied on plants and their remarkable chemistry to treat and prevent illness, help protect as well as increase their own natural beauty. These indigenous people who have resided in a single area for generations learned which plants are useful and which are not. Identifying and incorporating natural ingredients from plants into to their daily personal care routines, these native individuals wash and condition their hair with squeezed nectar of a flower bulb and use plant extract to soften their skin and cleanse their babies.

Today, the ideas behind modern beauty potions come not from the laboratory, but from the knowledge of these indigenous tribes with ancient cultures and age-old knowledge of the environment and the plants that surrounds them. From the traditional cultures to shape the vision of modern beauty, Nu Skin upholding one of its "Provided by Nature. Proven by Science." philosophies in product innovation, partnered up with the world's leading ethnobotanists to create the Epoch® product line. Formulated with botanical ingredients and "exotic" extracts from Mother Nature, you can now take care of your skin care problems in a natural, comforting and therapeutic way right at home!



## NOURISH THOSE LOCKS

Using only true Ava Puhi bulb nectar extract- **Epoch® Ava Puhi Moni Anti-Dandruff Shampoo, Epoch® Ava Puhi Moni Conditioner** and **Epoch® Ava Puhi Moni Shampoo & Light Conditioner** allows you to experience the natural cleansing and conditioning benefits just like generations of Polynesians!



## PERPETUALLY PRETTY FEET

Used by generations in the Central America, the **Epoch® Sole Solution Foot Treatment** contains crushed allspice berry to relieve severe dryness or cracking and restore smooth heels and soles, bringing a hidden solution of the rainforest to you.



## A SPECIAL KIND OF MUD

Drawing out impurities, removing dead skin cells and nurturing skin with more than 50 skin beneficial minerals, including zinc and sea botanicals, pamper your face and body with the **Epoch® Glacial Marine Mud**, a skin purifying estuary treasure!



## BLEMISH FREE SKIN

Formulated with Job's tears, used historically in Asia to reduce redness, the **Epoch® Blemish Gel** helps soothe the skin affected with acne blemishes, giving you clear up and smooth complexion in no time!



## NO TEARS - JUST BATH TIME SMILES

Containing hibiscus flower extract in a tearless formula, keep your baby fresh, clean and moisturize with **Epoch® Baby Hibiscus Hair and Body Wash!** This tearless foam wash will make bath time a special moment just like generations of mothers in Southeast Asia and Central America.

Designed in balance with nature, this unique brand of skin and hair care products not only provides people a natural and therapeutic way to live better, but with the purchase of these products, Nu Skin will donate US\$0.25 to the Nu Skin Force for Good Foundation – giving back to the communities that share their wisdom with us, preserving the environment, languages, lifestyles and traditions of indigenous people around the world. Now you can experience Epoch® and discover a pure, new way of caring for your body and the world around you!

# GIFTS FROM THE SEA

These days where living a healthy lifestyle is all the rage, naturally when it comes to topics about fat, every one tends to back away as far as they could from it, shrinking in fear and label 'fat' as your biggest foe. However, do you know that there are good fats as well?

Fat has had bad press, to the extent that manufacturers have to label their foods to be 'fat-free' just to stay competitive in the market. But it isn't all bad. When it comes to fats, there's certainly a type you don't want to cut back on. Omega-3 fatty acids have been touted as one of the healthiest type of fats. In fact, getting some Omega-3 in our diet is absolutely vital!

Omega-3 Fatty Acids are essential fatty acids which can do the body some serious good that cannot be made by your body and must obtain from diet or supplements. There is evidence suggesting that increasing omega-3 fat intake can reduce the risk of developing cardiovascular disease, depression, and also decrease the severity of asthmatic airway inflammation<sup>1,2</sup>. With these potential benefits, you're probably asking, "Am I getting enough omega-3 fats in my diet?" The answer is probably not.



According to World Health Organization's (WHO) recommendation, the best way to get a healthy balance of Omega-6 and Omega-3 Fatty Acids are by eating foods like salmon, mackerel, and walnuts.<sup>3</sup> However, how many of us consume these foods in our daily diet? With Pharmanex® **MarineOmega** and **OptiOmega**®, you can now have your supplementation with fish oil in a convenient and safe way to increase dietary intake of omega-3 fatty acids hassle free!



## MARINEOMEGA What Makes It Unique?

- ✓ Excellent source of essential omega-3 fatty acids.
- ✓ Ultra-pure source of fresh fish oil tested free of toxins, pollutants, and heavy metals.
- ✓ Contains krill oil that provides highly bioactive EPA and DHA in a unique phospholipid form targeted for use in the brain and cell membranes throughout the body.
- ✓ Contains powerful antioxidant carotenoid astaxanthin.
- ✓ Includes natural lemon oil for a pleasant aroma and minimal fishy flavor.
- ✓ Supports cardiovascular health, promotes brain function, modulates inflammation response, improves joint function and mobility, and promotes healthy skin condition.



## OPTIOMEGA What Makes It Unique?

- ✓ Excellent source of essential omega-3 fatty acids.
- ✓ Ultra-pure source of fresh fish oil tested free of toxins, pollutants, and heavy metals.
- ✓ Inclusion of vitamin E and deodorized garlic maintain the purity and potency of the EPA and DHA content.

With the growing concern of high levels of toxins and heavy metals present in the fish populations from which the world's fish markets are supplied, fresh sources of fish are not always the best options available to consumers (and farmed fish are lower in omega-3s). Pharmanex® **MarineOmega** and **OptiOmega**® provide a practical and convenient solution in obtaining omega-3 fatty acids for optimal brain and heart health!

On top of that, for every bottle purchased, US\$0.25 will be donated to the Southeast Asia Children's Heart Fund to save children with congenital heart diseases in Thailand, the Philippines, Malaysia, Indonesia, Singapore and Vietnam. **MarineOmega** and **OptiOmega** not only supplement you with good health, but also supplement your heart and soul for being a Force For Good to the society!

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- <sup>2</sup> Su, K. P., Huang, S. Y., Chiu, T. H., Huang, K. C., Huang, C. L., Chang, H. C., & Pariante, C. M. (2008). Omega-3 fatty acids for major depressive disorder during pregnancy: results from a randomized, double-blind, placebo-controlled trial. *Journal of Clinical Psychiatry*, 69(4), 644.
- <sup>3</sup> O. K. W. Ng, S. N. A. Hamid, S. R. Wong, S. L. Chee, and C. A. Augustine, "Omega-6 and omega-3 fatty acid nutrition amongst Malaysians are far from desirable," *JeJSME*, vol. 6, no. 2, pp. 4-9, 2012.

# MENDING HEARTS SAVING LIVES

“Whether through our product integrity, the opportunity we offer or the culture we promote, we try to be a force for good.”

- Truman Hunt

Since its establishment in 1984, Nu Skin has always been uploading its Force For Good culture by empowering people to improve lives through the sharing of the products and business, as well as the goodness of what the company does that eventually contributes back to the community. Nu Skin not only provides a platform towards personal, time and financial flexibility, but also an amazing opportunity for our business partners to give back to the community!

In the earlier days when Nu Skin Enterprises first established its offices in Malaysia, it worked with P.S. The Children, The Harvest Centre and New Covenant Community in Sentul back in 2002, by fostering underprivileged children with the love and care that they need. However, aside from these smaller projects and efforts, Nu Skin Malaysia wanted touched even more lives by offering hope and support through bigger community outreach projects.



## SOUTHEAST ASIA CHILDREN'S HEART FUND (SEA CHF)

Each year, more than 50,000 children are born with congenital heart disease in Southeast Asia. Most of the families of these children are compelled to postpone life-saving surgery due to the lack of resources. Some children die before getting a chance to go through treatment; some become disabled, while others have to wait even longer for treatment, anywhere from two to three years at a time.

Started in Thailand in 1999 and was later extended into a regional project, the Nu Skin Southeast Asia Children's Heart Fund (SEA CHF) was officiated in 2003 with the aim to improve the lives of underprivileged children by helping them to live a life free from congenital heart disease. SEA CHF through Nu Skin offices in Thailand, the Philippines, Singapore, Malaysia, Brunei, Indonesia and Vietnam raise funds for medical treatments through the sale of products, corporate events and contributions from the Nu Skin Force for Good Foundation.

## THE PARTNERSHIP BETWEEN NU SKIN MALAYSIA AND IJN FOUNDATION

National Heart Institute (Institut Jantung Negara - IJN) is Malaysia's premier heart center that was established in September 1992. IJN provides cardiology and cardiothoracic surgery services for both adult and pediatric cases. The IJN Foundation was established in 1995 to offer philanthropic support for IJN, helping to raise funds for patients needing financial aid for the heart surgery.

In June 2008, Nu Skin Malaysia established a partnership with IJN Foundation to form the Nu Skin Malaysia-IJN Foundation Heart Surgery Project for Children with the aim of funding corrective heart surgeries for needy children from impoverished families. The partnership started with an initial sponsorship of RM100,000 to IJN Foundation.

Through the unconditional and generous contributions from the Nu Skin Angels, the funding cost for essential corrective heart surgeries through the SEA CHF program were able to sponsor life-saving treatments that these children would otherwise not be able to obtain.

With the continuous support from our Nu Skin Angels upholding the company's mission to be a Force For Good in empowering people to improve lives, we will be able to save more children in this region and provide them with a better future for years to come!

# SNAPSHOTS



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