“If you don’t have a smile, I’ll give you one of mine.”
ANONYMOUS

Every day, hundreds of thousands of children are smiling, thanks to the goodness of Nu Skin’s global network of distributors, customers, and employees.

At the heart of Nu Skin’s giving culture is the Nu Skin Force for Good Foundation, the company’s Nourish the Children initiative, as well as community outreach programs. Through these efforts, the Nu Skin family is making a lasting impact on the lives of children in more than 50 countries throughout the world.

THE NU SKIN COMMUNITY OF DISTRIBUTORS, EMPLOYEES, AND CUSTOMERS HAS GIVEN MORE THAN $163 MILLION IN CASH AND FOOD DONATIONS TO LIFE-IMPROVING PROJECTS AROUND THE WORLD, CREATING MORE THAN 100,000 SMILES EACH DAY.
For 15 years, the Nu Skin Force for Good Foundation has granted more than $23 million to life-changing projects that benefit children in more than 50 countries.

In 2010, the Foundation and its local force for good partners around the world granted more than $3.5 million to support programs that offer a hand of hope to children.

**EDUCATION**

**EDUCATE THE CHILDREN**

**MALAWI**

Students in Malawi must pay for their schooling after primary school. The Educate the Children (ETC) scholarship program provided tuition, uniforms, and books to 74 secondary and post-secondary students in Malawi last year. The students participating in the program are receiving diplomas in a variety of areas, including computer science, medicine, and environmental health, and are becoming role models for a rising generation of Malawians. Another 60 students have already received diplomas.

**SEACOLOGY**

An ongoing partnership with Seacology improves the education and environment of young islanders. In 2010, the Nu Skin Force for Good Foundation provided support for three of Seacology’s key island conservation projects. One project in Tonga made much-needed improvements to a community hall in Falemea to provide classrooms for children in exchange for safeguarding their marine resources.

**NU SKIN HOPE LIBRARY**

**KOREA**

In 2010, force for good supporters in Korea helped build two new libraries for elementary schools in rural Korea, serving more than 136 children. Since 2008, a total of seven libraries have been constructed and remodeled to support children’s education.

**JUDITH, MALAWI**

Thanks to a scholarship funded by the Nu Skin Force for Good Foundation, Judith is able to attend secondary school in Malawi. Both her parents are deceased and she and her two sisters and two brothers attend school, where she works hard to become a teacher. She would like to thank the people of Nu Skin who make this possible.

**TO SEE MORE ABOUT THE NU SKIN FORCE FOR GOOD FOUNDATION CLICK HERE**

The Nu Skin Force for Good Foundation is funded in part from a donation of 25 cents from the sale of each ethnobotanical product in Nu Skin’s Epoch® line.
HEALTH

GREATER CHINA CHILDREN’S HEART FUND
The Greater China Children’s Heart Fund was created in 2008 to help address the more than 140,000 new cases of pediatric congenital heart disease that occur each year in China. To date, the organization has provided relief to nearly 320 children. Through these efforts, Nu Skin distributors in the Greater China region and the Nu Skin Force for Good Foundation have created countless smiles, giving hundreds of children and their families hope and a second chance at life.

CHILDFUNDATION* PHILIPPINES
Nu Skin Philippines’ force-for-good efforts helped purchase a two-dimensional echocardiogram machine for the department of Pediatric Cardiology at the Philippine General Hospital. Now, an average of 15 to 20 children are scanned each day, making diagnosis and treatment for heart conditions more efficient and accurate.

WORLD VISION* KOREA
Since 2006, Nu Skin Korea has supported the National Lunch Program of World Vision Korea, helping feed more than 3,000 children each month. In 2010, Nu Skin Korea donated more than $6,000 box lunches.

ISINGA TINA, TAIWAN
Tina was born with a complex heart defect. Before her first birthday, she received four heart surgeries in an effort to save her life. When she was 18 months old, she needed another emergency surgery, but her family could not afford any more. The Greater China Children’s Heart Fund helped Tina’s family by paying the total expense of the surgery. Now, Tina is a healthy three-year-old. Her mother expressed her gratitude: “Thank you all for saving Tina from heart disease. Tina is an angel for our family; Nu Skin is an angel for Tina.”

SOUTHEAST ASIA CHILDREN’S HEART FUND
The Southeast Asia Children’s Heart Fund has combined Foundation grants with distributor efforts in Thailand, the Philippines, Singapore, Malaysia, Brunei, and Indonesia to fund corrective heart surgery for underprivileged children with congenital heart disease. In 2010, 368 children successfully underwent heart surgery. Since the inception of the Southeast Asia Children’s Heart Fund in 1998, more than 4,143 children’s lives have been saved. The goal of the Southeast Asia Children’s Heart Fund is to save one life a day.

EPIDERMOLYSIS BULLOSA (EB)
Annual grants to the Epidermolysis Bullosa Medical Research Foundation (EBMRF) support research to discover a cure for epidermolysis bullosa (EB) with the hope of providing new skin to suffering children. In 2010, local distributors donated funds to the Korea EB Patient Association for medical expenses of more than 20 children suffering from this disease.

DIAH, INDONESIA
Four-year-old Diah, from Indonesia, was recently diagnosed with a ventricular septal defect, a life-threatening heart condition. She was in desperate need of heart surgery, but her family couldn’t pay for the procedure. On November 1, 2010, Diah received heart surgery, paid for by the Southeast Asia Children’s Heart Fund. She is currently doing well and looks forward to a life full of hope and opportunity.

CHILD FOUNDATION*

PHILIPPINES
Nu Skin Philippines’ force-for-good efforts helped purchase a two-dimensional echocardiogram machine for the department of Pediatric Cardiology at the Philippine General Hospital. Now, an average of 15 to 20 children are scanned each day, making diagnosis and treatment for heart conditions more efficient and accurate.

3,000 CHILDREN EACH MONTH

4,143 LIVES SAVED

TO SEE MORE ABOUT THE SOUTHEAST ASIA CHILDREN’S HEART FUND CLICK HERE
HAITI EARTHQUAKE

Following the devastating earthquake in Haiti on Jan. 12, 2010, Nu Skin distributors rallied together to help those in need. These contributions helped the Nu Skin Force for Good Foundation provide a grant to rebuild an elementary school in Carrefour that was demolished in the disaster. Construction is underway and 900 children will be able to attend school in a new earthquake-safe building by 2012.

INDONESIA EARTHQUAKE

In response to the earthquake damage in West Sumatra, Indonesia in 2009, Nu Skin Indonesia and the Nu Skin Force for Good Foundation provided the funds necessary to rebuild two kindergarten school buildings. These buildings are currently under construction and are expected to be complete in 2011.

ECONOMIC OPPORTUNITY

SCHOOL OF AGRICULTURE FOR FAMILY INDEPENDENCE

MALAWI

In 2010, the third class of 30 student families arrived in Mtalimanja Village to begin their first year of instruction at the School of Agriculture for Family Independence (SAFI), while the second-year students returned home and continued to learn through an extension program. The village has thrived over the past few years as residents have learned proper farming and irrigation techniques. Crop yields have increased as much as 700 percent, providing enough food and economic stability for families who previously struggled.

SEEDS OF HOPE

MALAWI

The reforestation of Malawi is essential for protecting children and families from future drought and famine. Dedicated distributors and customers purchased enough Epoch Baobab Body Butter to surpass the amount needed to purchase and plant more than 300,000 trees for villages in Malawi.

ESAU AND JANET BAUTI, MALAWI

Esau and Janet Bauti and their three daughters, Martha, Elube, and Prisca, come from Mbewa Village, about 60 km from Mtalimanja Village. For the Bautis, SAFI has been life changing. Before coming to SAFI, Esau says the family suffered from poverty and hunger. Now Esau says, “Because we have learned how to grow more crops, we are hunger-free and the children are all healthier.” Esau and Janet Bauti will graduate in June of 2011.

SECOND HARVEST*

JAPAN

810

TONS OF FOOD

With continued support from Nu Skin Japan, Second Harvest expanded its food distribution with the purchase of an additional four-ton freezer truck in 2010. It is the fourth truck Nu Skin Japan has donated to this organization. With the help of this truck, Second Harvest provided 810 tons of food to people in need in 2010—up from 560 tons in 2009—and also aided in relief efforts after the earthquake and tsunami in March 2011. Second Harvest provides food to children in orphanages, women and children living in shelters, and families struggling in single-mother households.

MICRO-ENTERPRISE LOANS*

CHINA

To date, the Nu Skin Force for Good Foundation has provided 2,331 micro-enterprise loans to families who suffered in the Sichuan earthquake on May 12, 2008. These loans are helping boost the economy and provide financial opportunity to families.

JAPAN EARTHQUAKE AND TSUNAMI

JAPAN

In response to the devastating earthquake and tsunami in Japan on March 11, the Nu Skin family immediately took action with an initial pledge of 100 million yen to support the relief efforts. Additionally, Nu Skin has initiated long-term programs to help those in need, fueling a steady flow of donations to the Japan relief efforts.

900

CHILDREN EDUCATED

* To ensure seamless delivery of funds for these projects, contributions went directly from the respective markets of Nu Skin Enterprises to the recipient nonprofit organizations.

NU SKIN CORPORATION SOCIAL RESPONSIBILITY

2010 YEAR IN REVIEW

NU SKIN FORCE FOR GOOD FOUNDATION

NU SKIN FORCE FOR GOOD FOUNDATION
Heal tH economic  education disaster total

$1,973,102 $305,755 $754,536 $104,500 $3,563,379

Contributors

For a list of Donors please visit ForceForGood.org

**MUSEUM FORCE FOR GOOD FOUNDATION**
COMMUNITY OUTREACH

FORCE FOR GOOD IN THE COMMUNITY

Throughout the world, Nu Skin distributors and employees regularly support worthwhile children’s causes in their local communities. Their efforts culminate in the annual Nu Skin Force for Good Day with local service activities supporting the mission of the Nu Skin Force for Good Foundation. The following are examples of community outreach activities that took place during the 2010 Force for Good Day:

AUSTRALIA
Nu Skin distributors and employees volunteered at the Clarke Road Special Needs School, a facility that provides tailored programs for children suffering from severe mental and physical disabilities.

BELGIUM
Nu Skin employees and distributors volunteered at two childcare facilities, where they helped build a play garden, cleaned the buildings, prepared lunches, and played games with the children.

CANADA
With food banks struggling to stay stocked and more families with children needing support, Nu Skin Canada coordinated a national food drive.

CHINA
As part of their ongoing support to the China Children’s Heart Fund, volunteers from Nu Skin China donated toys and made greeting cards for 191 children recovering from cardiac surgery.

DENMARK
Nu Skin employees and distributors supported the Children’s Aid Foundation by hosting an activity for children who have been removed from their parents.

GERMANY
Nu Skin Germany employees organized a summer party in Frankfurt for children with cancer.

HUNGARY
Nu Skin Hungary employees spent their Force for Good day volunteering at a physical therapy center where children and adults learn to overcome motor impairment.

ISRAEL
Nu Skin employees volunteered their time to renovate a daycare center to help local children in need.

JAPAN
Nu Skin Japan employees and approximately 50 distributors supported Second Harvest Japan, a local food charity, by preparing and distributing more than 2,500 meals.

KOREA
Nu Skin Korea employees spent their Force for Good day volunteering at a rest home.

MALAYSIA
Employees and distributors in Malaysia raised money for the Southeast Asia Children’s Heart Fund by painting and selling decorative tiles.

NORWAY
Nu Skin Norway employees helped out at the Norwegian Red Cross youth facility by fixing up the building and hosting a “girl’s night” where young women received advice on skin care and nutrition.

PHILIPPINES
Nu Skin Philippines hosted their fourth annual back-to-school drive and donated several sets of school supplies to the Child Health in Life and Development (CHILD) Foundation that funds pediatric cardiac surgeries.

SOUTH AFRICA
Nu Skin South Africa employees visited five preschools in rural South Africa and donated VitaMeal, educational toys, hygiene products, clothing, and blankets.

SOUTHEAST ASIA
As part of their support of the Children’s Heart Fund, employees and distributors spent time creating art projects with 30 children recovering from heart surgery.

SOUTH PACIFIC
Nu Skin employees in the South Pacific donated toys to the New Caledonian Red Cross Society for several children to enjoy.

UNITED STATES
More than 200 Nu Skin employees and their families celebrated Force for Good day by assembling and donating 7,500 school supply kits to local schools through Kids Cause Foundation. Employees also collected, sorted, and donated winter clothing for children in need.

EMPLOYEE AMBASSADOR PROGRAM

Many Nu Skin employees are committed to Nu Skin’s pledge to eliminate hunger and have joined in this effort by becoming an Employee Ambassador for the company’s Nourish the Children initiative and purchase and donate VitaMeal each month via payroll deduction. In 2010, more than 400 employees were recognized as Ambassadors, donating more than 300,000 VitaMeal servings.
In 2002, Nu Skin took action to address the tragedy of childhood hunger with the development of the Nourish the Children initiative. This innovative social enterprise* applies the rigor of successful business practices to provide a consistent and growing supply of nourishing food to the world’s most needy children.

The concept succeeds by selling a highly nutritious food—VitaMeal—and then allowing people to donate their purchases to third-party nonprofit organizations that specialize in distributing food to those suffering from malnutrition and famine.

In 2010, Nourish the Children surpassed a significant milestone, providing more than 200 MILLION MEALS to malnourished children around the world...and the number continues to grow, helping create nearly 100,000 smiles each day.

In 2010, Nu Skin made great strides in providing more meals to children in the greatest need.

- 25 MILLION meals were distributed in Africa.
- 4 MILLION meals were distributed in China.
- 3 MILLION meals were distributed in Southeast Asia.
- 1 MILLION meals were distributed in Haiti.
- 300,000 meals were distributed in South America.
- 800,000 meals were distributed to other locations such as Afghanistan.

*The price charged for VitaMeal includes the cost of manufacturing and sales commissions to distributors as well as a reasonable profit margin.
VITAMEAL: MORE THAN JUST A MEAL

Most humanitarian aid consists of grain and lacks essential nutrients for the healthy development of young children. Working with an expert in child malnutrition in third-world countries, Nu Skin developed VitaMeal to provide essential vitamins and minerals, a balance of carbohydrates, protein, fat, and fiber, and essential fatty acids required for normal brain development, skin health, and immune defense.∗

In 2010, the VitaMeal produced at the Jixi, China manufacturing plant was reformulated with much success. The new rice and barley formula with Chinese Five Spice is more appealing for children in China and the Philippines and we are receiving reports that the children love it and are asking for more.

VitaMeal is also beneficial for disaster victims who need nourishing food to help sustain them through stressful situations. After the Jan. 12, 2010 earthquake in Haiti, more than 150,000 servings of VitaMeal were already on the ground and distributed to victims. VitaMeal continues to be donated and distributed in Haiti.

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

LEVERAGING VITAMEAL™ DONATIONS TO MAKE A GREATER IMPACT

VitaMeal donations are leveraged to not only provide relief from hunger, but also to draw children to school, improve health and build economic opportunity by employing people at local manufacturing facilities and purchasing local ingredients.

In response to the woman’s entreaties, Dianne agreed to take two of the children, even though the orphanage was already filled to capacity. The grandmother fell on the dirt floor and kissed Dianne’s feet, knowing that at least two of her precious grandchildren would be safe and nourished.

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DIANNE, MALAWI

Dianne Block, owner of an orphanage in Malawi, Africa that depends on VitaMeal to nourish children, was approached by an aged widow who cares for 18 grandchildren. In response to the woman’s entreaties, Dianne agreed to take two of the children, even though the orphanage was already filled to capacity. The grandmother fell on the dirt floor and kissed Dianne’s feet, knowing that at least two of her precious grandchildren would be safe and nourished.

COMPANY DONATION MATCH

In 2010, Nu Skin donated more than 4.9 million matching VitaMeal servings. Also, in some areas, 25 cents from each VitaMeal purchase is donated to the Nu Skin Force for Good Foundation to help the people of Malawi become self-sufficient through the School of Agriculture for Family Independence.

To see Steve Lund share his experience in Malawi, click here.

To see Steve Lund share his experience in Malawi, click here.
NouriSh The children

VitaMeal is making a difference around the world by giving malnourished children essential nutrients for healthy development, and working not only with schools, but also with health service organizations to ensure that the children at highest risk are able to receive proper nutrition.

For example, in the Philippines, the Nourish the Children initiative has empowered the local government to support a program that addresses childhood malnutrition. In 2010, the program reported a significant decrease in malnourished children from previous levels.

On Nov. 2, 2010, Nu Skin, the World Children’s Fund (WCF), and the China Foundation for Disabled Persons (CFDP) signed a 10-year agreement to work as a team to produce, donate, transport, and distribute VitaMeal to disabled children in remote areas of China.

OFFERING BETTER HEALTH

Our partner charities generally distribute VitaMeal through school programs for the biggest impact as both body and mind are nourished. Schools that distribute VitaMeal generally see a significant increase in attendance because parents living in poverty will often send their children to school for a free meal, rather than keep them home to work.

After three years of working to set up VitaMeal distribution in Fiji, in 2010 Nu Skin South Pacific officially announced that VitaMeal donations originating from Australia, New Zealand, New Caledonia, and French Polynesia would be directed to children in Fiji. The donated VitaMeal will be distributed through school systems.

BRINGING CHILDREN TO SCHOOL

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YUTING, CHINA

Yuting is from Sichuan Province in China. On April 14, 2010, a 7.1-magnitude earthquake rocked Yushu County in Qinghai province in China, killing 2,220 and wounding 12,135. Yuting Zhou was left orphaned and alone, but is able to receive a fully nutritious meal each day at school. Since taking VitaMeal, she told her teacher, “I know it is nutritious. I am taller and stronger now.”

RYA JANE, PHILIPPINES

Five-year-old Rya Jane lives with her mother and grandparents in Cebu City, Philippines. Rya was diagnosed with an early stage of tuberculosis after being regularly exposed to her grandfather who suffers from the disease. However, when she started eating VitaMeal through a city program, Rya Jane gained 4 kilograms within six months and no longer suffers from any illness. She is healthy and able to enjoy playing with friends.

TO SEE THE SMILES YOU ARE CREATING THROUGH NOURISH THE CHILDREN

CLICK HERE
In 2010, more than 100,000 children were smiling every day, thanks to the compassion and generosity of the Nu Skin family. The Nu Skin Force for Good Foundation provided charitable grants to children's projects around the world and the company's Nourish the Children initiative surpassed a historic milestone, with more than 200 million meals provided to malnourished children.

In 2011, we look forward to celebrating the 15th Anniversary of the Nu Skin Force for Good Foundation and reaching our goal of creating more than 200,000 smiles per day through Foundation grants, the Nourish the Children initiative, and local community outreach efforts. Together, we will continue to be a force for good throughout the world.
“Our force for good mission is demonstrated in our commitment to help improve lives. Every day, thousands of children are smiling because of the efforts made and we are deeply grateful that together we are able to be a true force for good throughout the world.”

Blake M. Roney
CHAIRMAN OF NU SKIN ENTERPRISES BOARD OF DIRECTORS

“In just over eight years, the Nu Skin family has purchased and donated more than 200 million servings of VitaMeal. This is an incredible milestone in Nu Skin’s history. Each additional donation means one more child is nourished and smiling as they are able to claim a brighter future.”

Steven J. Lund
VICE CHAIRMAN OF NU SKIN ENTERPRISES BOARD OF DIRECTORS

“The Nu Skin Force for Good Foundation has always been about improving lives, and I am so proud to be a part of it. I have seen firsthand the gratitude in a child’s eyes for the help she has received, and I know we are making a difference. We have given knowledge. We have given skills. But most of all, we have given hope.”

Sandie N. Tillotson
SENIOR VICE PRESIDENT OF NU SKIN ENTERPRISES