



NU SKIN®  
THE DIFFERENCE. DEMONSTRATED®

CREATING SMILES Q2.2012



# GLOBAL QUARTERLY REPORT



## CELEBRATING 10 YEARS OF NOURISHING CHILDREN

Ten years ago, in June 2002, Nu Skin's Nourish the Children initiative (NTC) was born. This pioneering social enterprise was developed to effectively address the overwhelming problem of hunger and malnutrition. The initiative nourishes more than 100,000 malnourished children every day by combining the skills and resources of a for-profit company with the reach and heart of nonprofit charities. To date, the Nu Skin family has donated more than 266 million meals of VitaMeal® to malnourished children across the globe. As we look to the future, there are still thousands of children who are waiting to be fed. Together, as we catch the vision of NTC, we will create smiles.



## DIRECT SELLING NEWS RECOGNIZES NU SKIN'S HUMANITARIAN LEADERSHIP



Recently, *Direct Selling News* recognized Nourish the Children with a Bravo Award for its humanitarian leadership. This prestigious award highlights the Nu Skin family's excellence and innovation in providing a continuous and efficient means to address the overwhelming problem of hunger and malnutrition. The award-winning and global impact of NTC is made possible thanks to the generosity of those who purchase and donate VitaMeal to malnourished children throughout the world.

## 2012 NU SKIN FORCE FOR GOOD DAY

During this year's Force for Good Day, the global Nu Skin family performed meaningful service activities in their local communities. Through these activities, Nu Skin created smiles for children around the world by offering hope for a life free from disease, illiteracy, and poverty.

See local activities on page two.



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# NU SKIN FORCE FOR GOOD FOUNDATION HIGHLIGHTS

## FORCE FOR GOOD DAY—A GLOBAL IMPACT

**AUSTRALIA**—Employees dedicated their Force for Good Day to helping Barnardos Charity, a child welfare service, where they cleaned and organized the facility, and worked to improve the environment for children.

**EUROPE/MIDDLE EAST/AFRICA (EMEA)**—Nu Skin employees created smiles for more than 500 children by volunteering in children’s educational and health centers, shelters, primary schools, and orphanages.



**GREATER CHINA**—Throughout China, Nu Skin improved the lives of children by donating children’s books to kids in remote and inaccessible areas of China, visiting an educational center for disabled children, and donating school and art supplies.



**JAPAN**—Nu Skin Japan focused on the “Kits for Kids Project” by sending 5,000 stationery kits to elementary school children who have been affected by the Great East Japan Earthquake.

**KOREA**—Nu Skin employees spent the day with 20 underprivileged children at the Incheon-Ganghwa Community Center. Employees cleaned the center,

read with the children, and donated personal care and hygiene products.

**MALAYSIA**—Nu Skin Malaysia held a blood drive to support children’s health.

**PHILIPPINES**—Nu Skin Philippines held a back-to-school supply drive for underprivileged children.



**SINGAPORE**—Nu Skin Singapore hosted a movie screening for children and youth suffering from life-threatening illnesses.

**THAILAND**—To help a children’s hospital admit a larger number of children, Nu Skin Thailand donated \$100,000USD toward hospital renovations.



**UNITED STATES**—Nu Skin employees and their families donated 10,000 meals and 5,000 books to children in need to encourage healthy eating and continued learning during the summer months.

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## NU SKIN FORCE FOR GOOD FOUNDATION HIGHLIGHTS

### NORTH ASIA SHOWS FORCE FOR GOOD SPIRIT IN MALAWI



Recently, North Asia distributor leaders witnessed first-hand the impact of Nourish the Children and the Nu Skin Force for Good Foundation in Malawi. During their visit, these leaders distributed VitaMeal® to over 2,000 needy children. They were moved to tears as they saw the children's appreciation of their VitaMeal contributions. The distributors also visited the School of Agriculture for Family Independence (SAFI) and witnessed how the Foundation is finding long-term solutions to hunger in Malawi.

### SOUTH KOREA CELEBRATES NEW DORMITORY AT SAFI



South Korea leaders and employees participated in the grand opening of a new dormitory at SAFI. Nu Skin Korea and distributor leaders worked together to fund the construction of this building. The new dormitory will house field agents for SAFI's new field agent program. This program allows government employees called field agents to stay at the village while they learn the SAFI farming model. The field agents will then teach the new agricultural techniques to Malawians throughout the country, helping to significantly expand the reach of the SAFI program.

### NU SKIN JAPAN KICKS OFF BRIGHTER FUTURE INITIATIVE



Nu Skin Japan generously contributed 10 million yen (126,900 USD) for their Brighter Future Initiative (BFI). BFI is a program that will expand the SAFI education system from its current fixed location model to an exported model, advancing proper agricultural techniques across all districts in Malawi. During a recent trip to Malawi, Japan Team Elites opened and dedicated the BFI offices with a ribbon cutting ceremony. Nu Skin Japan is honored to manage this program and to help more Malawians become self-sufficient.

### GRANTS ISSUED

APRIL-JUNE 2012

26,491

SMILES CREATED FOR CHILDREN THROUGH FORCE FOR GOOD DAY

\$1,219,994.20

GRANTED TO CHILDREN'S PROJECTS THROUGH THE NU SKIN FORCE FOR GOOD FOUNDATION AND ITS PARTNERS

The Nu Skin Force for Good Foundation is a registered nonprofit 501(c)(3) private foundation whose mission is to improve the lives of children by offering hope for a life free from disease, illiteracy, and poverty.





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## NOURISH THE CHILDREN HIGHLIGHTS

### VITAMEAL® AND BLANKETS DONATED TO MALAWI ORPHANS

When Nu Skin distributors and employees visited a Child-Based Care Center (CBCC) in Malawi where VitaMeal is regularly donated, they noticed something was wrong. Though the children were receiving VitaMeal and were nourished, many were suffering from cold-related diseases because they did not have blankets to sleep with during the winter season. In response, Nu Skin donated \$15,000 to buy blankets for all of the children. The children picked up their blankets along with VitaMeal, eager to enjoy a warm meal and night's rest.



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THE NUMBER OF COUNTRIES RECEIVING VITAMEAL DONATIONS IN Q2, INCLUDING MALI, NORTH KOREA, HAITI, HONDURAS, AND FIJI

107,152

AVERAGE NUMBER OF CHILDREN NOURISHED DAILY WITH VITAMEAL DURING Q2

266,543,550

NUMBER OF MEALS DONATED AS OF Q2 OF 2012

### THE NOURISH THE CHILDREN INITIATIVE DISTRIBUTION TOTALS: APRIL-JUNE 2012

DESTINATION	BAGS	MEALS
MALAWI	162,460	4,873,800
CHINA	60,000	1,800,000
PHILIPPINES	36,000	1,080,000
HAITI	12,000	360,000
N. KOREA	12,000	360,000
FIJI	11,696	350,880
NICARAGUA	6,000	180,000
HONDURAS	6,000	180,000
MALI	6,000	180,000
OTHER	6,000	180,000
CANADA	2,262	167,860
RUSSIA	456	13,680
S. AFRICA	360	10,800
USA	222	6,660
<b>TOTAL</b>	<b>321,456</b>	<b>9,643,680</b>

We appreciate the generosity of our distributors and customers whose donations make these programs possible. From April to June 2012, we delivered VitaMeal donations to authorized charity partners for distribution to those who needed it most. Although the countries listed were the intended destinations for these donations, please note that the charities may change destinations due to logistical issues or the needs of recipients. These numbers also include donations from Nu Skin Enterprises through the corporate match program.



"We are fortunate to be a part of something so much bigger than ourselves. Malnutrition is rampant in many parts of the world and we are actively fighting it. We are providing hope and eliminating hunger with every bag of VitaMeal we distribute."

—Steven J. Lund,

founder and chairman of the board, Nu Skin Enterprises  
executive director, Nourish the Children

The Nourish the Children initiative is a social enterprise developed to effectively address the overwhelming problem of hunger and malnutrition. The price charged by Nu Skin for VitaMeal® includes the cost of manufacturing overhead, distribution, sales and commissions to distributors, as well as a reasonable profit margin.