

CREATING SMILES

NU SKIN **CORPORATE SOCIAL RESPONSIBILITY**
YEAR IN REVIEW 2011



NU SKIN[®]
THE DIFFERENCE DEMONSTRATED[®]

Every day, more than 100,000 children in more than 50 countries are smiling thanks to the generosity of Nu Skin's global network of distributors, customers, and employees.

Nu Skin's giving culture is demonstrated through the **Nu Skin Force for Good Foundation**, the company's Nourish the Children initiative, and numerous community outreach programs.

Together, the Nu Skin family has given more than \$212 million in cash and food donations to life-improving projects around the world.



CREATING SMILES



NU SKIN FORCE FOR GOOD FOUNDATION

For more than 15 years, the Nu Skin Force for Good Foundation and its charitable partners have contributed more than \$41 million to life-changing projects that benefit children in more than 50 countries.



The mission of the Nu Skin Force for Good Foundation is to improve the lives of children by offering hope for a life free from disease, illiteracy, and poverty.

"As I look back on all the good the Foundation has accomplished during the past 15 years, I can't help but smile, knowing the Nu Skin family has become a great force for good throughout the world. As we move our efforts forward, it is my hope that we will expand our ability to help children in need and continue to find passion in creating millions of smiles for children around the world."

Steve Lund
VICE CHAIRMAN OF THE BOARD



TO SEE MORE ABOUT THE
NU SKIN FORCE FOR GOOD
FOUNDATION, SCAN THE CODE
WITH A QR SCANNER APP ON
YOUR SMARTPHONE.

PROVIDING HOPE THROUGH EDUCATION

SEACOLOGY

In 2011, Seacology built three educational facilities and one new health clinic in underserved island communities in exchange for environmental conservation.

EDUCATE THE CHILDREN (ETC)

MALAWI

In Malawi, education is a luxury most cannot afford, since students must pay for their schooling after primary school. In 2011, the Educate the Children (ETC) scholarship program provided tuition, uniforms, and books to 70 secondary and post-secondary students. Contributions also helped 10 students receive college diplomas. To date, ETC has granted more than 200 scholarships to Malawian students.

204

SCHOLARSHIPS TO DATE

TOUCH PROJECT

UKRAINE

Since February 2001, Nu Skin Europe and the Force for Good Foundation have supported the TOUCH Project: Take One Ukrainian Child's Hand. Thanks to donations from the Foundation, in 2011 the TOUCH Project rebuilt an elementary school that had been found to be unsafe for orphaned and disabled children attending the school.

110

CHILDREN LEARNING

NU SKIN CHILDREN'S HOPE PROJECT

JAPAN

After the devastating earthquake and tsunami in March of 2011, Nu Skin Japan established the Nu Skin Children's Hope Project to provide educational scholarships for children affected by the disaster. In 2011, 47 children received scholarships.

47

SCHOLARSHIPS

NU SKIN HOPE LIBRARY

KOREA

In 2011, donors in Korea helped build two new libraries for elementary school children in rural Korea. Since 2008, supporters have constructed, remodeled, and stocked a total of nine libraries.



9

LIBRARIES



JOSEPH, MALAWI

Joseph Chipokosa's mother died 10 years ago, leaving him and his sister orphans. Joseph's grandfather took the siblings in, working hard to provide basic necessities for the children. However, the grandfather's meager income did not allow for Joseph to attend secondary school.

Joseph desperately wanted to gain an education in order to overcome the obstacles in his life. He applied for the ETC scholarship and, thanks to funding provided by the Nu Skin Force for Good Foundation, was able to gain an education and recently graduated from high school. Joseph has now been accepted to college and has hope for a brighter future in which he can provide for his family.

PROVIDING HOPE FOR A HEALTHY LIFE



CHILD FOUNDATION

PHILIPPINES

The Child Foundation provides free heart scans for an average of 15 to 20 children each day at the Philippine General Hospital, providing children who otherwise would go untreated with diagnoses and treatments for heart conditions. In 2011, the Child Foundation provided heart surgery free of charge to nine children.

5,475
HEART SCANS

GREATER CHINA CHILDREN'S HEART FUND

More than 140,000 new cases of pediatric congenital heart disease occur each year in China. Many of these cases go untreated due to families' inability to pay for heart surgery. The China Children's Heart Fund was established in 2008 to give these children a chance for a healthy and active life. In 2011, the Fund provided more than 750 life-saving heart surgeries, and today, more than 1,000 children are alive because of the surgeries provided by the China Children's Heart Fund.

1,000
CHILDREN SAVED

SHI, CHINA

Shi Jingxu was born in Anhui, China with complex congenital heart disease. In order to survive, Shi desperately needed heart surgery. Shi's family sold all of their valuable possessions to try to raise funds for the surgery. When Shi's family was still unable to pay for the procedure, the China Children's Heart Fund provided the additional funding needed to save his life. At four months old, the little boy received the surgery and is now very healthy.





SEE MORE ABOUT THE
CHINA CHILDREN'S
HEART FUND

SOUTHEAST ASIA CHILDREN'S HEART FUND

The Southeast Asia Children's Heart Fund provides life-saving surgeries for underprivileged children suffering from congenital heart disease by funding corrective heart surgery. In 2011, nearly 400 children received heart surgeries—that is more than one child's life saved every day of the year. Since 1998, the fund has provided grants to help 4,537 children receive life-saving heart surgeries.

4,537

CHILDREN'S HEART SURGERIES

PROVIDING HOPE THROUGH ECONOMIC OPPORTUNITY

SCHOOL OF AGRICULTURE FOR FAMILY INDEPENDENCE (SAFI)

MALAWI

In Malawi, about 95 percent of the people are farmers, yet they struggle to grow enough food for their families and continue to live in a state of extreme poverty. Established in 2007, the School of Agriculture for Family Independence (SAFI) gives families the opportunity to learn proper agricultural techniques and improve their quality of life. Students' crop yields have increased by up to 700 percent. To date, more than 150 families have been enrolled in the program, and graduate families have returned to their home villages to teach others. SAFI's vision is to educate both parents and children, ensuring the ideals of self-sufficiency last for generations to come.

150
SELF-SUFFICIENT FAMILIES

MICRO-ENTERPRISE LOANS

To date, more than 3,800 families affected by the 2008 Sichuan earthquake have received micro-enterprise loans to rebuild their homes. These loans help boost the economy and provide financial opportunities to families.

3,800
FAMILIES



THE GEDION FAMILY

MALAWI

Before Mr. Gedion was admitted to SAFI, his family struggled to survive as they could not produce enough food to eat. But recently one of the walls in their home collapsed because it could not support the weight of the maize that was piled against it. To the family, this was a "happy accident"—they have never known such prosperity. Thanks to SAFI and support from the Nu Skin Force for Good Foundation, the Gedion family has gained new hope and a new future.



SEE HOW THE GEDIONS'
LIVES HAVE CHANGED
THANKS TO SAFI

SEEDS OF HOPE

The reforestation of Malawi is essential for protecting children and families from future drought and famine. Dedicated distributors and customers have purchased enough Epoch® Baobab Body Butter to purchase and plant more than 500,000 trees in Malawi.



PROVIDING RELIEF AFTER DISASTER

JAPAN DISASTER RELIEF

In response to the devastating earthquake and tsunami in Japan on March 11, the Nu Skin family immediately united to help those affected by the disaster. More than \$2 million was raised to provide continuous disaster relief. Funds were also used in the donation of more than 4,000 school kits for elementary school children, educational scholarships, donations to children's funds, and health initiatives.



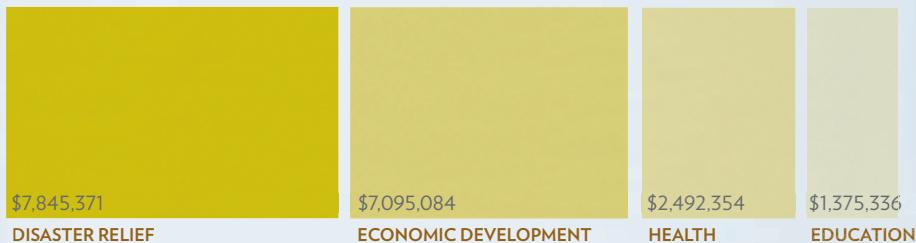
THAILAND FLOOD RELIEF

In October, Thailand experienced the worst flooding the country has seen in 50 years. To help provide relief to flood-affected areas, the Nu Skin family donated more than \$720,000 in funds and other necessities.



2011 NU SKIN FORCE FOR GOOD FOUNDATION AND CHARITABLE PARTNERS FINANCIAL SUMMARY

AMOUNT DONATED



\$18,808,146

TOTAL

CONTRIBUTORS

\$20,000+

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CHUA, MAE YING FRAN
CHUNG, SO YEAN
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ERNI
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WONGTHON NOPPHAWAN
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WU, YEN NI
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COMMUNITY OUTREACH

A FORCE FOR GOOD AROUND THE GLOBE

Throughout the world, Nu Skin distributors and employees are a force for good in their local communities and participate in worthwhile causes. In fact, every year in June, the Nu Skin family joins together for its annual Force for Good Day to provide community service for those in need. The following are just a few of the community outreach activities that took place during the 2011 Force for Good Day:

AUSTRALIA

Nu Skin Australia employees visited the Stewart House, a sanctuary for children from disadvantaged homes. The Nu Skin staff spent the day with the children, making jewelry and playing beach games.

BELGIUM

Nu Skin Belgium employees worked together to renovate Clair Matin, a home for abused children. In one day, employees landscaped the grounds and improved the children's rooms through home improvement projects.

HUNGARY

Ten underprivileged grade school students got a chance to spend a weekend on the beaches of Lake Balaton with the Nu Skin Eastern European team. The children and employees enjoyed a weekend of sailing, sports, art activities, and games.

INDONESIA

Nu Skin Indonesia employees donated school bags, stationery, and food to 100 children from needy families.

ISRAEL

Nu Skin Israel employees devoted their force for good efforts to the children who attend Ofer kindergarten, a place for children who are in dangerous and vulnerable situations. The employees offered the children a break from their daily routine by playing games and providing sweets and prizes.

JAPAN

Japan focused on the "Kits for Kids Project," an initiative to send stationery kits to kindergarten and elementary school children impacted by the Great East Japan Earthquake in March. Nu Skin Japan employees worked together to package 4,000 kits.

KOREA

Nu Skin employees volunteered at a welfare facility for those suffering from dementia. Fifteen employees spent the day with the elderly and donated 428 products.

MAINLAND CHINA

Nu Skin China employees donated toys and distributed cards to more than 500 children recovering from cardiac surgery.



**MALAYSIA**

Nu Skin Malaysia hosted a blood drive in June in conjunction with World Blood Day. Approximately 79 employees, distributors, and friends donated blood to help local community members.

PHILIPPINES

Just in time for back-to-school, Nu Skin employees in the Philippines donated 50 sets of school supplies to the CHILD Foundation.

SINGAPORE

Staff and distributors united to spread love to 18 children who were born with congenital heart disease by hosting a cupcake decorating session with the aim of boosting the children's creativity and fine motor skills. Nu Skin Singapore also contributed \$90,000 to set up a KKH Rainbow Care and Resource Center in a local women's and children's hospital with the aim of providing expert counseling and educational resources to patients and caregivers.

TAIWAN

Nu Skin Taiwan employees made cards and gifts for children suffering from heart disease who are receiving medical funding from the Foundation.

THAILAND

Staff and distributors donated about \$20,000 to support relief efforts to help those affected by flooding in Southern Thailand and the tsunami in Japan.

THE NETHERLANDS

Fifty-five disabled children and adults enjoyed a day at the zoo with Nu Skin employees. These children and adults are unable to walk, so to spend the day outdoors at the zoo was an especially rare and enjoyable experience.

**UNITED STATES**

Approximately 200 Nu Skin employees helped better the community by building houses with Habitat for Humanity, as well as cleaning and repairing the South Franklin Community Center and Provo City Parks.





NOURISH THE CHILDREN®

AN INITIATIVE OF NU SKIN ENTERPRISES



In 2011, the Nu Skin family, through the company's Nourish the Children initiative, purchased and donated more than **40 million meals** for malnourished children in nearly 20 countries.



SEE HOW VITAMEAL IS
IMPROVING THE LIVES
OF ORPHANS IN
MAINLAND CHINA



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. Since the initiative was established, the Nu Skin family has donated more than 250 million meals to malnourished children.

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

*The price charged for VitaMeal includes the cost of manufacturing and sales commissions to distributors as well as a reasonable profit margin.

VITAMEAL®: NOT JUST FEEDING, BUT NOURISHING CHILDREN IN NEED

VitaMeal was developed by Nu Skin nutritional scientists and collaborators. Specifically formulated for malnourished children,* VitaMeal features 25 vitamins and minerals, as well as a careful balance of carbohydrates, protein, fat, and electrolytes. The Vice President of Malawi called it a “**miracle food**” because of the change she witnessed when children receiving VitaMeal were transformed from malnourished to healthy, happy children.



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

MORE THAN JUST A MEAL

Nu Skin partners with charitable organizations to maximize the positive impact of VitaMeal® donations. For example, in Africa, some clinics use VitaMeal to draw pregnant women to AIDS prevention classes. In countries like China, Malawi, and the Philippines, VitaMeal is part of school lunch programs, encouraging families to send their children to school. VitaMeal gives the children the vital nutrients to improve their health—and their capacity for learning.



SEE HOW VITAMEAL
PROMOTES EDUCATION
IN MALAWI



NOURISH THE CHILDREN



VITAMEAL NOURISHING STUDENTS IN CHINA

An administrator at the No. 40 Middle School in Urumqi, China where VitaMeal is distributed had this to say about VitaMeal: “The cafeteria makes VitaMeal into nutritious porridge for breakfast. Our kids enjoy it a lot. After using VitaMeal for three months, the conditions of the kids have improved. Teachers and parents cannot help praising what VitaMeal did for their children.”

NOURISHING IN TIMES OF DISASTER

VitaMeal® donations are also directed to areas impacted by natural disaster to help alleviate the suffering of those affected and reduce the risk of disease and malnutrition.



THAILAND

The worst flooding in half a century inundated almost one third of Thailand. The Nu Skin family was quick to help the victims of the disaster, rallying together to donate nearly one million meals for the people impacted by the flooding.

DROUGHT IN EAST AFRICA

Since July 2011, a severe drought has plagued East Africa. Without water, the majority of the livestock has died, causing a severe food crisis that threatens the livelihood of 9.5 million people. The people in these regions are dependent upon food donations for survival. Supporters of Nu Skin's Nourish the Children initiative have donated more than 900,000 meals of VitaMeal to this region in response to the drought, offering relief from starvation to thousands of children and adults.



CREATING SMILES TOGETHER

The Nourish the Children initiative has sustained a consistent and growing number of meals to the world's malnourished children because it **applies the rigor of successful business practices with the spirit of a nonprofit charity**. Nu Skin distributors become social entrepreneurs by including Nourish the Children as part of their business model. As distributors incorporate VitaMeal into their business, they don't just help their business grow, they also make a **real and tangible difference in the lives of malnourished children throughout the world**.



NOURISH THE CHILDREN

COMPANY DONATION MATCH

In 2011, Nu Skin donated more than 4 million meals of VitaMeal through the company donation match program. For every 8 bags of VitaMeal purchased and donated, Nu Skin will donate 1 bag of VitaMeal.

To read more stories of children who have been nourished by VitaMeal, or to purchase and donate VitaMeal, visit www.nourishthechildren.com



SEE HOW SMILES ARE
CREATED THROUGH
THE NOURISH THE
CHILDREN INITIATIVE

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LOOKING FORWARD

In 2012, we look forward to continuing to be a force for good in the lives of children. In 2011, Nu Skin celebrated the 15th Anniversary of the Foundation, and 2012 heralds the 10th Anniversary of Nourish the Children. In the coming year, we look forward to reaching our goal of creating more than 200,000 smiles each day through Foundation grants, the Nourish the Children initiative, and local community outreach efforts.





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