



NU SKIN
THE DIFFERENCE DEMONSTRATED®



Q1.2011

NU SKIN OFFERS SUPPORT FOR JAPAN DISASTER RELIEF



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 Japan.

“Distributor leaders in Japan have generously supported Nu Skin’s force for good efforts for many years,” said Truman Hunt, president and CEO. “Their generosity has been used primarily to support force for good causes outside of Japan. We now have an opportunity to reciprocate the generosity of Japan’s distributors.”

To provide additional assistance to Nu Skin family members and others in Japan, all monetary donations made through May 15 will be matched one-to-one. To learn more about the Nu Skin relief efforts [CLICK HERE.](#)

MALAWI VICE PRESIDENT VISITS NU SKIN

Malawi Vice President Joyce Banda visited Nu Skin headquarters in March to express her appreciation for the many services the company has provided to citizens of her country through the Nourish the Children® initiative and the Nu Skin Force for Good Foundation.

Mrs. Banda is the first woman to serve as the country’s vice president. She is a successful business-woman and also the founder of the Joyce Banda Foundation in Malawi, which has funded two schools and 35 orphanages throughout the country. VitaMeal® is served at each of these locations.

“I can never say enough to show my gratitude for what VitaMeal does for our children,” said Vice President Banda during her visit. “Thank you to all of you who make this possible for the children of Africa.”



CREATING SMILES AROUND THE WORLD—NU SKIN 2.0

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

In 2010, the Nu Skin family created more than 100,000 smiles each day. This year our goal is to double the number of children we support everyday through the Nu Skin Force for Good Foundation and Nourish the Children initiative. Thank you to everyone who supports these efforts and for the smiles you are creating around the world.



NU SKIN FORCE FOR GOOD FOUNDATION HIGHLIGHTS

Q1.2011

¥100,000,000

DISASTER RELIEF—MADE AN INITIAL DONATION OF 100 MILLION YEN TO JAPAN DISASTER RELIEF EFFORTS; CONTINUING TO COLLECT DONATIONS FOR LONG-TERM SUPPORT PROGRAMS.

EIGHTH LIBRARY

THE EIGHTH NU SKIN HOPE LIBRARY WAS OPENED IN KOREA AT THE BYEOKRYANG ELEMENTARY SCHOOL, GIMJE, NORTH JEOLLA PROVINCE ON MARCH 9, 2011.

470 CHILDREN

PROVIDED CARDIAC SURGERY FOR 470 MORE CHILDREN THROUGH THE GREATER CHINA CHILDREN'S HEART FUND

106,957 KILOMETERS

EMPLOYEES AND DISTRIBUTORS OF NU SKIN'S AMERICA, EUROPE AND PACIFIC REGION TEAMED UP TO RUN MORE THAN 106,957 KILOMETERS TO RAISE MONEY FOR THE MTALIMANJA VILLAGE IN MALAWI, AFRICA.

GRANTS ISSUED

JANUARY-MARCH 2011

\$3,269,486

NU SKIN FORCE FOR GOOD FOUNDATION AND MARKET PROGRAMS

18-MONTH-OLD RECEIVES LIFE-SAVING SURGERY FROM CHINA CHILDREN'S HEART FUND

Tina was born with a severe heart disease. Before her first birthday, Tina underwent four heart surgeries to save her life. At 18 months, Tina needed a life-saving emergency surgery; however, her parents could not afford the operation as they had exhausted their life savings trying to save their baby girl. Understanding the gravity of Tina's and her family's situation, the China Children's Heart Fund paid for the total expense of the surgery. The China Children's Heart Fund is supported by the Nu Skin Force for Good Foundation and finances corrective heart surgery for underprivileged children. Tina is now three years old and is a healthy, active baby girl. Tina's mother expressed her appreciation to the China Children's Heart Fund: "Thank you all for saving Tina from heart disease. Tina is an angel for our family; Nu Skin is an angel for Tina."



TINA (RIGHT), AT 18 MONTHS, RECEIVES A LIFE-SAVING HEART SURGERY.

The Nu Skin Force for Good Foundation is a registered non-profit 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.



NOURISH THE CHILDREN®

AN INITIATIVE OF NU SKIN ENTERPRISES

NOURISH THE CHILDREN INITIATIVE HIGHLIGHTS

Q1.2011

8,760,390

TOTAL SERVINGS OF VITAMEAL DISTRIBUTED IN Q1

97,950 SERVINGS

FIRST SHIPMENT OF VITAMEAL DISTRIBUTED IN FIJI—
97,950 SERVINGS OF VITAMEAL

136,000 CHILDREN

NOURISH THE CHILDREN PROVIDED VITAMEAL TO AN ESTIMATED 136,000 CHILDREN IN THE PHILIPPINES DURING THE QUARTER WITH DRAMATIC IMPROVEMENTS IN WEIGHT AND ACTIVITY.

THE NOURISH THE CHILDREN INITIATIVE

DISTRIBUTION TOTALS—JANUARY-MARCH 2011

DESTINATION	BAGS	MEALS
MALAWI	146,893	4,406,790
CHINA	60,000	1,800,000
PHILIPPINES	30,039	901,170
SOUTH AFRICA	16,856	505,680
MONGOLIA	6,000	180,000
FIJI	3,265	97,950
AFGHANISTAN	2,400	72,000
HAITI	6,000	180,000
LOCAL	2,560	76,800
SO. AMERICA	12,000	360,000
OTHER	6,000	180,000
TOTAL	292,013	8,760,390

We appreciate the generosity of our distributors and customers, whose donations make these programs possible. From January through March 2011, VitaMeal donations were delivered to authorized charity partners for distribution to those who needed it most. Although the above were the intended destinations for the January through March 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.

CHILD RECEIVES NUTRITIOUS VITAMEAL

Feed The Children Philippines, in partnership with Bethesda Ministries International, conducted VitaMeal programs in different villages in Zambales (North Luzon).

Bernalyn was one of the beneficiaries of the VitaMeal program after being neglected by a mother with severe depression. A concerned pastor reported their situation to the school administration and the children were cared for by the ministry. At two years old Bernalyn was severely malnourished. She was skinny, weak and very sick. During that time, the ministry was conducting a nine-month VitaMeal program for students at the school. Bernalyn and her brothers were included in the program. By continuously giving her VitaMeal along with nutritious food, attention, and enough sleep, Bernalyn has overcome malnutrition. She is now healthy, strong, active, and very playful. No trace of malnutrition can be seen in Bernalyn today.



THIS WAS BERNALYN'S CONDITION BEFORE THE VITAMEAL PROGRAM: SEVERELY MALNOURISHED, UNDER WEIGHT AND FAILING TO THRIVE. SEE THE IMPROVEMENT.

FOR STORIES ABOUT CHILDREN IN MALAWI, CHINA, AND THE PHILIPPINES NOURISHED BY VITAMEAL [CLICK HERE.](#)

The Nourish the Children initiative is social enterprise developed to effectively address the overwhelming problem of hunger and malnutrition. The initiative combines the skills and resources of a for-profit company with the reach and heart of non-profit charities to nourish tens of thousands of malnourished children every month.