

VITAMEAL® AN IDEAL FOOD FOR MALNOURISHED CHILDREN

Since 2002, more than 650 million meals of VitaMeal have been distributed throughout the world thanks to Nu Skin's Nourish the Children initiative. And together we can do even more. Purchase and donate VitaMeal today and join us in giving those who need our help the most a chance to grow up strong, happy, and healthy.

MEET VITAMEAL

This unique formula is ideal for malnourished children and is packed with all the vitamins and nutrients kids in developing countries need for their growth and wellbeing. Nutritional scientists formulated it specifically to help combat this global challenge. And it's available in both 10-meal containers and 30-meal bags, so you can donate within your budget.

This is your chance to give back and make the world a better place. Join us and donate VitaMeal today.

WHY YOU'LL LOVE IT

- Nourish the Children has helped fight world hunger by supporting projects in over 60 countries including China, Guatemala, Haiti, Honduras, Indonesia, Malawi, Philippines, Fiji, and Thailand.
- By donating a product, rather than cash, you can know exactly how your contribution is being used.
- Every VitaMeal donation reaches children in need through a select group of reputable relief agencies such as Feed the Children, World Vision, and Convoy of Hope. These agencies frequently report on the progress and health of the individuals they help.
- For every eight bags of VitaMeal purchased and donated, Nu Skin donates one bag to one of our charity partners, who then distributes the bag to those in need.
- VitaMeal production in Malawi, Argentina, and China provides jobs and economic development opportunities for struggling communities.
- In many cases, VitaMeal is served at school to help children nourish their minds as well as their bodies.



- A portion of every purchase also goes to support Nu Skin's Force for Good Foundation.
- VitaMeal is specially designed for malnourished children.
 - Contains a healthy balance of carbohydrates, protein, fat, and fiber.
 - Provides essential fatty acids required for normal brain development, skin health, and immune defense.
 - Provides electrolytes necessary for maintaining normal fluid balance and muscle function.
 - Includes essential vitamins and minerals.
 - Provides vitamin A, which is essential for normal sight and immune functions.
 - Provides bone nutrients for normal growth and skeletal development.
 - Can be safely stored for extended periods of time.
 - Easy to mix into recipes and fit every taste and culture.
 - Vegetarian and non-dairy with zero fillers.

WHAT POWERS IT

- The true power behind Nourish the Children and VitaMeal is you. Your donations make all the difference in the global fight against malnourishment and starvation.
- The formula itself also uniquely supports the growth and development of malnourished children. This scientifically supported meal contains essential vitamins and nutrients, including:
 - **Protein**—aids in the development of growing bodies by supporting general health and lean muscle mass.
 - **Vitamin A**—vitamin A deficiency is the leading cause of blindness in children worldwide, is a key factor for child mortality, and affects 125–250 million children in 90 developing countries. Vitamin A is also essential

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for normal immune function to help fight infectious diseases that are common in developing countries.

- **Vitamin C**—required for collagen synthesis, important for healthy gums and bones. Low levels of vitamin C intake are associated with diseases like scurvy.
- **Vitamin D**—a fat-soluble vitamin required for normal calcium metabolism. Vitamin D deficiency can lead to muscle pain and weakness. Severe vitamin D deficiency can result in bone problems.
- **Zinc**—zinc deficiency contributes to retardation and makes children vulnerable to infections and diarrhea. Diarrhea is estimated to kill over 3 million children every year worldwide.
- **Iron & Copper**—essential for normal growth and development. Iron deficiency is associated with decreased work capacity, impaired concentration, and, in severe cases, overt anemia.
- **Potassium**—electrolytes, especially potassium, are needed to maintain normal fluid balance and muscle function, especially in malnourished children.
- **Iodine**—important for learning and concentration, especially in children.
- **Calcium, Magnesium, and Phosphorous**—bone nutrients that are essential for normal growth and skeletal development.

HOW IT WORKS

You can choose to keep or donate purchased VitaMeal. Nu Skin facilitates donations to third-party charitable organizations that specialize in delivering relief where it is most needed.

MAXIMIZE YOUR IMPACT WITH A NU SKIN MATCH

For every purchase and donation of the “5 VitaMeal Bags Package,” Nu Skin will donate one additional bag of VitaMeal. For individual bags, Nu Skin matches one bag for every eight bags purchased and donated.

OTHER WAYS TO GET INVOLVED

- Nu Skin Force for Good Foundation
- Nu Skin Nourish the Children Initiative

Learn more about how you can help those in need around the world at nuskin.com.

TO COOK

STEP 1: Place two parts water for every one part VitaMeal in a large pot.

STEP 2: Bring water to a boil. Reduce heat to simmer and add mix to water. Stir.

STEP 3: Simmer for 30 minutes, uncovered, stirring frequently. Serve.

LEARN MORE ABOUT IT

What is Nourish the Children?

Nourish the Children (NTC) is an initiative that applies business principles to address the problem of childhood hunger in a sustainable manner. The program begins with a nutrient-dense food, VitaMeal, developed by Nu Skin scientists. The company’s Brand Affiliates, customers, and employees can purchase VitaMeal and choose to donate the food to a third-party nonprofit organization that specializes in distributing relief to those suffering from malnutrition and famine.

What has been the impact of the NTC initiative?

Since Nourish the Children was created in 2002, we have provided 650 million servings of VitaMeal to children in more than 60 countries and have given them an opportunity to thrive.

In 2018 alone, the Nourish the Children initiative provided more than 44 million meals, helping nourish 120,000 children every day.

As we test pilot this new program in the United States for three months, what are the new enhancements that are being made?

To make the program easier than ever and to allow for more people to participate, VitaMeal is now available in two sizes—a 10-meal container and a 30-meal bag (previously only available in the 30-meal bag size). And with every purchase of VitaMeal, a donation now goes to the Nu Skin Force for Good Foundation, making your donation even more powerful. Nu Skin will donate \$1 to the Foundation for every 10-meal container you donate, and \$2 for every 30-meal bag.

How does the new ambassador program work?

The new additions in the Ambassador Recognition Program are titles of Friend and Long-Time Friend. To become a Friend, you must purchase and donate the equivalent of 30 meals in a month. If you want to become a Long-Time Friend, you must do this consistently for 12 months. In addition to Friend and Long-Time Friend you can qualify as an Ambassador or Chief Ambassador. These require-

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ments have stayed the same other than the fact that the requirements will be based on the number of “meals” donated rather than the number of “bags.”

What are the Ambassador and Chief Ambassador qualifications under the new program?

Ambassador qualifications will now be based on the number of meals donated, instead of number of bags donated.

Under the old qualification program, the requirement was to purchase and donate 16 bags of Vitameal a month for two consecutive months. At least four of those bags per month had to be personally purchased by you, your customers, or your Members. The remaining qualifying bags could be purchased by you or by your registered Brand Affiliates. To qualify as a Chief Ambassador, you had to meet all of the Ambassador qualifications, plus have three registered Brand Affiliates who are also new or active Ambassadors.

Under the new program, the qualifications for Ambassador and Chief Ambassador are the same, except we will be looking at the number of meals donated instead of bags.

Ambassador meal donation requirements for the month will be 480, and at least 120 of these meals must be purchased by you, your customers, or your Members.

Why has the monthly meal total for Ambassador qualification been set at 480 meals?

The 480-meal total is based on the previous 16 (30-meal) bag requirement. 16 bags multiplied by 30 meals per bag equals 480 meals.

Which charities does Nu Skin work with to distribute VitaMeal?

Nu Skin works with several charitable organizations around the world, including Feed the Children, Convoy of Hope, World Vision, and others. These organizations pick up and distribute VitaMeal to those most in need.

How does Nourish the Children select the charities that receive its products and confirm that VitaMeal donations reach children in need?

As part of the Nourish the Children initiative, the company identifies third-party charitable organizations that have a demonstrated ability to distribute food to those in need. In each case, the charity takes receipt of the donated food and provides Nu Skin with a regular report of the VitaMeal that has been received and distributed.

How was VitaMeal developed and what nutrients does it contain?

As part of the overall development of VitaMeal, Nu Skin's nutritional scientists determined the ingredients and ratios that are well-suited for a malnourished child. The result is a product that includes essential vitamins and minerals with a balance of carbohydrates, protein, fat, and fiber.

How does VitaMeal compare to other humanitarian food products, both in terms of nutrition and pricing?

VitaMeal incorporates significant nutritional expertise. As such, comparing VitaMeal to other products available for humanitarian relief, such as corn meal, simply isn't appropriate. VitaMeal provides significantly more nutrients for children than the typical corn-based products that are distributed by relief organizations. With respect to pricing, there are also significant differences between a government contract and a corporate retail product, due to required volumes, ingredients, packaging, non-profit status of the manufacturer, marketing, etc.

Where is VitaMeal manufactured?

VitaMeal is produced in contracted manufacturing facilities in the United States, Argentina, Malawi, and China.

Why did Nu Skin establish Nourish the Children as a for-profit initiative?

Nourish the Children was never intended to drive significant revenue growth, but rather to enable our Nu Skin Brand Affiliates to contribute to a critical humanitarian need on an ongoing basis. With millions of children dying each year from causes related to malnutrition, it is apparent that existing humanitarian efforts are not adequate to address this pressing global problem. By making the purchase of VitaMeal commissionable and not creating an economic disincentive for participating, it yields a program that is more likely to be sustainable. Many relief efforts are provided on a one-off basis or through limited-time contracts, while the Nourish the Children initiative has provided a framework to maintain a consistent level of food on an ongoing, sustainable basis.

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WHAT'S IN IT

BAG

Nutrition Facts

Servings Per Container **Adult** 15 **Child (1-4 years)** 30
Serving Size **159g dry** **79.5g dry**
 (approx. 1 cup) (approx. 1/2 cup)

Amount Per Serving
Calories **520** **260**

	% Daily Value [†]	% Daily Value ^{**}
Total Fat	8g 10%	4g 10%
Saturated Fat	0.5g 3%	0g 3%
Trans Fat	0g	0g
Cholesterol	0mg 0%	0mg 0%
Sodium	800mg 35%	400mg 27%
Total Carbohydrate	105g 38%	53g 35%
Dietary Fiber	16g 57%	8g 57%
Total Sugars	0g	0g
Incl. Added Sugars	0mg 0%	0mg 0%
Protein	22g	11g 85%

Vit D	4 mcg	20%	2 mcg	15%
Calcium	503 mg	40%	252 mg	35%
Iron	11 mg	60%	6 mg	90%
Potassium	779 mg	15%	390 mg	15%
Vit A	600 mcg RAE	70%	300 mcg RAE	100%
50% as beta-carotene				
Vit C	54 mg	60%	27 mg	180%
Vit E	19 mg	130%	10 mg	170%
Vit K	32 mcg	25%	16 mcg	50%
Thiamin (B ₁)	1.6 mg	130%	0.8 mg	160%
Riboflavin (B ₂)	1.5 mg	120%	0.8 mg	160%
Niacin (B ₃)	12 mg NE	80%	6 mg NE	100%
Vit B ₆	1.8 mg	110%	0.9 mg	180%
Folate	394 mcg DFE	100%	197 mcg DFE	130%
(160 mcg as Folic Acid) (80 mcg as Folic Acid)				
Vit B ₁₂	4.8 mcg	200%	2.4 mcg	270%
Biotin	90 mcg	300%	45 mcg	560%
Pantothenic Acid	9 mg	180%	5 mg	250%
Iodine	112 mcg	70%	56 mcg	60%
Magnesium	200 mg	50%	100 mg	130%
Zinc	8 mg	70%	4 mg	130%
Selenium	53 mcg	100%	27 mcg	140%
Copper	1 mg	110%	0.5 mg	170%
Manganese	1.5 mg	70%	0.8 mg	70%
Chromium	90 mcg	260%	45 mcg	410%

[†] The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.
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Calories per gram:
 Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: Rice, Lentils, Rice Flour, Canola Oil (with BHA), Salt, Silicon Dioxide, Calcium Carbonate, Maltodextrin, Magnesium Oxide, Potassium Chloride, Ascorbic Acid, Zinc Gluconate, Vitamin E, D-Calcium Pantothenate, Niacinamide, Manganese Sulfate, Reduced Iron, Pyridoxine HCl, Vitamin A Palmitate, Thiamin Mononitrate, Riboflavin, Beta Carotene, Copper Gluconate, Chromium Chloride, Folic Acid, Sodium Selenite, Potassium Iodide, Biotin, Vitamin K1 (phytonadione), Vitamin B₁₂ (cyanocobalamin), Vitamin D₃.

CANISTER

Nutrition Facts

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