

# NOURISH THE CHILDREN INITIATIVE



## THE PROBLEM

- Every 3.6 seconds one person dies of starvation. Usually a child under the age of 5.
- Most food aid is in the form of grain that provides calories, but lacks important nutrients for proper health and development.

## NU SKIN'S SOLUTION

- Nu Skin's Nourish the Children initiative is a pioneering 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.
- Nu Skin manufactures and sells a highly nutritious food—VitaMeal®—and allows distributors and customers to donate their purchase to charitable organizations that specialize in distributing food to alleviate famine and poverty.
- By donating a product, rather than cash, donors know exactly how their contribution is being used.
- Every VitaMeal donation will reach needy children through a select group of reputable relief agencies that frequently report on the progress and health of children nourished by donations.
- Incentives are provided for commitments of ongoing VitaMeal donations and for encouraging others to join in donating millions of life-saving meals to malnourished children around the world.

## NON-PROFIT PARTNERS

- Since June 2002, Nu Skin's Nourish the Children initiative has partnered with reputable humanitarian agencies to deliver donated bags of VitaMeal to areas of the world where there is the greatest need.

## VITAMEAL®

- The Nourish the Children initiative uses a nutrient-dense—not just calorie-dense—food branded as VitaMeal that has been carefully formulated to provide all essential daily nutrients to nourish a child.\*
- Each VitaMeal bag contains 30 child-size meals and retails for US\$24.75. Each VitaMeal serving contains 25 essential vitamins and minerals, fatty acids, electrolytes and much more.

## PROJECTS

- Through the generosity of its distributors and customers, **more than 450 million meals have been donated** through the Nourish the Children initiative since its inception in 2002.
- Nourish the Children has helped fight world hunger by supporting projects in many countries including **China, Guatemala, Haiti, Honduras, Indonesia, Malawi, Philippines, Fiji and Thailand.**
- In many cases, **VitaMeal is served at school** to attract children to nourish their minds, as well as their bodies.
- **VitaMeal plants in Malawi and China** are providing jobs and economic development, as well as nourishing food. These plants cut distribution costs, create a demand for cash crops and are improving the livelihood of many local farmers and local economies.
- Nu Skin pledges that for every eight packages of VitaMeal purchased and donated, the company will contribute one package to a qualified non-profit humanitarian organization.

## AWARDS AND MILESTONES

- Nu Skin received the Bravo Award from Direct Selling News for its Humanitarian Efforts for its Nourish the Children initiative in 2012.
- 2012 marked the company's 10-year anniversary of the program.

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

## CONTACTS

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*Nu Skin is a for-profit distributor of nutritional and skin care products in 53 countries and is traded on the New York Stock Exchange (NUS). Nourish the Children is an initiative of Nu Skin and is registered in some states as a commercial co-venture. The program leverages the strength and staying power of a for-profit corporation in cooperation with charitable organizations like Feed the Children to help solve the complex world problem of feeding malnourished children. The price charged by Nu Skin for VitaMeal includes the cost of manufacturing, general overhead, distribution, sales, and commissions to Nu Skin distributors, as well as a reasonable profit margin.*