



NU SKIN®
THE DIFFERENCE DEMONSTRATED®

CREATING SMILES Q1.2013



NU SKIN REACHES 300 MILLION MEALS THROUGH NOURISH THE CHILDREN INITIATIVE



Thanks to the generosity of the Nu Skin family of distributors, customers, and employees, more than 300 million meals have been generously purchased and donated to malnourished and hungry children around the world through the Nourish the Children Initiative (NTC). Established in 2002, NTC is an innovative social enterprise that provides millions of life-saving meals to the world's malnourished children. Today, nearly 120,000 children are relieved from hunger each day.

"While we acknowledge the wonderful milestone of 300 million VitaMeal donations, we are really celebrating the children we support and the goodness and character of the Nu Skin family of distributors, customers, and employees," said Steve Lund, chairman of Nu Skin Enterprises board of directors and executive director of the Nourish the Children Initiative. "It's my hope that we can continue to be a force for good in the world and improve the lives of even more children through the Nourish the Children Initiative." NTC addresses the tragedy of childhood hunger through the highly nutritious VitaMeal.

VitaMeal is purchased and donated to children suffering from malnutrition and famine throughout the world. There are thousands of children in need of a warm, nutritious meal. If you would like to purchase and donate VitaMeal, or learn more about this initiative, visit nourishthechildren.com.



NU SKIN JAPAN DONATES BOOKS TO SUPPORT CHILDREN'S EDUCATION

Nu Skin Japan's Smile Library program provided library books to more than 3,300 children affected by the Great East Japan Earthquake. The Smile Library program donated books and bookshelves to 21 elementary schools in Fukushima. According to program organizers, many children have been hesitant to play outside because of the devastation remaining in the area.

Reading in the libraries provides the children with a safe environment to learn and grow. The Smile Library program is part of Nu Skin Japan's Children's Hope Project which is specifically focused on improving the lives of children affected by the March 2011 earthquake.

NU SKIN FORCE FOR GOOD FOUNDATION HIGHLIGHTS



12 NU HOPE LIBRARIES

BUILT IN RURAL SOUTH KOREA TO PROVIDE EDUCATIONAL OPPORTUNITIES TO UNDERSERVED CHILDREN.

5,907 CHILDREN'S BOOKS

DONATED BY NU SKIN JAPAN TO MORE THAN 3,000 CHILDREN AFFECTED BY THE GREAT EAST JAPAN EARTHQUAKE.

143 CHILDREN SAVED

IN Q1 THROUGH THE SOUTHEAST ASIA CHILDREN'S HEART FUND IN THAILAND, INDONESIA, AND THE PHILIPPINES.

28,362 CHILDREN'S HEART SCANS

GENEROUSLY DONATED BY THE GREATER CHINA CHILDREN'S HEART FUND IN Q1.

THE SOUTHEAST ASIA CHILDREN'S HEART FUND EXPANDS TO VIETNAM

Nu Skin announced the launch of the Southeast Asia Children's Heart Fund in Vietnam at its grand opening event in March. To mark the launch of the SEA Children's Heart Fund, Nu Skin donated nearly \$10,000 to the East Meets West Foundation for Vietnamese children. Since the Southeast Asia Children's Heart Fund was established in 1998, more than 5,100 children have received life-saving corrective heart surgeries throughout the region.

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.

THE GREATER CHINA CHILDREN'S HEART FUND HELPS CHILDREN IN JILIN PROVINCE

In January, the Greater China Children's Heart Fund joined together with the First Hospital of Jilin University to treat children with congenital heart disease in Jilin Province. The Fund plans to expand to more provinces in the Northeast region of China to reach more children who are in need.

Eight-month-old Sun Jiajia is one of the thousands that has been helped by the Greater China Children's Heart Fund. She was tragically diagnosed with congenital heart disease before she was two months old. Without treatment, Jiajia's life expectancy was a mere five months. In an effort to save their daughter, Jiajia's parents sold their house, but still could not afford the overwhelming cost of the surgery.

Thanks to generous donations from the Greater China Children's Heart Fund, Jiajia was able to undergo the crucial treatment. Her parents can now look forward to spending a long and happy life with their precious daughter. With the expansion of the Greater China Children's Heart Fund, many more smiles will be created for children like Jiajia.





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NOURISH THE CHILDREN HIGHLIGHTS



VITAMEAL PROVIDES NOURISHMENT TO FENGSHAN

When 10-year-old Yang Fengshan's mother died last year, she and her family were left with overwhelming debt. Her father travels far from their home in Hubei Province, China to find work, and is forced to leave his family for long periods of time to earn an income. While her father is gone, Fengshan takes care of her family. She feeds her siblings and her grandmother on a limited amount of food; many times there is not enough for everyone. Thanks to generous donations of VitaMeal, Fengshan and her family now enjoy hot rice porridge or "congee." Fengshan has not gone hungry and has been able to grow healthy and strong. Her father said, "VitaMeal gives children hope. It is the sweetest dream for children!"

19%

INCREASE IN QUARTERLY PURCHASES AND DONATIONS VERSUS THE PREVIOUS YEAR.

128,577

THE AVERAGE NUMBER OF CHILDREN NOURISHED WITH VITAMEAL DONATIONS EVERY DAY DURING THE FIRST QUARTER.

300,000,000

MEALS DONATED, A NEW BENCHMARK IN SMILES CREATED BY GENEROUS DONATIONS.

THE NOURISH THE CHILDREN INITIATIVE DISTRIBUTION TOTALS: JANUARY-MARCH 2013

DESTINATION	MEALS
MALAWI	7,147,680
CHINA	1,686,000
THE PHILIPPINES	1,260,000
HAITI	360,000
EL SALVADOR	360,000
HONDURAS	180,000
NICARAGUA	180,000
GUATEMALA	180,000
FIJI	110,220
CANADA	72,000
AFGHANISTAN	36,000
TOTAL	11,571,900

We appreciate the generosity of our distributors and customers whose donations make these programs possible. From January-March 2013, we delivered VitaMeal donations to authorized charity partners for distribution to those who needed it most. Although the above 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.

The price charged by Nu Skin for VitaMeal includes the cost of manufacturing, general overhead, distribution and sales. Just like other Nu Skin products, distributors are paid commissions and Nu Skin earns a reasonable profit margin from the sales of VitaMeal.

NU SKIN PHILIPPINES CELEBRATES 15 YEARS WITH NTC DONATIONS

Nu Skin Philippines commemorated their 15-year anniversary in February. To celebrate, employees donated and served 100 meals of VitaMeal to malnourished children at North Bay Boulevard Elementary School in Navotas. In addition to providing the children with a hot meal, Nourish the Children bowls were donated to the school to use for their daily lunches.



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.