



NU SKIN'S MISSION

is to be a force for good in the world by empowering people to improve their lives through our rewarding business opportunities, innovative products, and enriching and uplifting culture. Through the company's corporate social responsibility efforts, Nu Skin unites its family of sales leaders, customers and employees in innovative efforts that multiple our ability to nourish and uplift children around the world.

Through our unique CSR approach that leverages and mobilizes our sales leaders worldwide, Nu Skin has achieved the following:

- More than 400 million meals donated through our Nourish the Children initiative to the world's most malnourished children
- 150,000 children being nourished daily with healthy meals
- 186 self-sufficient families in Malawi thanks to improved farming techniques
- 868 families in Malawi are growing 240 percent higher crop yields than the national average
- 6,810 sales leaders have achieved the NTC Ambassador level by maintaining meal donation levels for an extended period of time.

ABOUT NU SKIN'S CORPORATE SOCIAL RESPONSIBILITY EFFORTS

Our force for good culture unites the Nu Skin family of sales leaders, customers and employees in innovative efforts that multiple our ability to nourish and uplift children around the world. We accomplish this through the unique combination of three distinct approaches:

- The Nourish the Children (NTC), initiative an innovative social enterprise selling and facilitating the donation of millions of life-saving meals to the world's malnourished children.
- The Nu Skin Force for Good Foundation, which provides grants to improve the lives of children, offering hope for a life free from disease, illiteracy and poverty.
- Community-based initiatives that promote environmental responsibility and engage employees in meaningful humanitarian service with tangible and enduring results.



Nourish the Children: A Unique Social Enterprise

In 2002, Nu Skin took action to address the tragedy of childhood hunger by starting 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. Distributors earn commissions for sales of VitaMeal, adding an additional incentive to promote the initiative. Since the initiative was established, the Nu Skin family has donated more than **400 million meals** to malnourished children. The concept succeeds by selling a highly nutritious food – VitaMeal – and then allowing people to donate their purchase to third-party, nonprofit organizations that specialize in distributing food to those suffering from malnutrition and famine.

For every eight bags of VitaMeal purchased and donated, Nu Skin donates one bag of VitaMeal. Nu Skin has donated more than **7.2 million meals of VitaMeal** through the company donation match program.

SOCIAL IMPACT

- Facilitated the donation of more than 400 million meals since 2002
- 80,000 children nourished daily in Malawi; 150,000 children globally
- 850 Malawi communities served



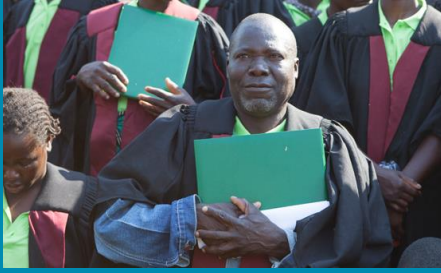
The Nu Skin Force for Good Foundation

The Nu Skin Force for Good Foundation provides grants to improve the lives of children, offering hope for a life free from disease, illiteracy and poverty. The Foundation is supported by funds from sales leaders and employee donations, a fundraising gala and a percentage of certain product sales. One hundred percent of donations go directly to children in need, as Nu Skin covers all administrative and overhead costs. The Foundation has granted millions of dollars to improve the lives of children in more than 50 countries around the world.

School of Agriculture for Family Independence (SAFI)

One of the projects the Nu Skin Force for Good Foundation supports is the School of Agriculture for Family Independence (SAFI) in Malawi. Each year, approximately 30 families are sponsored by Nu Skin sales leaders and live in Mtalimanja Village (the campus at SAFI) to learn proper agricultural techniques to improve their quality of life by becoming self-sufficient. Families return home during the second year of the program to implement the techniques they have learned on their own farms and to teach others in their villages—a familiar approach to direct sellers. After implementing SAFI techniques, crop yields have increased as much as **700 percent**. SAFI's goal is to educate families to ensure that the ideals of self-sufficiency will last for generations to come.





SAFI SOCIAL IMPACT

- Two-year agricultural education program
- Creating more than 180 self-sufficient families
- Crop yields have increased by up to 700 percent
- Children attend school while parents learn agriculture

Children's Brighter Future (CBF)

In 2012, Nu Skin Japan launched the Children's Brighter Future (CBF) Initiative in Malawi, another Nu Skin Force for Good Foundation project. CBF builds on the SAFI teaching model by teaching government farm agents farming techniques they can then demonstrate to families in their districts. In 2014, there were 472 families trained, and that is expected to double in 2015. CBF is patterned after the direct sales model as the trained families are encouraged to teach other families in their villages these techniques to help others around them. This has resulted in families having health children who are benefiting from nutritious meals and who are attending school.

CBF SOCIAL IMPACT

- Families included more than 1,500 children
- Farmers yield 240 percent of national average
- 9 of 10 parents say their children's health improved



DISTRIBUTOR PARTICIPATION IN CSR

A critical part of the success of the company's CSR efforts is that they are fully integrated into our business structure and distributor programs.

- 6,810 sales leaders have achieved NTC Ambassador level by donating a prescribed amount of meals for a specified period of time
- All 30 families at SAFI funded by sales leaders' donations
- Each year, sales leaders who have donated to SAFI fly to Malawi, tour SAFI, meet the families and participate in graduation

Nu Skin's force for good culture is part of the reason sales leaders have so much *pride* and *satisfaction* in their businesses.

In a recent company survey, Nu Skin sales leaders rank "corporate citizenship" as both high satisfaction and high importance. Sales leaders who expressed satisfaction with Nu Skin's citizenship are more likely to:

- Use and sell products
- Build their sales teams
- Remain with Nu Skin