

Nu Skin was founded with the mission to be a global force for good by empowering people to improve lives with innovative products, rewarding opportunities and an enriching culture. Nu Skin's corporate citizenship has led this mission, improving the lives of millions around the world through its sustainable, charitable work.

In 2024, global donations included millions of dollars that span across 40 global markets; finalized donation totals will be released in our 2024 Social Impact and Sustainability Report in April. The prior year, Nu Skin's Force for Good Foundation and its sister foundations' global giving included more than 6.8 million dollars worldwide to bolster communities.

### **Health and Educational Impact**

Globally, Nu Skin exemplifies corporate citizenship in its support of children and families. Since 2007, Nu Skin has partnered with the School of Agriculture for Family Independence (SAFI) to help enrich the lives of farmers living in rural Malawi. SAFI is committed to empowering rural families with knowledge, skills and resources that improve their living standards. In 2024, more than 100 men and women were trained as lead farmers through graduated from SAFI's training course in sustainable farming practices. In 2023, 203 men and women graduated from the SAFI program, giving them the skills needed to break generational hunger and poverty. Nu Skin's impact with SAFI stretches beyond these families and individuals— on average, lead farmers trained through the SAFI program go on to train an additional 20 farmers, helping their neighbors to learn the curriculum.

Nu Skin's impact spanned across the globe, impacting millions of lives. In Korea, Nu Skin founded the Nu Hope Project, a project focused on being a force for good throughout the country. One aspect of the project focuses on partnering with local educational institutions to build libraries for children. Thus far 29 libraries have opened, the most recent being the Saenal School for multicultural youth in Gwangju, South Korea. Since the project's founding in 2008, Nu Skin Korea has donated approximately 17,000 books and held reading education programs for thousands of students to learn and grow.

The Nu Skin Force for Good Foundation awarded a dozen grants to various charitable organizations, including the Huntsman Mental Health Foundation, CHOICE Humanitarian, the Agnus Dei Foundation, World Vision, Vitamin Angels and others. These grants helped to train and equip community workers, assist uninsured students in addressing their mental and physical health needs, and even distribute lifesaving vitamin supplements and medical equipment for more than 40,000 women and children globally.

Nu Skin donated more than 500,000 units of AP24 toothpaste and other hygiene products to Convoy of Hope to support refugee families. In addition, part of this product donation went to Safe to Sleep, an overnight shelter that provides case management services to women experiencing homelessness.

When wildfires struck Los Angeles, the Nu Skin Force for Good Foundation contributed more than \$26,000 to the American Red Cross to support firefighters and those displaced by the California fires.



### **Employee Commitment to Citizenship**

Nu Skin takes pride in its employee involvement in its charitable efforts through its Force for Good Employee Program. Employees can opt-in to the program and donate a portion of their paycheck to help fund community grants and projects. In 2023, through the Force for Good Employee Program, the Nu Skin Force for Good Foundation donated more than \$100,000 to the United Way of Utah County.

Through their partnership with United Way, Nu Skin supported 45 classes at the South Franklin Community Center, benefiting more than 107 children. The South Franklin Community Center provides a safe space for children and families to participate in various classes, including reading and math. United Way's work paves the way for stronger and healthier communities.

Nu Skin employee donations also went to Thanksgiving Point to help provide science education opportunities to children in low-income housing communities, local schools and foster care. Donations also helped sponsor the Loveland Living Planet Aquarium's outreach vans, which bring wildlife education to schools throughout Utah.

Nu Skin and its employees further supported local education by partnering with the Provo Center for Advanced Professional Studies (CAPS). Nu Skin is the host of the CAPS program each year, opening its doors to hundreds of at-risk high school students. Students can be fully immersed in a professional culture, solve real-world problems, and use industry-standard tools while being mentored by actual employers. In 2024, Nu Skin hosted nearly 90 students, guiding them through unique internship experiences.

### **Fighting Child Hunger**

In 2002, Nu Skin started its Nourish the Children initiative with a focus on alleviating food insecurity throughout the world. Through this initiative, Nu Skin brand affiliates, employees, and customers can purchase and donate a bag of VitaMeal to be distributed to a child in need. VitaMeal is a nutrient-dense meal specially formulated to give children the nutrients they need. For every eight bags purchased, Nu Skin donates one additional bag, and if one individual purchases five bags, Nu Skin donates one additional bag.

In 2024, Nu Skin reached the milestone of more than 850,000,000 purchased and donated meals since 2002. In December 2024 alone, 4,130,610 of these meals were purchased and donated to feed children around the world. Nu Skin is grateful to the brand affiliates, customers, and employees who make these donations possible. Nu Skin has partnered with various charities in different countries to help make meaningful donations worldwide. Since 2002, VitaMeal, purchased by Nu Skin employees and affiliates, has been donated in more than 65 countries.



## **Sustainable Environmental Impact**

Sustainability is another pillar of Nu Skin's social responsibility, and it's made a huge impact on the company's products, policies and processes. In 2019, Nu Skin committed to making all its products recycled, recyclable, reusable, reduced or renewable by 2030. Since then, the company has taken steps to assess, score and improve the environmental impact score of more than 100 of its products. Significant improvements are notable in the company's Epoch and Nutricentials product lines, both of which now include packing made from 100% recycled materials and significant carbon use reduction in the production process. In 2022, Nu Skin joined the EcoBeautyScore Consortium, a group of more than 60 cosmetics companies invested in making the industry more environmentally friendly.

Nu Skin developed and launched its Sustainable Device Criteria in 2023. As part of the ongoing efforts to continually improve our award-winning devices, achievement criteria in four categories are identified to drive environmental and social improvement. The four categories include: energy and power efficiency, robust or repairable design, sustainable materials and manufacturing, and sustainable packaging.

In 2023, 100% of palm-derived ingredients in personal care products were sourced from Round Table on Sustainable Palm Oil (RSPO) Mass Balance or Book and Claim models. As a Member of RSPO, Nu Skin will continue to support sustainable palm oil through sourcing and product certification.

In 2024, Nu Skin launched refillable options for the Tru Face line, including Tru Face Essence Ultra, Future Serum, Uplifting Cream, and a new Retinol Peptide Complex. These refill options support our customers in reducing waste and carbon emissions by using less packaging while delivering a great user experience.

The new ageLOC Tru Face Peptide Retinol Complex uses monomaterial packaging made with 100% recycled materials. The packaging features a refill cartridge system that uses an inner, recyclable bottle and a luxury outer portion to give a high-end customer experience. Each individual retinol refill is a 72% reduction in packaging. With continued use, each consumer can save 1.1 pounds in packaging per year. 2025 projections show that Nu Skin consumers will save 515,000 pounds or 257.5 tons of glass and plastic packaging annually. This refill packaging model further avoids 572 tons of emissions associated with packaging and transportation.

In addition to its packaging efforts, The Nu Skin Force for Good Foundation partners with Seacology to bring unique solutions to economic issues and environmental conservation. The funds for Seacology come directly from Nu Skin's profits—for products bought from Nu Skin's Epoch Line, \$.25 is donated to the Nu Skin Force for Good Foundation, and a portion of those funds are then passed to Seacology.

Seacology helps villagers learn practices to preserve marine habitats through partnerships with local islanders. In exchange, Seacology builds schools, community centers, water systems, and health clinics to improve the lives of children in the villages.

Seacology reports that for more than 25 years, they have helped protect 1.4 million acres of marine habitat. With the help of Nu Skin Force for Good Foundation funding last year, seven projects took place across the globe, in locations such as Fiji, Indonesia, Thailand, Madagascar, Philippines and the Federated States of Micronesia.