



## Nu Skin Surpasses 650 Million Meals Donated To Malnourished Children

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### Nu Skin's Nourish the Children initiative continues to feed more than 120,000 children each day

PROVO, Utah, Oct. 11, 2019 /PRNewswire/ -- Nu Skin today announced another major milestone in its Nourish the Children (NTC) initiative, surpassing more than 650 million meals purchased and donated since 2002. Malnourished children in more than 50 countries around the world have been fed VitaMeal, a nutrient-dense food, from one of NTC's third-party charity partners after Nu Skin sales leaders, customers and employees purchase and donate the bag of food.



Nu Skin Chairman of the Board Steven J. Lund delivered the news in front of more than 10,000 sales leaders who are gathered in Salt Lake City this week at the company's biennial sales conference. "The Nu Skin family continues to come together to be a force for good throughout the world," said Lund. "We are grateful for the ongoing generosity of our sales leaders, customers and employees who support the Nourish the Children initiative and make it possible for us to feed more than 120,000 malnourished children a day. We realize that much more still needs to be done and look forward to continuing to build upon the momentum that we have created."

#### About VitaMeal

Unlike simple grains with a mostly caloric benefit, VitaMeal is a nutrient-dense food scientifically formulated to meet the nutritional needs of malnourished children. As part of the overall development of VitaMeal, Nu Skin's nutritional scientists determined the ingredients and ratios that were well suited for a malnourished child. The result is a product that provides the essential vitamins and minerals, with a balance of carbohydrates, protein, fat and fiber.

#### About Nourish the Children

In 2002, Nu Skin took action to address the tragedy of childhood hunger and malnutrition with the development of the Nourish the Children initiative. The program begins with a highly nutritious food known as VitaMeal, developed by Nu Skin's nutritional scientists. The company's sales leaders, customers and employees can purchase VitaMeal and then choose to keep it or donate the food to a third-party nonprofit organization that specializes in distributing relief to those suffering from malnutrition and famine. VitaMeal has benefitted children in more than 50 countries.

#### About Nu Skin

Founded 35 years ago, Nu Skin develops and distributes innovative consumer products, offering a comprehensive line of premium-quality beauty and wellness solutions. The company builds upon its scientific expertise in both skin care and nutrition to continually develop innovative product brands that include the Nu Skin® personal care brand, the Pharmanex® nutrition brand, and most recently, the ageLOC® anti-aging brand. The ageLOC brand has generated a loyal following for such products as the ageLOC LumiSpa skin cleansing and treatment device, ageLOC Youth nutritional supplement, the ageLOC Me® customized skin care system, as well as the ageLOC TR90® weight management and body shaping system. Nu Skin sells its products through a global network of sales leaders in Asia, the Americas, Europe, Africa and the Pacific. As a long-standing member of direct selling associations globally, Nu Skin is committed to the industry's consumer guidelines that protect and support those who sell and purchase its products through the direct selling channel. Nu Skin International is a wholly owned subsidiary of Nu Skin Enterprises, Inc., which is traded on the New York Stock Exchange under the symbol (NYSE: NUS). More information is available at [nuskin.com](http://nuskin.com).

*\* The price of VitaMeal includes the cost of manufacturing, general overhead, distribution and sales. As is the case with other Nu Skin products, distributors are paid commissions and Nu Skin earns a profit margin from each sale of VitaMeal.*

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