Nu Skin Reaches 900 Million Meals Purchased and Donated in its Global Fight for Child Nutrition

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The company's Nourish the Children initiative feeds about 75,000 children each day

PROVO, Utah--(BUSINESS WIRE)--May 15, 2026-- Nu Skin Enterprises, Inc. (NYSE: NUS), a global leader in beauty and wellness, today announced it has reached the milestone of providing 900 million meals for children since 2002 through its Nourish the Children initiative. Malnourished children in more than 65 countries around the world have been fed VitaMeal,* a nutrient-dense food, from one of the company's third-party charity partners after Nu Skin sales leaders, customers or employees purchase and donate bags of food.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20260515344503/en/

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"It is amazing to think of 900 million meals when you imagine the difference we have made in the lives of so many children around the world," said Ryan Napierski, Nu Skin president and CEO. "And we're not done – we continue to feed 75,000 children each day as we set our sights on 1 billion meals. As we look to the future, we're committed to building on this momentum by leveraging our innovation and global community to nourish not only children, but to help people everywhere look, feel and live better."

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 are well suited for a malnourished child. The result is a product that provides 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 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 designate it for donation to a third-party nonprofit organization that specializes in distributing relief to those suffering from malnutrition and famine.

About Nu Skin

Nu Skin Enterprises Inc. (NYSE: NUS) is an intelligent beauty and wellness company, powered by a dynamic affiliate opportunity platform, which operates in nearly 50 markets worldwide. Backed by more than 40 years of scientific research, the company's products help people look, feel and live their best with its newly introduced Prysm iO intelligent wellness platform, an award-winning line of beauty device systems and trusted brands in personal care and wellness products. Rhyz is the strategic investment arm of Nu Skin Enterprises, formed in 2018 consisting of synergistic consumer, technology and manufacturing companies focused on innovation within the beauty, wellness and lifestyle categories.

**Nu Skin is a for-profit distributor of nutritional and skin care products 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 initiative enables Nu Skin's Brand Affiliates and customers to purchase VitaMeal from Nu Skin and donate it to charitable organizations to help solve the complex world problem of feeding malnourished children. The price of VitaMeal includes the cost of manufacturing, general overhead, distribution and sales. As is the case with other Nu Skin products, Brand Affiliates are paid commissions and Nu Skin earns a profit margin from each sale of VitaMeal.*

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Media: media@nuskin.com, (801) 345-6397
Investors: investorrelations@nuskin.com, (801) 345-3577

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