



Nu Skin Surpasses 850 Million Meals Purchased and Donated in its Fight Against Child Malnutrition

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The company's Nourish the Children initiative feeds thousands of children each day

PROVO, Utah--(BUSINESS WIRE)--Jul. 26, 2024-- Nu Skin Enterprises, Inc. (NYSE: NUS), a global leader in beauty and wellness, today announced it has reached the milestone of providing 850 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/20240726855752/en/>



Nu Skin celebrates its milestone of 850 million meals purchased and donated in its fight against child malnutrition. (Photo: Business Wire)

“When we started the Nourish the Children initiative more than 20 years ago, we could have never imagined the sustained impact it would have on so many children,” said Ryan Napierski, president and CEO at Nu Skin. “It’s humbling to think about the

impact of providing 850 million meals to malnourished children around the world. The collective good that we do as a company is a testament to our sales force, customers and employees.”

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 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.

About Nu Skin Enterprises, Inc.

The Nu Skin Enterprises Inc. (NYSE: [NUS](#)) family of companies includes [Nu Skin](#) and Rhyz Inc. [Nu Skin](#) is an integrated beauty and wellness company, powered by a dynamic affiliate opportunity platform, which operates in nearly 50 markets worldwide. Backed by 40 years of scientific research, the company’s products help people look, feel and live their best with brands including Nu Skin® personal care, Pharmanex® nutrition and ageLOC® anti-aging, which includes an award-winning line of beauty device systems. Formed in 2018, Rhyz is a synergistic ecosystem of 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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