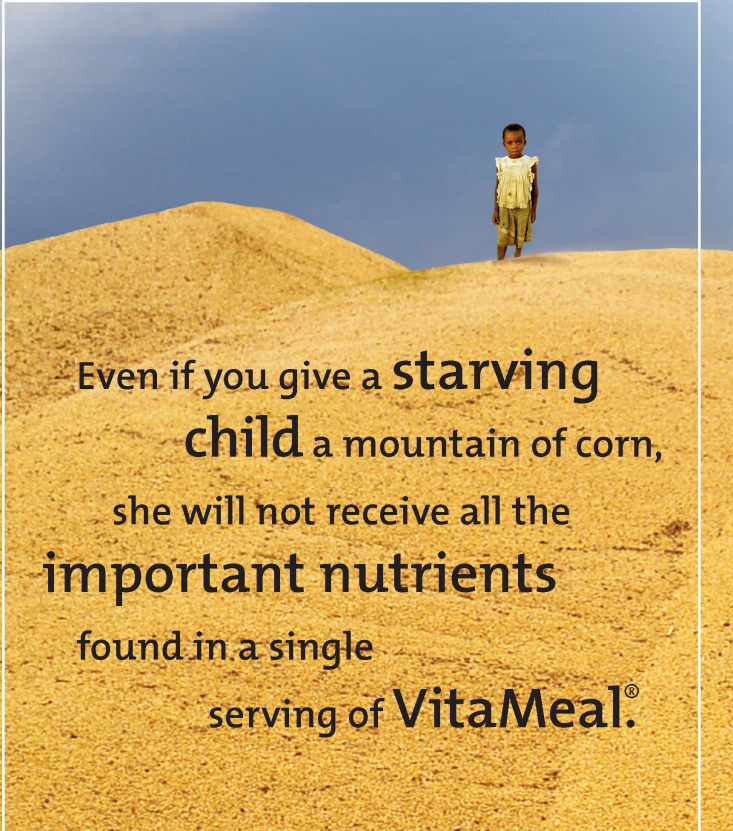


VitaMeal: Nourishing, Not Just Feeding Hungry Children

蜜儿餐：滋养，而不仅仅是喂饱饥饿的孩子们



Even if you give a **starving child** a mountain of corn,
she will not receive all the
important nutrients
found in a single
serving of **VitaMeal®**.



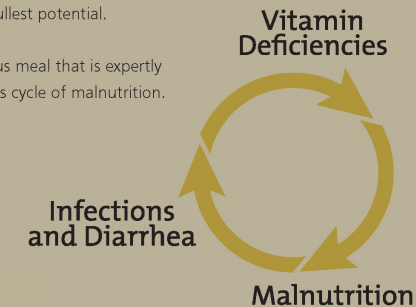
NOURISH THE CHILDREN®
AN INITIATIVE OF NU SKIN ENTERPRISES

Nourishing, not just feeding, hungry children.

VitaMeal® was designed with expert advice from Ken Brown, M.D. of the University of California at Davis. Dr. Brown is a world expert in the field of childhood nutrition in Third World countries.

The wholesome food ingredients in VitaMeal provide the right amounts of calories, proteins, fats and carbohydrates that undernourished children need to grow and develop to their fullest potential.

VitaMeal is a highly nutritious meal that is expertly designed to break the vicious cycle of malnutrition.



Millions of meals of VitaMeal have been donated through the Nourish the Children Initiative to help fight hunger and malnutrition for children all around the world.

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Former Chairman of Chrysler Corporation Lee Iacocca was the
Founding Chairman of Advisory Board for Nourish-the-Children (NTC)
克莱斯勒汽车公司前董事会主席 Lee Iacocca 是受饥儿滋养计划(NTC)的首位顾问委员会主席



Some don't think it is
possible for this
company to save the
World's starving
Children but *we will.*^o

Lee Iacocca

Chairman--

*Nourish the Children Advisory Board,
Former Chairman of Chrysler Corporation,
Former President of Ford Motor Company*



NOURISH
THE CHILDREN™
AN INITIATIVE OF ALL SKIN ENTERPRISES

VitaMeal is Specifically Formulated for Malnourished Children through Consultation with Dr. Ken Brown, a World Expert in Child Malnutrition

VitaMeal 是经世界儿童营养不良问题专家 Dr. Ken Brown 指导，专门为营养不良的儿童配制的食物



Corn meal is the staple food for millions of children in Africa. It may be the only food they receive for weeks or months. Humanitarian food donations are often plain corn, wheat or rice which have similar nutritional limitations.



VitaMeal® is fortified with 25 essential vitamins and minerals in highly efficacious amounts to help correct any nutrient deficiencies and to promote healthy growth and development in malnourished children.



This chart compares a serving of corn meal to a serving of VitaMeal for those nutrients so essential for fighting malnutrition in children.

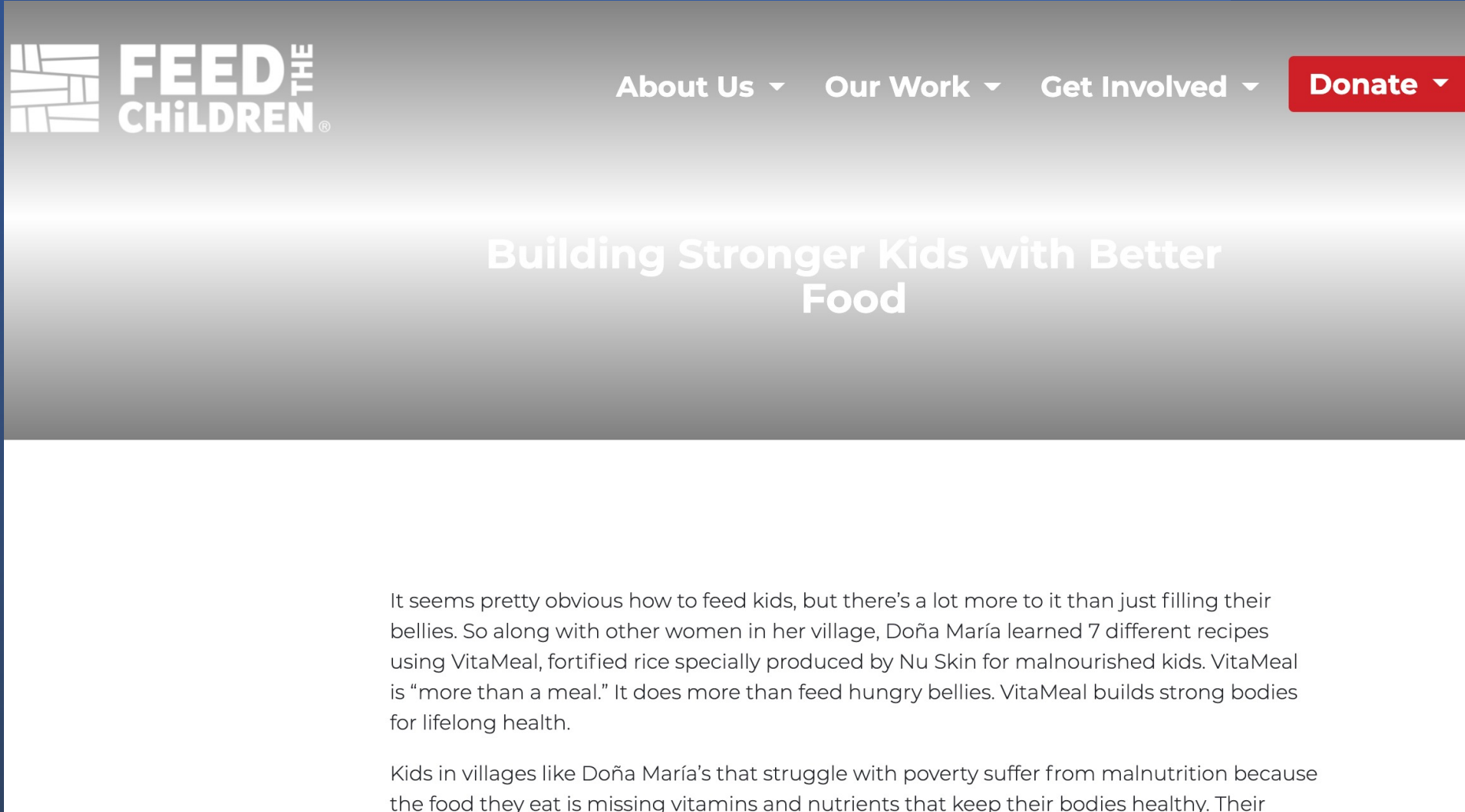
Vitamin A	<p>VitaMeal has 5-10 times more Vitamin A than corn meal. Vitamin A deficiency is the leading cause of blindness in children worldwide, is a key factor for child mortality, and affects 125-250 million children in 90 Third World countries. Vitamin A is also essential for normal immune function to help fight infectious diseases that are common in developing countries.</p> <p><i>The amount of Vitamin A in a serving of VitaMeal is equivalent to that found in 2 small tomatoes.</i></p>	
Vitamin C	<p>VitaMeal provides much needed Vitamin C. Vitamin C is required for collagen synthesis, important for healthy gums and bones. Low levels of vitamin C intake are associated with diseases like scurvy. Symptoms of scurvy include increased susceptibility to bruising, fatigue, bleeding gums, hair loss, poor wound healing, anemia and joint pain.</p> <p><i>Corn meal does not contain Vitamin C. The amount of Vitamin C in a serving of VitaMeal is equivalent that found in 7 small onions.</i></p>	
Vitamin D	<p>VitaMeal provides much needed Vitamin D. Vitamin D is a fat-soluble vitamin required for normal calcium metabolism. Deficiency of vitamin D can lead to muscle pain and weakness. Severe vitamin D deficiency can result in the bone disease rickets in children. Rickets is characterized by progressive softening and weakening of the bones' structure leading to bone malformation.</p> <p><i>Corn meal does not contain Vitamin D. The amount of Vitamin D in a serving of VitaMeal is equivalent to one cup of 1% fortified milk.</i></p>	
Zinc	<p>VitaMeal has 20 times more Zinc than corn meal. Zinc deficiency contributes to retardation and makes children vulnerable to infections and diarrhea. Diarrheal diseases are estimated to kill over 3 million children every year worldwide. Zinc supplementation reduces the duration and severity of childhood diarrhea.</p> <p><i>The amount of Zinc in a serving of VitaMeal is equivalent to that found in 3 cups of cooked spinach.</i></p>	

Iron & Copper	<p>VitaMeal has 5 times more Iron and 10 times more Copper than corn meal. Iron and copper are essential for normal growth and development. Iron deficiency is associated with decreased work capacity, impaired concentration and in severe cases overt anemia. Iron deficiency is compounded by low copper intakes.</p> <p><i>The amount of Iron and Copper in a serving of VitaMeal is equivalent to that found in 3/4 cup of cooked spinach and 2/3 cup of pinto beans.</i></p>	
Potassium	<p>VitaMeal has 10 times more Potassium than corn meal. VitaMeal provides electrolytes, especially potassium, which are needed to maintain normal fluid balance and muscle function, especially in malnourished children.</p> <p><i>The amount of Potassium in a serving of VitaMeal is equivalent to that found in 1/2 cup of pumpkin.</i></p>	
Iodine	<p>VitaMeal has 20 times more Iodine than that found in corn meal. Iodine deficiency is best known for its association with goiters, but in children it is associated with delays in learning and difficulty with concentration.</p> <p><i>The amount of Iodine in a serving of VitaMeal is equivalent to that found in 2/3 cup of peanuts.</i></p>	
Calcium Magnesium Phosphorous	<p>VitaMeal has 50 times more calcium, 11 times more magnesium, and 14 times more phosphorous than corn meal. These bone nutrients are essential for normal growth and skeletal development.</p> <p><i>The amount of Calcium, Magnesium, and Phosphorous in a serving of VitaMeal is equivalent to 4 cups of chopped broccoli and 10 oranges.</i></p>	

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VitaMeal is Donated Through NTC and Distributed Globally by Its Partner Organization
Feed-the-Children (FTC) – A Leading US Charity Helping People in 118 Countries Since 1979

通过受饥儿滋养计划捐赠的蜜儿餐, 由其合作慈善机构FTC向全球分发
FTC是美国很有规模和历史的慈善机构, 自1979年来帮助了118个国家/地区的人们



The screenshot shows the top portion of the Feed the Children website. At the top left is the logo, which consists of a stylized icon of stacked blocks followed by the text "FEED THE CHILDREN®". To the right of the logo is a navigation bar with four items: "About Us", "Our Work", "Get Involved", and "Donate". The "Donate" item is highlighted with a red background and a white downward arrow. Below the navigation bar is a large banner with a gradient background. The banner contains the text "Building Stronger Kids with Better Food" in a large, white, sans-serif font. Below the banner is a white section containing two paragraphs of text.

FEED THE CHILDREN®

About Us ▾ Our Work ▾ Get Involved ▾ **Donate ▾**


Building Stronger Kids with Better Food

It seems pretty obvious how to feed kids, but there's a lot more to it than just filling their bellies. So along with other women in her village, Doña María learned 7 different recipes using VitaMeal, fortified rice specially produced by Nu Skin for malnourished kids. VitaMeal is "more than a meal." It does more than feed hungry bellies. VitaMeal builds strong bodies for lifelong health.

Kids in villages like Doña María's that struggle with poverty suffer from malnutrition because the food they eat is missing vitamins and nutrients that keep their bodies healthy. Their

VitaMeal/NTC and FTC Have a 10-Year Partnership with USAID (Tiwalere I & II)

受饥儿滋养计划蜜儿餐, FTC, 和美国国际开发署有10年的合作关系 (Tiwalere 项目 I 和 II)



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TIWALERE II

Status Active

Region Africa

Description
The alliance includes USAID, Feed the Children as the prime organization as well as for-profit companies, Nu Skin and Proctor and Gamble. Tiwalere II will focus on nutrition, water, sanitation, and hygiene (WASH), as well as community mobilization activities. This initiative will utilize cutting-edge, evidenced-based, behavior change methodology alongside of free market mechanisms to achieve substantial and sustainable improvement in the nutritional status of 426,259 children under five years of age, 120,529 pregnant and lactating women, 178,079 mothers of children under two, and 129,656, adolescent girls in twelve districts in Malawi by 2021. Nu-skin is providing the corn-soya blend porridge and funds for the procurement of local fruit trees. Proctor & Gamble will provide water purification tablets for use in areas where beneficiaries do not have access to safe and clean water.

Implementing Partner Feed the Children

Total Lifetime Investment \$ 39,433,744.00

USG Investment \$ 19,150,000.00

Non-USG Investment \$ 20,283,744.00

Resource Partner
[Nuskin](#)
[Proctor and Gamble](#)
[Feed the Children](#)

ACTIVITY SECTOR
[Agriculture and Food Security,](#)
[Health, Water Sanitation](#)

START YEAR 2016

END YEAR 2021

- Donate “5 VitaMeal Bags Package”
- Nourish-the-Children (NTC) will match 1 bag of VitaMeal
- USAID 1:1 Match: \$40MM commitment for 10 years between 2011-2021

- 在美国捐赠”5+1蜜儿餐”，其中含受饥儿滋养计划配赠1袋蜜儿餐
- 美国国际开发署1比1匹配：2011到2021十年间总计40百万美元的承诺

Each \$1 generates \$2.4 of social impact



\$10,000 can
donate 360
VitaMeals
(72 x 5-bags)



NTC matches
72 bags



USAID 1:1
matches
 $360 + 72 = 432$ bags,
totaling 864 bags
(~\$24,000)



\$24,000
of social
impact, serving
864 children
globally one
month of
nutritious food

2018 At-a-Glance: 44 Million VitaMeals Donated Globally

2018年概览：全球捐赠了 4400 万份蜜儿餐

Be Part of A Global Effort 600 Million and Growing

2018 by Numbers

3,138,780
meals in the Americas

33,330,000
meals in Africa

7,962,120
meals in Asia



Global Impact
Award

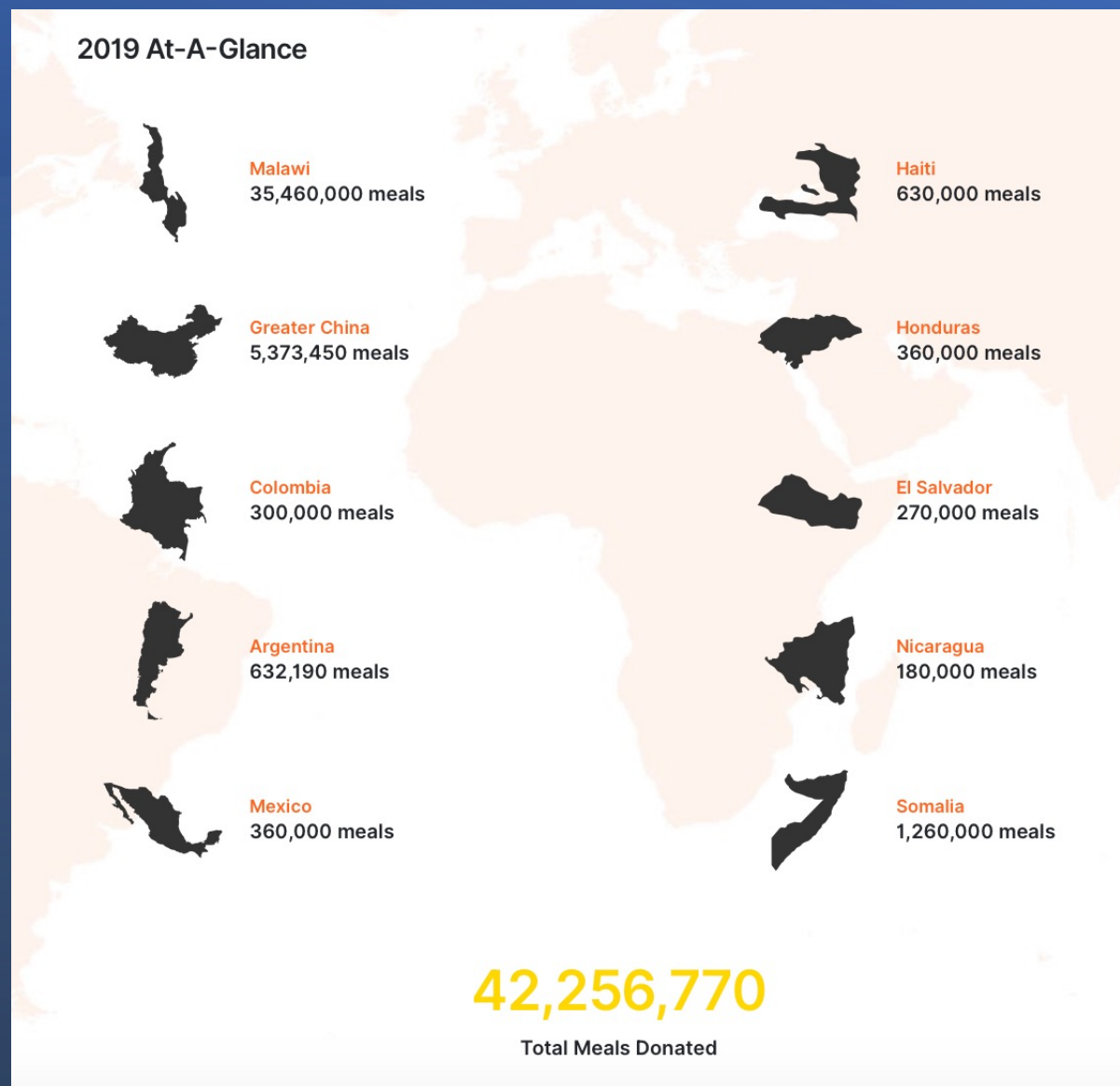


Ethos Award
Vision for Tomorrow

In 2018, **44 million meals** were purchased and donated through the Nourish the Children initiative and distributed to children in great need

2019 At-a-Glance: 42 Million VitaMeals Donated Globally

2019年概览：全球捐赠了 4200 万份蜜儿餐



2020 At-a-Glance: 46 Million VitaMeals Donated Globally Total VitaMeal Donation Reached 700 Million Since 2002

2020年概览：全球捐赠了 4600 万份蜜儿餐。自2002 年以来，蜜儿餐捐赠总额达到 7亿份



As of November 2020, 700 Million VitaMeals Have Been Donated Globally Since 2002
120,000 Children are Nourished Daily
自2002年以来截至 2020年11月, 全球已捐赠 7亿份蜜儿餐, 每天为12万儿童提供营养



Join Us: Nourish The Children Through Donation of Scientifically-Formulated VitaMeal
加入我们：一起通过捐赠蜜儿餐，给全球遭受饥饿的儿童送去科学搭配的营养蜜儿餐

