



NU SKIN®
THE DIFFERENCE. DEMONSTRATED.®

CREATING SMILES Q2.2014



NU SKIN CELEBRATES 11TH ANNUAL FORCE FOR GOOD DAY

“AT THE HEART OF OUR BUSINESS IS OUR MISSION TO BE A FORCE FOR GOOD BY EMPOWERING PEOPLE TO IMPROVE LIVES “



Nu Skin celebrated its annual Force for Good Day by inviting its employees and sales leaders to perform local service designed to help children in need. To coincide with the company’s 30th anniversary, the company also initiated a month-long campaign called, “30 Days of Giving” to extend the positive impact of its local force for good efforts. The Nu Skin family’s local outreach efforts ranged from assembling thousands of education kits and reaching out to chronically ill children to giving a \$30,000 endowed scholarship to Utah Valley University to help students achieve higher education degrees in information technology.

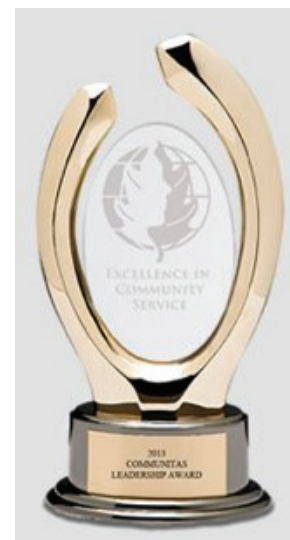
“At the heart of our business is our mission to be a force for good by empowering people to improve lives, so it seemed fitting to celebrate our 30th anniversary by coming together to be a force for good in our local communities,” said Truman Hunt, president and chief executive officer. “As we look forward to the next 30 years, we are optimistic about our ability to continue to improve people’s lives through our innovative products, rewarding business opportunities, and uplifting culture.”

The company’s Force for Good Day projects support the Nu Skin Force for Good Foundation’s mission to improve children’s health, education and economic circumstances. Read more about the various Force for Good Day projects around the world on pages 2 and 3.

NU SKIN WINS COMMUNITAS AWARD FOR COMPANY SPONSORED VOLUNTEER PROJECT

Nu Skin was honored with a 2014 Communitas Award by the Association of Marketing and Communications Professionals for its Company Sponsored Volunteer Project. The project specifically recognized the company’s tenth annual Global Force for Good Day where employees and sales leaders participated in various service projects throughout the world.

Communitas Awards recognize exceptional businesses that unselfishly donate time, money and resources to benefit their local communities. The award judges found Nu Skin clearly exhibited the spirit of communitas, a Latin word that means “people coming together for the good of a community,” with its global Force for Good Day projects.





Q2.2014

NU SKIN FORCE FOR GOOD FOUNDATION HIGHLIGHTS

2014 FORCE FOR GOOD DAY MAKES LARGEST GLOBAL IMPACT IN NU SKIN HISTORY

The world-wide Nu Skin family of employees and distributors banded together to be a force for good by serving their local communities for the 11th Annual Force for Good Day. The global regions provided aid and support for children by improving health, education and economic opportunity in their local communities. The highlights below summarize the service activities employees and sales leaders participated in, which exemplifies the Nu Skin’s family commitment to improve lives and make a positive difference to those who need it the most.

THE AMERICAS

• Canada: Nu Skin Canada hosted its second annual Nu Skin Force for Good Butterfly Day at the Cambridge Butterfly Conservatory. Thirteen families, including 13 children with Epidermolysis Bullosa, participated in a scavenger hunt and made crafts to help DEBRA Canada raise awareness for EB and, of course, provide support and comfort to the children with EB. In addition in Toronto, employees assembled and donated 300 lunch bags to feed the city’s homeless population.



CANADA

• United States: Nu Skin North America assembled educational kits for 30 Title I Schools, totaling to nearly 10,000 kits, 630 learning kits and more than 5,000 children’s books. In addition the Nu Skin Force for Good Foundation provided a \$30,000 endowment scholarship to Utah Valley University.



UNITED STATES

EUROPE, MIDDLE EAST, AND AFRICA

• EMEA: At the EMEA headquarters in Belgium, employees and distributors purchased more than 3,000 meals for mothers and young children experiencing financial difficulties.

• Northern Europe: Nu Skin Northern Europe hosted three events in Oslo, London and Copenhagen to purchase 30 beds for a Romanian orphanage.

• Germany: Nu Skin Germany employees assisted in funding a benefit concert for children with cancer. Employees and their families manage registration and raise money.

• Hungary: Nu Skin employees painted a children’s sport club. Budapest Honved Sport Club produced 42 Olympic champions but didn’t have the funds to renovate the property. Nu Skin employees purchased supplies and renovated the club for hundreds of children who use the facility.



HUNGARY

• Russia: Nu Skin Russia supported 300 children in Moscow boarding schools who have articulation and speech disorders. Employees served lunches, donated toys and sponsored sport competitions. Company employees also cleaned and landscaped school grounds.

• South Africa: Employees partnered with Siyandlulisa, a ministry organization, to educate and feed street children. Employees donated toys, books, food and children’s clothing to the community library.



RUSSIA

Q2.2014

NU SKIN FORCE FOR GOOD FOUNDATION HIGHLIGHTS

GREATER CHINA

- Greater China: Employees volunteered to bring gifts and spend Children’s Day with nearly 8,500 pupils attending the Fengxian Starlight Primary School and 15 Nu Hope Schools. Also, Nu Skin Greater China recycled more than 20,000 empty bottles of Nu Skin product to support environmental responsibility.
- Taiwan: Nu Skin Taiwan employees joined with the Eden Social Welfare Foundation to participate in activities that benefitted Ai Di Conservation Center residents with disabilities.

NORTH ASIA

- Japan: Nu Skin employees assembled 7,500 “Kits for Kids” and “Smile Libraries” for 39 elementary schools. Employees also donated books and bookshelves to elementary-aged children.
- Korea : Nu Skin employees participated in preparing and sharing 700 ‘Love Lunch Boxes’ in five regions across the nation with undernourished children, people with disabilities and the elderly. As an expansion of monthly force for good activities, co-aligned with World Vision and in celebration of Nu Skin’s 30th anniversary, special postcards and meals of fruit desserts were also delivered.

SOUTHEAST ASIA AND PACIFIC

- Pacific Region: Nu Skin Pacific Region’s 30 employees donated 30 boxes of clothing to the Australian Red Cross as part of its Winter Appeal campaign.
- Indonesia: Nu Skin employees in Indonesia celebrated with children who had received treatment through the Children’s Heart Fund and their families by taking them to Kidzania, an educational indoor theme park. The Children’s Heart Fund provides funds for lifesaving corrective heart surgeries for underprivileged children suffering from congenital heart disease.
- Malaysia: Nu Skin Malaysia sponsored kids for an educational tour of Aquaria KLCC, an aquarium that showcases animals and marine life from Malaysia and around the world, and ate lunch with the children at a themed restaurant.
- Philippines: Nu Skin employees assembled back-to-school kits for children associated with the CHILD Foundation, a local heart fund organization. Students received new school supplies including school bags and lunch kit.
- Singapore: Nu Skin Singapore hosted movie screenings for 30 families with chronically ill children and assembled Nu Skin Smile Packs for pediatric cardiac patients.
- Vietnam: Nu Skin Vietnam donated school bags to children with heart disease and visited chronically ill patients at local hospitals.



SOUTH AFRICA



KOREA



CHINA



JAPAN



VIETNAM

NU SKIN FORCE FOR GOOD FOUNDATION HIGHLIGHTS

THE NU SKIN GREATER CHINA CHILDREN'S HEART FUND GIVES NEW LIFE TO XIAOKANG

Meet Xiaokang. Xiaokang is an only child, and his poor health was a great concern for his parents. They sought assistance from the Nu Skin Greater China Children's Heart Fund so their son could receive the surgeries he needed. Through the generous donations of the Greater China Heart Fund, Xiaokang has undergone two successful heart operations. Today, Xiaokang is smiling and so is his mother. Although Xiaokang's congenital single ventricle disease cannot be completely cured, Xiaokang can now grow up to become a strong, healthy young man.

The Greater China Children's Health Fund provides lifesaving corrective heart surgeries for children suffering from congenital heart disease whose families cannot afford such operations. If you would like to donate to the Greater China Children's Heart Fund and help other children like Xiaokang, please donate now at ForceforGood.org.



FOUNDATION CHARITY PARTNER SEACOLOGY HELPS CHILDREN IN MICRONESIA

In Pohnpei, Micronesia, Seacology provided funds for the Conversation Society of Pohnpei to build a community center at the Lukop Elementary School. The center will be used as a conservation conference center and a meeting place for youth.

The building was constructed as the result of an exchange to preserve a 752-acre marine area in the Nanweep reef system, which is ranked as an Area of Biological Significance (ABS). The protected coral reef is now a no-take zone for a minimum of 10 years to preserve spawning and serve as an aggregation site for a range of fish species.





Q2.2014

NOURISH THE CHILDREN HIGHLIGHTS

42%

INCREASE IN VITAMEAL DONATIONS FROM LATIN AMERICA FROM Q1 2014 TO Q2 2014

2,160,000

MEALS TO LATIN AMERICAN PROJECTS IN Q2 2014

82,817

AVERAGE NUMBER OF CHILDREN NOURISHED DAILY IN MALAWI DURING Q2

374,719,230

NUMBER OF MEALS DONATED THROUGH THE SECOND QUARTER OF 2014

THE NOURISH THE CHILDREN INITIATIVE

DISTRIBUTION TOTALS: APRIL-JUNE 2014

DESTINATION	BAGS
MALAWI	248,451
HAITI	42,000
GUATEMALA	36,000
CAMBODIA	16,800
ARMENIA	12,000
HONDURAS	12,000
NORTH ASIA	9,600
NICARAGUA	6,000
PHILIPPINES	6,000
EL SALVADOR	6,000
GUYANA	6,000
TRINIDAD	6,000
DOMINICAN REP	6,000
ZAMBIA	6,000
CANADA	1,800
TOTAL	420,651



MEET JAY-R

Four-year-old Jay-R was born with a backbone problem, which caused him to stand improperly. While Jay-R's parents had to spend much of their time working on their small family farm, they soon realized they needed to focus full-time on his care. The parents struggled to meet his nutritional needs and worried about their son's weight loss. Working with NTC initiative charity partner, Feed the Children, Jay-R joined a VitaMeal feeding program and gained nearly four pounds in three months.

Generous purchases and donations of VitaMeal are changing lives all over the world. To learn more about the Nourish the Children initiative and how to get involved, visit NourishtheChildren.com.

The Nourish the Children initiative is social enterprise developed to effectively address the overwhelming problem of hunger and malnutrition. The initiative combines the skills and resources of a for-profit company with the reach and heart of non-profit charities to nourish tens of thousands of malnourished children every month. The price charged by Nu Skin for VitaMeal includes the cost of manufacturing, general overhead, distribution, sales, and commissions to Nu Skin distributors, as well as a reasonable profit margin.