Our Mission

Our mission is to create a better world for children by improving human life, continuing indigenous cultures, and protecting fragile environments.
In 1984, we set out to build a business centered on providing products containing “all of the good, none of the bad.” Today, Nu Skin Enterprises has become a company that not only provides good products, but has also established a culture that fosters the good in everyone. As our financial success grew, we saw an eminent need to give back in a way that would truly make a positive impact on thousands of people—particularly children.

We formally established the Nu Skin Force for Good Foundation in 1996, a non-profit organization with a mission to create a better world for children by improving human life, continuing indigenous cultures, and protecting fragile environments. Ten years and more than $15 million in Foundation grants later, we have been first-hand witnesses of the tremendous impact the Nu Skin Force for Good Foundation has made throughout the world. From building primary schools in China to providing funds to research a cure for the devastating disease, Epidermolysis Bullosa, the Foundation’s driving force has been to improve the lives of children. We have always believed that by changing the lives of children today, we improve the lives of generations to come.

As we reflect on the past ten years of the Foundation and look forward to the potential we have to help even more children in the future, we are deeply grateful to those who have made donations of money and time to ensure that we are able to be a strong force for good throughout the world.

May we express sincere thanks to the dedicated distributors, customers and individual contributors who have given of themselves on behalf of children in the most humble circumstances. It is only by stepping outside of ourselves and finding happiness through helping others that we truly feel success in this life.

Blake M. Roney
Chairman of the Board, Nu Skin Enterprises

M. Truman Hunt
President, Chief Executive Officer, Nu Skin Enterprises

Sandie N. Tillotson
Senior Vice President, Nu Skin Enterprises

STEVEN J. LUND
Vice Chairman of the Board, Nu Skin Enterprises
From its founding more than 23 years ago, Nu Skin Enterprises’ mission has been to improve people’s lives—through quality products, rewarding business opportunities and an uplifting and enriching culture.

In a 1993 convention speech, Blake Roney, chairman and co-founder of Nu Skin Enterprises, used the phrase “force for good” as he shared his vision of what he wanted the company, its distributors and employees to become—a force for good in the world. This phrase articulated the company’s values, serving as the central theme of the company’s overall mission and the center of its philanthropic efforts—the Nu Skin Force for Good Foundation.

The company’s force for good efforts were originally created as a campaign in conjunction with the introduction of the Nu Skin® Epoch® product line. This unique brand of skin and hair care products was developed through a partnership with the world’s leading ethnobotanists—scientists who study the relationship between plants and indigenous cultures. A donation of $.25 from the sale of each Epoch product went to fulfilling the campaign’s efforts to ensure that the environments, languages, lifestyles, and traditions of indigenous people around the world are preserved.

Not long after the original campaign kicked off, Nu Skin Enterprises saw the need to formalize its philanthropic endeavors by creating an official Foundation—the Nu Skin Force for Good Foundation. The mission of the foundation was broadened to emphasize its support for children—specifically, by creating a better world for children by improving human life, continuing indigenous cultures and protecting fragile environments.

From its first project to support the traditions and environment of the people living in the Falealupo village in Western Samoa to the now hundreds of projects completed in more than 50 countries, the Nu Skin Force for Good Foundation is committed to making a difference for thousands, if not millions, of children for generations to come.
Twenty-five cents from the sale of each of Nu Skin’s Epoch® line of personal care products is donated to the Nu Skin Force for Good Foundation; the Nu Skin Force for Good Foundation bronze statue welcomes guests to Nu Skin Enterprises’ worldwide headquarters in Provo, Utah.
Since 1996, the Nu Skin Force for Good Foundation has supported research to help children affected by EB, including 4-year-old, Zachary Troop.
In 1996, the Nu Skin Force for Good Foundation was introduced to Lynn Anderson. Her two children suffered and eventually died from a severe skin disorder known as Epidermolysis Bullosa. This devastating disease causes the development of blisters or open sores which never go away and can cover as much as 75 percent of the body. After losing her son and daughter, Lynn and her husband Gary became champions for EB children by establishing the Epidermolysis Bullosa Medical Research Foundation (EBMRF) in 1991.

“Words seem inadequate in expressing how grateful we are for Nu Skin,” said Lynn Anderson. “Without question, Nu Skin support has been the indispensable backbone of our effort to create new and healthy skin for EB children. It is no exaggeration to say that Stanford wouldn’t be nearly as close to treating EB children had Nu Skin not contributed generously in every way. Hopefully we will celebrate that miraculous day soon!”

Since establishing a partnership in 1996, the Nu Skin Force for Good Foundation has made quarterly monetary donations to EBMRF, which are then given to the Stanford University Department of Dermatology where under the direction of Dr. Alfred Lane, extensive research efforts are being performed in search of a cure for EB. In addition, $.25 from the sale of each of Nu Skin’s popular Epoch® Glacial Marine Mud” goes to support EB research. The Foundation's partnership with EBMRF has caught the attention of people worldwide and has been recognized with the prestigious Gold Triangle Award from the American Academy of Dermatology.

The Foundation holds a special place for EB children and hopes to help find a cure to relieve the pain and suffering these children live with everyday. Most recently, doctors at Stanford have made significant breakthroughs in an efficacious treatment for children suffering from EB.
In 1991, ethnobotanist Dr. Paul Cox founded the Seacology Foundation to preserve the environments and cultures of islands throughout the world. In 1996, the Nu Skin Force for Good Foundation established a partnership with Seacology to help protect fragile island environments for indigenous people for generations to come. The Nu Skin Force for Good Foundation is a major contributor to the Seacology Foundation, with much of these funds generated from the sale of Nu Skin’s Epoch® line of skin and hair care products.

“Seacology projects, such as schools, medical clinics, and water supplies are very important to the villagers on islands throughout the world,” said Dr. Cox. “In return, the villagers have been able to set aside nearly 100,000 acres of rainforests and other island habitats, and over 1.7 million acres of coral reefs and marine resources. This record of conservation partnerships simply would not have been possible without the support of the Nu Skin Force for Good Foundation. Thank you to Nu Skin for supporting these win-win conservation partnerships with indigenous peoples.”
The Falalupi Village Aerial Walkway was the Foundation’s first project. The walkway continues to provide economic support to the community’s indigenous culture and educational needs. Photo courtesy of Seacology.
The Foundation is helping provide a better future for children throughout Africa, including youngsters in Malawi, Ethiopia and Mali. Photos courtesy of the Ouellesebougou-Utah Alliance and Children of Ethiopia Education Fund (COEEF)
AFRICA

FROM SUPPORTING EDUCATION TO PROVIDING ESSENTIAL HUMAN SERVICES, THE NU SKIN FORCE FOR GOOD FOUNDATION™ HAS A LONG-STANDING COMMITMENT TO HELPING CHILDREN IN AFRICA. HIGHLIGHTS OF THE 2006 DONATIONS IN AFRICA INCLUDE:

Build a Village Project (Malawi)
The Build a Village Project was initiated in early 2006 to establish a learning village for the people of Malawi. Working in connection with multiple agencies including the Malawi government, Ministry of Forestry, Ministry of Finance, Ministry of Agriculture and the Bunda College of Agriculture at the University of Malawi, the project is designed to help the people of Malawi learn essential skills to provide for self-sufficiency and independence. More than 100 people will eventually live in the village for up to a 2-year period to learn new skills in farming, carpentry, and fishing. The village is now in its initial operating stages and the Nu Skin Force for Good Foundation will celebrate the official grand opening in June 2007.

The Malawi Project (Malawi)
As part of the Foundation’s ongoing support to the nation of Malawi, the Nu Skin Force for Good Foundation donated funds in 2006 to purchase school supplies for more than 5,000 orphaned children living in Malawi.

Children of Ethiopia Education Fund (Ethiopia)
The Children of Ethiopia Education Fund works to improve the lives and future of young girls in Ethiopia—primarily by providing them with a strong educational experience. The Foundation donated funding in 2006 to provide 30 scholarships for these girls, with an additional donation to purchase school lunch for 30 high school girls for the school year.

Opportunity Fund for Developing Countries (Kenya)
The Opportunity Fund for Developing Countries has a goal of providing a better life for children living in rural parts of the world. The Foundation donated funding to provide uniforms, text books, and school supplies for at least 100 children in Kenya for the 2007 school year.

Ouelessebougou–Utah Alliance (Mali)
Since 1985, the Ouelessebougou–Utah Alliance has been working to improve the lives of those in Ouelessebougou, a region of Mali in West Africa. Part of their efforts are focused on locating and facilitating the use of clean water for the people of this area. The Foundation made a donation to purchase three drinking water wells in 2006.
The Nu Skin Force for Good Foundation™ Contributors

The Nu Skin Force for Good Foundation wishes to thank those who give of themselves in order to make a difference in the lives of so many children. This list of donors reflects contributions made in 2006.

### Hands of Hope

**$20,000 +**

- Lang Chou
- Masayuki and Tamako Kishimoto *
- Steve and Kalleen Lund
- Blake and Nancy Roney
- Pat and Marguerite Sung
- Craig Tillotson
- Sandie Tillotson

### Hands of Happiness

**$10,000 - $19,999**

- Easy Shine International Enterprises Ltd.
- Lee, Sun Ae
- Long Benefit Enterprises LTD.
- (Kabu) Hongo
- Min, Seung Jong
- Lee, Sun Kyung
- Angela Liew
- Mark and Jerri Mabry
- Nu You (Hong Kong) Limited
- Matsuno Kuhara Patrick *
- Platinum Elite Award Winners of SEA
- CHF Project
- TRP Japan Co. LTD.

### Hands of Helping

**$1,000 - $4,999**

- Won, Jong Ae
- (Kabu) All Hands
- Liv Sjolie and Chris Amble
- (Yuu) Andiamo
- Tomoki Arashima *
- Tsunehiko Baba
- (Kabu) Bagus International
- Dr. Larry and Debbie Barnhill
- Gene and Marci Berry
- (Yuu) Bow Blue
- Steve and Melyn Campbell
- Clint and Carolyn Casey
- Shu Hsiang Chang
- (Yuu) Changes
- Akemi Chiba
- Kari Og Jørn Dalen
- (Yuu) Dix International
- Keang C and Lan Q Duong
- Choe, Jeong Eui
- Euro Asset Management (Kabu)
- (Yuu) Fantasy
- Gary Freireich
- Kunihiko Fukui
- Miyuki Funabiki
- Rich Furlanic
- Noriko Furusu
- Gagner Group
- (Yuu) Global Net
- Great Vision Enterprises
- (Kabu) Green
- Kim, Young Gu
- Kim, Mi Gyeong
- Etsuko Hagawa
- Miyuki Harada
- (Yuu) Harajuku
- Tamaru Hashikawa
- Paula Hawkins
- (Yuu) Heart Enterprise
- (Yuu) Heart Enterprise FFG Cruising

### Hands of Healing

**$5,000 - $9,999**

- Yoshio Andou
- (Yuu) Avantra LTD
- Napat Charusombat
- TK Dodd
- Andrew Fan
- Tomohiko Hashikawa
- Truman and Linda Hunt
- Ryu, Jae Jo
- Lee, Soon Lim
- Kathleen Kennedy-Olsen
- (Yuu) People Net
- Scott and Julia Schwerdt
- John and Giselle Sexsmith
- Kim, Ha Soo
- Shin, Hyun Sook
- (Kabu) Sowarbe
- (Kabu) T.C. Pro International
- (Kabu) All Hands
- Liv Sjolie and Chris Amble
- (Yuu) Andiamo
- Tomoki Arashima *
- Tsunehiko Baba
- (Kabu) Bagus International
- Dr. Larry and Debbie Barnhill
- Gene and Marci Berry
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- Kim, Mi Gyeong
- Etsuko Hagawa
- Miyuki Harada
- (Yuu) Harajuku
- Tamaru Hashikawa
- Paula Hawkins
- (Yuu) Heart Enterprise
- (Yuu) Heart Enterprise FFG Cruising
We appreciate all donations made to the Nu Skin Force for Good Foundation. We want to also thank the Friends of the Foundation who have donated up to $1,000. Due to the hundreds of generous individuals who make donations at this level, we have listed their names on the Foundation’s Web site at www.forceforgood.org under the giving section.

*Contributed directly to Seacology
The Nu Skin Force for Good Foundation™ partnered with numerous non-profit organizations in the Americas and European region to help important children’s causes. Below is a sampling of projects that the Foundation was able to support in the region during 2006:

**Americas & Europe**

**Angel Guardian Foundation (Colombia)**
The Angel Guardian Foundation was created to help children living in some of the poorest regions of South America. In 2006, the Nu Skin Force for Good Foundation provided funding to the Angel Guardian Foundation to purchase school uniforms and supplies, library books, computers and other equipment in Colombia.

**Eye Care for Kids Foundation (United States)**
The Eye Care for Kids Foundation provides eye care and vision education for needy children throughout the state of Utah. The organization provides this important treatment, in part through a mobile unit that travels to rural parts of the state to provide eye care services. The Nu Skin Force for Good Foundation donated funds to purchase equipment, eyeglass frames and lenses for the traveling mobile unit that hopes to help more than 5,000 children each year.

**The TOUCH Project (Ukraine)**
Since 2003, the Nu Skin Force for Good Foundation has developed a relationship with The TOUCH Project, providing support for nearly 400 children living in the Chaslivtsi Orphanage in the Ukraine. More recently, the Foundation provided funding for upgrades to the orphanage’s classrooms, as well as expansion of the outdoor playground area. In addition to the Foundation’s support, many Nu Skin distributors and employees have given individual donations directly to the orphanage.

**Valeria Foundation Donation (Mexico)**
Since 2004, the Foundation has teamed with distributors from Mexico to provide funding and other resources to the Valeria Foundation that serves disabled children. The Valeria Foundation is an organization that is committed to helping children with learning disabilities receive the proper developmental and educational attention they need. In 2006, Nu Skin Mexico and the Nu Skin Force for Good Foundation made a donation for the construction of a neurological stimulation room to be built for the children.
New school facilities and playground equipment bring smiles to the faces of children living at the Chasliwtsi Orphanage in the Ukraine, while in Mexico, children with learning disabilities welcome the construction of a neurological stimulation room at their school. Photos courtesy of The TOUCH Project and the Valeria Foundation.
Foundation supporters help raise funds for lifesaving heart surgeries and more than 1,600 children in rural parts of China are attending Nu Hope Primary Schools thanks to the Nu Skin Force for Good Foundation.
IN 2006, THE FOUNDATION WAS INFLUENTIAL IN A RANGE OF WORTHWHILE PROJECTS—FROM BUILDING SCHOOLS FOR UNDERPRIVILEGED YOUNGSTERS IN MAINLAND CHINA TO SUPPORTING YOUTH EDUCATIONAL OPPORTUNITIES IN TAIWAN AND HELPING PROVIDE CRITICAL MEDICAL CARE FOR CHILDREN IN HONG KONG.

**Children Heart Foundation (Hong Kong)**
The company’s distributors and employees in Hong Kong made generous contributions in 2006 to the Children’s Heart Fund, an organization that provides life-saving surgeries to children with heart disease. Their support of this important cause included a charity walk in October 2006 involving 2,000 distributors who raised more than $90,000 for the Children’s Heart Fund. Nu Skin was recognized as the most represented organization participating in the Children’s Heart Fund walk and also raised the most money for the organization.

**Eden Social Welfare Foundation and the Nu Café (Taiwan)**
In keeping with the force for good spirit of the Foundation, in 2006 Nu Skin Taiwan established a partnership with the Eden Social Welfare Foundation, an organization that works to provide meaningful opportunities for minority and marginal groups in developing countries. Nu Skin Taiwan developed the Nu Café, providing more than 40 job opportunities to disabled individuals. In addition, one hundred percent of the proceeds from the café are given directly to the Eden Social Welfare Foundation.

**Lifeline Express Hong Kong Foundation (China)**
Lifeline Express is a caravan of three trains that travel to lesser developed regions of China offering free eye surgeries to the blind and visually impaired. Since its beginning, Lifeline Express has provided for 56,000 surgeries. The donation made by the Nu Skin Force for Good Foundation and Nu Skin China provided for approximately 300 surgeries.

**Nu Hope Primary Schools (China)**
In 2002, the Nu Skin Force for Good Foundation and Nu Skin Enterprises set out to help children living in rural parts of mainland China by providing opportunities to gain a good education. Joining with the China Hope Project, the goal was to build a Nu Hope Primary School in each province of China (equaling a total of 30 schools). To date, six schools have either been completed or are currently under construction or in planning stages in the following provinces: Zhejiang, Guangdon, Jiangsu, Zhejiang, and Jiangxi. Already, more than 1,600 children are attending Nu Hope Schools in China, with many more having the opportunity as more schools are built.

*These force for good inspired projects are organized and carried out through the respective markets of Nu Skin Enterprises. To ensure a seamless delivery of funds for these projects, contributions went directly from the market to the non-profit organization.
From supporting EB research to providing meals to the hungry, the Foundation and its supporters in North Asia made a difference for those in need during 2006.

Hokkaido University – EB Research (Japan)*
The Nu Skin Force for Good Foundation™ has been committed to finding a cure for Epidermolysis Bullosa (EB) for many years. In addition to the important work being done at Stanford University’s Nu Skin Center for Dermatological Research, Hokkaido University in Japan is also conducting EB research. Many Japanese distributors are consistently contributing to this important work.

Second Harvest (Japan)*
Nu Skin Enterprises distributors and employees in Japan have dedicated part of their force for good efforts to Second Harvest, an initiative helping to distribute food to those in need. Second Harvest is a primary provider of food supplies for the less fortunate. Each year, Second Harvest delivers many tons of food products to thousands of individuals and organizations including low-income families, the elderly, orphanages and women’s shelters throughout Japan.

World Vision Lunch Feeding Program (Korea)
The World Vision Feeding Program provides nutritious meals to children in Korea who would otherwise go without anything substantial to eat. In order to facilitate quick delivery of these meals, the Nu Skin Force for Good Foundation and Nu Skin Korea donated funds in 2006 to purchase a delivery van for the program. Already the van has been used to provide thousands of meals to needy children in Korea.

*These force for good inspired projects are organized and carried out through the respective markets of Nu Skin Enterprises. To ensure a seamless delivery of funds for these projects, contributions went directly from the market to the non-profit organization.
Well-deserving families in Japan and Korea welcome food donations provided through partnerships with Second Harvest and the World Vision Lunch Feeding Program.
In addition to receiving critical cardiac care in Thailand, children in the South Asia and Pacific region enjoy new school facilities and supplies from the Nu Skin Force for Good Foundation. Photos courtesy of Rising Star Outreach and the Pediatric Cardiac Surgery Foundation.
DURING 2006 THE NU SKIN FORCE FOR GOOD FOUNDATION™ ACTIVELY SUPPORTED MANY CHILDREN’S CAUSES IN THE SOUTH ASIA & PACIFIC REGION—AN AREA WHERE FOUNDATION SUPPORTERS HAVE ALSO BEEN ACTIVE IN HELPING CREATE A BETTER WORLD FOR CHILDREN, INCLUDING:

**Deseret International Foundation (India)**
The Nu Skin Force for Good Foundation has developed a long-standing relationship with the Deseret International Foundation whose purpose is to provide much-needed medical care, such as cataract surgery, cleft lip repair and dental procedures to children in some of the poorest regions of the world. In 2006, the Foundation made a donation to Deseret International to purchase equipment and supplies for approximately 650 eye surgeries and 5,000 eyeglasses for the people of Gurgon, India.

**Harvest Centre, New Covenant Community (Malaysia)**
The Harvest Centre (or New Covenant Community) focuses on providing day care and non-formal education to children and youth from poor urban communities in Malaysia. In 2006, local Nu Skin Enterprises employees and distributors came together to help the Harvest Centre to help provide a better life for these children. Their contributions included the donation of a new van to transport the children to and from school, as well as a large food donation for the children and their families.

**School Rebuilding Project (Indonesia)**
Following the devastating earthquake that hit the Central Java area of Indonesia in May of 2006, thousands of children were left without a place to meet for school. The Nu Skin Force for Good Foundation and it local supporters stepped in to provide funds for the reconstruction of three schools in this region, providing hope for a brighter future.

**Southeast Asia Children Heart Fund (Southeast Asia)**
Each year, approximately 5,000 newborns in Thailand are born with congenital heart disease. Many of these children are from underprivileged families. In 1998, the Nu Skin Force for Good Foundation, as well as distributors and employees from the Southeast Asia region established an initiative to provide ongoing funding to the Pediatric Cardiac Surgery Foundation. The Pediatric Cardiac Surgery Foundation’s mission is to help save the lives of children born with heart disease. To date, this program has saved the lives of approximately 2,000 children.

*These force for good inspired projects are organized and carried out through the respective markets of Nu Skin Enterprises. To ensure a seamless delivery of funds for these projects, contributions went directly from the market to the non-profit organization.*
ONE HUNDRED PERCENT OF THE FUNDS DONATED TO THE NU SKIN FORCE FOR GOOD FOUNDATION™ ARE DIRECTED TO CHILDREN’S CAUSES THROUGHOUT THE WORLD. OVERHEAD AND ADMINISTRATIVE COSTS FOR THE FOUNDATION ARE DONATED BY NU SKIN ENTERPRISES.

**Breakdown of Project Funds**

- **Education**
- **Health Care**
- **Basic Needs (food/shelter)**
- **Protection of Indigenous Cultures and Environments**

**Nu Skin Force for Good Foundation**

2006 Financial Summary

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** Interest, Bank Charges, Accounting, Tax Filings, Etc.**
The 2006 Year in Review highlights just some of the many worthwhile projects supported by the Nu Skin Force for Good Foundation. For a complete listing of the Foundation’s international projects, please visit www.forceforgood.org.