



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®

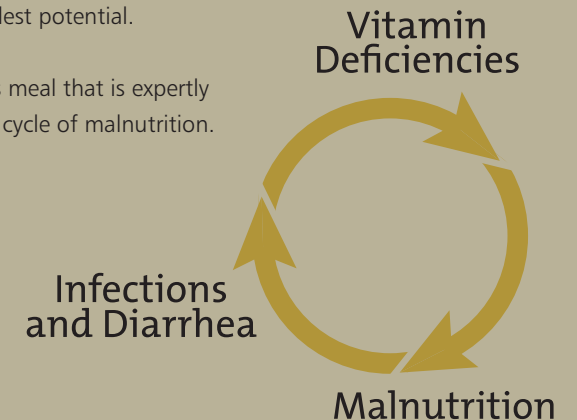
AN INITIATIVE OF NU SKIN ENTERPRISES

Nourishing, not just feeding, hungry children.

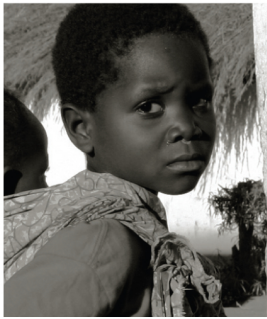
VitaMeal® was designed with expert advice from Ken Brown, M.D. of the University of California at Davis. Dr. Brown is a world expert in the field of childhood nutrition in Third World countries.

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.







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.

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|-----------|---|--|
| Vitamin A | <p><i>VitaMeal has 5-10 times more Vitamin A than corn meal.</i> 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><i>VitaMeal provides much needed Vitamin C.</i> 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><i>VitaMeal provides much needed Vitamin D.</i> 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><i>VitaMeal has 20 times more Zinc than corn meal.</i> 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> |  |

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|-------------------------------------|--|---|
| Iron & Copper | <p><i>VitaMeal has 5 times more Iron and 10 times more Copper than corn meal.</i> 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><i>VitaMeal has 10 times more Potassium than corn meal.</i> 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><i>VitaMeal has 20 times more Iodine than that found in corn meal.</i> 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><i>VitaMeal has 50 times more calcium, 11 times more magnesium, and 14 times more phosphorous than corn meal.</i> 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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