

# VitaMeal™

## -Roasted Maize & Soya Bean Porridge-



*“Our mission  
from the very beginning has been to be a  
force for good in the world.  
The Nourish the Children Initiative  
allows us the opportunity to  
make a difference in the lives of malnourished and  
starving children.  
I can’t think of a better way  
to be a force for good.”*

-Blake Roney-  
Chairman of the Board Nu Skin Enterprises



NOURISH THE CHILDREN™  
AN INITIATIVE OF NU SKIN ENTERPRISES

Over five million children die every year due to malnutrition. Millions do survive, but with their growth and intelligence stunted due to lack of vital nutrients. These statistics are what propelled Nu Skin Enterprises to establish the Nourish the Children Initiative and introduce VitaMeal™. The Nourish the Children Initiative unites Nu Skin Enterprises (NSE) with our extensive worldwide distributor force in nourishing the world's hungry children. We will accomplish the mission of being a force in saving children's lives by combining company product donations with voluntary product donations from our global distributor force and their customers. Every donation will reach needy children through select, reputable relief agencies that frequently report on the progress and health of children nourished by the initiative. VitaMeal's wholesome food ingredients provide the right amount of calories, proteins, fats, carbohydrates, vitamins and minerals that undernourished children need in order to grow and develop to their full potential. They are also more likely to avoid conditions like vitamin A deficiency (a leading cause of blindness) and zinc deficiency (widespread in developing countries and can cause growth retardation, making children vulnerable to infections and diarrhoea).

## VitaMeal Roasted Maize & Soya Bean Porridge



From December 2004 all Nourish the Children donations sent from Europe consist of VitaMeal, specifically VitaMeal Roasted Maize & Soya Bean Porridge and are manufactured and donated within Malawi, Africa. The Rice and Lentil meals that were donated up until December 2004 were very well received by the children of Malawi, however rice and lentils are traditionally not

the food that they were accustomed to eating. Therefore Nu Skin

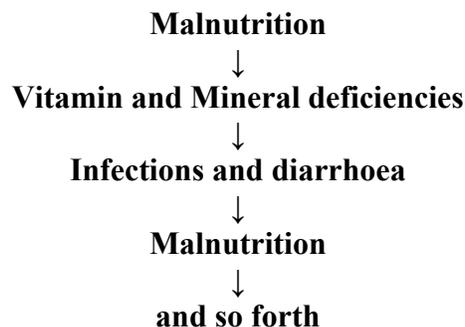
Enterprises (NSE) travelled to Malawi to better understand and investigate their dietary habits. It was discovered that the people of Malawi are accustomed to eating porridge made of roasted maize (corn) and soybeans, so NSE then formulated a food that uses these ingredients, but also matches the nutritional profile designed for VitaMeal Rice and Lentil. VitaMeal Roasted Maize & Soya Bean Porridge contains 25 essential vitamins and minerals just as VitaMeal Rice and Lentil, containing a balance of protein, carbohydrate, calories and electrolytes. It also includes zinc to address diarrhoea and vitamin A to prevent the blindness that is so common in Africa. VitaMeal Roasted Maize & Soya Bean Porridge is designed specifically to appeal to the children of Malawi while including optimum nutrition for malnourished children.



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## Key Benefits

- VitaMeal is a highly nutritious meal that is expertly designed to address the needs of malnourished children.
- VitaMeal was designed with expert advice from Ken Brown (original creator of the rice and lentil VitaMeal), M.D. of the University of California at Davis. Dr Brown is a renowned world expert in the fields of childhood nutrition in Third World countries.
- VitaMeal's wholesome food ingredients provide the right amount of calories, proteins, fats and carbohydrates that undernourished children need to grow and develop to their fullest potential.
- 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.
- VitaMeal is high in Vitamin A. Vitamin A deficiency is the leading cause of blindness in children worldwide. Xerophthalmia, is a key factor for child mortality and affects 125-250 million children in 90 Third World countries (Furr HC: Retinol; In: Encyclopaedia of Human Nutrition; Sadler MJ et al., eds., Academic Press 1999). Vitamin A is also essential for normal immune function to help fight infectious diseases that are common in developing countries.
- VitaMeal is high in zinc. Zinc deficiency is widespread in developing countries, causes growth retardation and makes children vulnerable to infections and diarrhoea. Diarrhoea disease is estimated to kill over 3 million children every year worldwide and zinc supplementation reduces the duration and severity of childhood diarrhoea.
- VitaMeal is unique, because it helps break the vicious cycle of malnutrition.
- Ordinary relief programmes may provide enough calories and protein, but typically lack the vitamins and minerals it takes to restore normal immune function.
- VitaMeal provides generous amounts of bone nutrients (Ca, Mg, P, Vitamins D and K) for normal growth and skeletal development.
- VitaMeal contains high amounts of the essential fatty acids, which are required for normal brain development, skin health and immune defence.
- VitaMeal provides electrolytes, especially potassium, which are needed to maintain normal fluid balance and muscle function, especially in malnourished children.
- VitaMeal has a great tasting roasted maize and soy bean formula that people in Malawi are accustomed to eating.



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## Key Ingredients



**Roasted Soybeans:** Native to East Asia, soybeans have been a major source of protein for many around the world for over 5,000 years. Soybeans are high in protein and fibre, low in carbohydrates and are nutrient-dense. Soybeans, compared with other legumes, are higher in essential fatty acids and are a good source of calcium, magnesium, thiamin (vitamin B1), riboflavin (vitamin B2), fibre, folic acid and iron.

**Roasted Maize:** Maize is a gigantic domesticated grass (*Zea mays*) of tropical Mexican origin. It is used to produce grain that is the basis of a number of foods. Maize is produced in many countries around the world and is the third most planted field crop, after wheat and rice.

## Other Ingredients

Roasted maize, roasted soybeans, dicalcium phosphate, potassium chloride, magnesium oxide, calcium carbonate, ascorbic acid, zinc gluconate, vitamin E, folic acid, beta-carotene, pantothenic acid, niacinamide, copper gluconate, manganese sulfate, reduced iron, vitamin K, vitamin A, sodium selenite, vitamin B6, vitamin D3, thiamine mononitrate, riboflavin, vitamin B12, chromium chloride, potassium iodide, biotin.

## Frequently Asked Questions

Q. What is the shelf life of VitaMeal?

A. VitaMeal has a shelf life of two years.

Q. How many meals are there in one VitaMeal package?

A. In each package there are 30 child meals or 15 adult meals.



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# Nutritional Information

Serving Size (128g)	
Serving Per Container 15 (30 Child servings)	
<b>Amount Per Serving</b>	
Calories 480	
Calories from Fat 90	
Calories from Saturated Fat 15	
	<b>% Daily Value</b>
Total Fat 10g	0.16
Saturated Fat 1.5g	0.07
Stearic Acid 0g	
Polyunsaturated Fat 2.5g	
Monounsaturated Fat 2.5g	
Cholesterol 0mg	0
Sodium 10mg	0
Potassium 890mg	0.25
Total Carbohydrates 85g	0.25
Dietary Fiber 14g	0.56
Sugars 1g	
Other Carbohydrates 67g	
Protein 16g	
Vitamin A 50%*	Vitamin c 100%*
Calcium 50%*	Iron 45%*
Vitamin D 50%*	Vitamin E 120%*
Vitamin K 50%*	Thiamin 120%*
Riboflavin 110%*	Niacin 60%*
Vitamin B <sub>B</sub> 120%*	Folate 70%*
Vitamin B <sub>12</sub> 100%*	Blotin 35%*
Pantothenic Acid 110%*	Phosphorus 70%*
Iodine 80%*	Magnesium 80%*
Zinc 70%*	Selenium 100%*
Copper 70%*	Manganese 120%*
Chromium 70%*	
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calories needs	
	<b>Calories</b>
	<b>2000      2500</b>
Total Fat Less than 65g 80g	less than      65g      80g
Sat. Fat Less than 20g 25g	less than      20g      25g
Cholesterol Less than 300mg 300mg	less than      300mg      300mg
Sodium Less than 2.400mg 2.400mg	less than      2.400mg      2.400mg
Total Carbohydrates 300g 375g	300g      375g
Dietary Fiber 25g 30g	25g      30g
Calories per gram: fat 9g, carbohydrate 4g, protein 4g	



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