

Nourish the Children (NTC) is an initiative that applies business principles to address the problem of childhood hunger in a sustainable manner. The program begins with a highly nutritious food developed by Nu Skin's nutritional scientists, known as VitaMeal. The company's sales leaders, customers, and employees can purchase VitaMeal and choose to donate the food to a third-party non-profit organization that specializes in distributing relief to those suffering from malnutrition and famine. Since 2002, Nu Skin and its sales leaders, customers, and employees have donated **more than 750 million meals** to malnourished children around the world. As is the case with other Nu Skin products, distributors are paid commissions and Nu Skin earns a profit margin from each sale of VitaMeal, which is lower than the profit margin on virtually all of Nu Skin's other products.

To learn more about Nourish the Children click [here](#).
