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Nerium International™ Raises \$1,000,000 for Big Brothers Big Sisters

Nerium becomes the largest workplace donor for Big Brothers Big Sisters of America

IRVING, TX (October 30, 2014)— Today, Nerium International™, a leader in age-defying skincare products, met its goal of raising \$1,000,000 for Big Brothers Big Sisters (BBBS), making Nerium the largest corporate workplace giving donor.

To commemorate this event, Nerium presented Big Brothers Big Sisters with a \$1,000,000 check symbolizing its yearlong fundraising effort, during the company's national Get Real Conference in Long Beach, CA on October 24. Nerium's commitment to BBBS— the country's largest youth organization— will impact children nationwide, immeasurably enhancing their lives.

"What Nerium and its Brand Partners have accomplished this year is truly exceptional," stated Pam Iorio, President and CEO of Big Brothers Big Sisters of America. "We are thankful for their generosity and look forward to continuing to work with a team of individuals who are truly dedicated to the mission of Big Brothers Big Sisters."

To help reach its \$1,000,000 goal, Nerium participated in a number of fundraising initiatives, including "Bowl for Kids' Sake," Big Brothers Big Sisters' signature fundraiser. This year, Nerium raised more than \$400,000 for Bowl for Kids' Sake by providing corporate matching incentives and sponsorships in 17 different markets. Additionally, hundreds of Nerium Brand Partners— people who own their own businesses through the selling of Nerium's products— donated over \$300,000 to Big Brothers Big Sisters as part of the company's monthly contribution program.

Furthermore, the children of Nerium's Brand Partners helped raise another \$39,000 for Big Brothers Big Sisters as a result of the company's inaugural 'Lemonade for Littles' program, which was launched in an effort to inspire youth philanthropy and entrepreneurship. The program encouraged kids to set up and run their own lemonade stands, with all proceeds going to Big Brothers Big Sisters.

Last week, thousands of Nerium Brand Partners gathered in Long Beach, CA for the 2014 Get Real event, where additional donations poured in, raising another \$200,000 to help the company reach its fundraising goal of \$1,000,000.

"For many of the kids, seeing their Big Brother or Sister is the highlight of their week. That's what makes our mission all worth it. We couldn't be more gratified to work with a life-transforming organization like Big Brothers Big Sisters," said Amber Olson Rourke, Chief Marketing Officer at Nerium International. "It's touching and inspiring to witness how the organization continues to leave a lasting impression on millions of lives."

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Nerium works with Big Brothers Big Sisters on both national and local levels, serving on the board of directors for the organization's local affiliates and volunteering as mentors for the program. In 2014, Nerium Brand Partners served as mentors for more than 100 children across the country.

For more information about Big Brothers Big Sisters of America and how to become a mentor, visit BigBrotherBigSisters.org.

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About Big Brothers Big Sisters

Big Brothers Big Sisters, the nation's largest donor and volunteer supported mentoring network, holds itself accountable for children in its program to achieve measurable outcomes such as educational success, avoidance of risky behaviors, higher aspirations, greater confidence and better relationships. Partnering with parents/guardians, schools, corporations and others in the community, Big Brothers Big Sisters carefully pairs children ("Littles") with screened volunteer mentors ("Bigs") and monitors and supports these one-to-one mentoring matches throughout their course. The Big Brothers Big Sisters Youth Outcomes Survey substantiates that its mentoring programs have proven, positive academic, socio-emotional and behavioral outcomes for youth, areas linked to high school graduation, avoidance of juvenile delinquency and college or job readiness.

Big Brothers Big Sisters provides children facing adversity, often those of single or low-income households or families where a parent is incarcerated or serving in the military, with strong and enduring, professionally supported one-to-one mentoring relationships that change their lives for the better, forever. This mission has been the cornerstone of the organization's 110 year history. With nearly 340 agencies across the country, Big Brothers Big Sisters serves approximately 200,000 children, their families and 200,000 volunteer mentors. Learn more at www.BigBrothersBigSisters.org.

About Nerium International™

Nerium International™, LLC, headquartered in Addison, Texas, is a relationship marketing company that markets breakthrough products validated by science. Since its August 2011 launch in the U.S., Nerium has reached record-breaking sales and earned industry accolades

while building millions of consumer fans along the way. Led by an award-winning executive team with more than 200 years of collective industry experience, Nerium is committed to developing and distributing skincare products that are rooted in real science, produce real results, and improve consumers' lives. For more information, please visit www.mynerium.com.