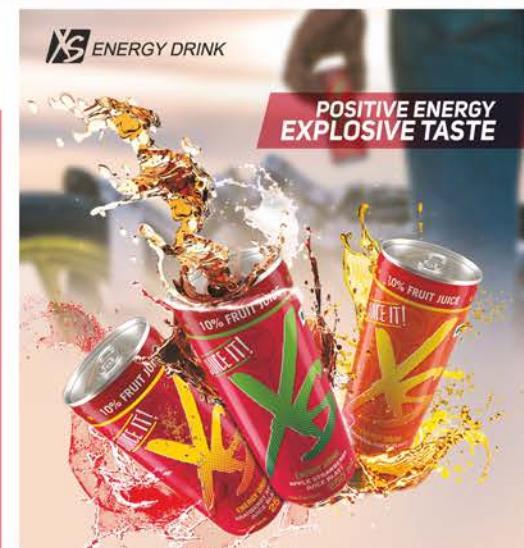




# ALL PRODUCT **TRAINING GUIDE**

ENGLISH



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Amway™

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# *NUTRITION* *& Wellness*

01

 **NUTRILITE™**  
Exclusively from **Amway**



#1

NUTRILITE IS  
WORLD'S NUMBER ONE  
SELLING  
VITAMINS  
& DIETARY  
SUPPLEMENT BRAND\*

\* Source: Euromonitor International Limited; Vitamins & Dietary Supplements, World, GBN, Retail Value RSP % Breakdown, 2015.



**NUTRILITE™**  
Exclusively from **Amway**

# NUTRILITE FARMS

The heart of our company beats on our certified organic farms. That's where we grow the plants that make NUTRILITE products close to nature.

Today NUTRILITE has over 6,000 acres of farms all managed with environmentally responsible and sustainable biological intensive agriculture practices, providing botanicals grown in accordance with nature. All in an effort to maintain the natural integrity, nutritional value and number one standing of NUTRILITE as the world's No.1 selling vitamins & dietary supplements brand\*.

\* Source: Euromonitor International Limited.

# BEST OF NATURE

Nature and science. Science and nature.

That's NUTRILITE brand.

From state-of-the-art nutrient analysis to organically grown plants, NUTRILITE find the best in nature and through the best of science help us all connect to nature everyday. It is what helps us make all of our other connections and put as on the path toward optimal nutrition. And all the best life has to offer.

NUTRILITE for the best of you.



# BEST OF SCIENCE



NUTRILITE extracts the inherent goodness of nature through the brilliance of advanced science to help us all connect to nature every day and offer a total program for achieving optimal nutrition.



## NUTRILITE SCIENTIFIC ADVISORY BOARD

The Scientific Advisory Board consists of leading scientists from around the world in areas of academia, industry, medicine, and research.

The overarching mission of the Board is to strengthen the image, relationships, and associations of the Nutrilite Health Institute with leadership in industry and academia, as well as to benchmark and critically evaluate corporate scientific resources and applications.

**The Board members primarily focus on the following key areas:**

- External regulatory issues
- Controversial scientific issues
- Product evaluation and clinical testing
- New technology platforms
- Ideation source for new approaches to health assessment and promotion
- Risk assessment for new materials

## WHY PHYTONUTRIENTS?

### PHYTONUTRIENTS ACT AS POWERFUL ANTIOXIDANTS

Phytonutrients are plant based compounds which are rich in antioxidants and are key ingredients to help neutralize free radical damage, it is no coincidence that Phytonutrients are one of the key ingredients in NUTRILITE vitamin, mineral and dietary supplements, offering additional nutritional benefits compared to just vitamins and minerals alone.



**PHYTO-NUTRIENTS**  
PLANT NUTRITION

## WHY SUPPLEMENT?

For more than 80 years, NUTRILITE products have set high levels of standards for quality and innovation.



### SUPPLEMENTS HELP FILL NUTRIENT GAPS\*

You should take supplements if any of the following is true:

- You don't eat 5–9 servings of fruits and vegetables every day.
- You eat 5–9 servings but don't get a wide variety.
- You often don't have time.
- You often choose convenient, processed foods over healthier options

# WHY NUTRILITE?

WE CONTROL  
**EVERY STEP**  
FROM SEED  
TO SUPPLEMENT

## 1 SEED

It starts with specially selected seeds planted in the right soil and at the right depth.



## 2 ORGANIC FARMS

We follow organic, sustainable farming practices, allowing our plants to create more phytonutrients.



## 5 SUPPLEMENT

Every supplement undergoes numerous quality checks to ensure its safety, purity, and identity before it's bottled and shipped.



## 3 HARVEST

We harvest and process plants at their peak, using whichever parts (seeds, skin, or even the whole plant) have the best phytonutrient profile.



## 4 FORMULATE

Our scientists are constantly innovating new ways to elevate our natural ingredients by combining essential vitamins and minerals with plant-based phytonutrients.



**NUTRILITE™**  
Exclusively from **Amway**

# NUTRILITE RANGE IN INDIA



Not for medicinal use. Not to exceed recommended daily usage. Health supplements/Nutraceuticals are not to be used as a substitute for varied diet. Products are required to be stored out of reach of children. For further details refer to product label.



The NUTRILITE brand is all about a personalized approach to optimal nutrition. That's why we offer such a wide array of products, programs and customized ways to complement a diet and a balanced lifestyle with supplementation, weight management and other healthy lifestyle tools. So each person can find his or her personal path to optimal nutrition.



Not for medicinal use. Not to exceed recommended daily usage. Health supplements/Nutraceuticals are not to be used as a substitute for varied diet. Products are required to be stored out of reach of children. For further details refer to product label.

# GOODNESS OF NATURE AND PROTEIN

**NUTRILITE®**

## All Plant Protein

Proteins are vital to any living organism. They form the important component of muscle and other tissues. It provides essential amino acids which are important for metabolism, growth & development. Protein is required for people from all lifestyle & life stages. Our body constantly uses up protein & does not store it and therefore it needs to be replenished every day.

As per ICMR a healthy adult needs approx. 1g Protein/kg of body weight every day. So an adult of 60 kg would need approx. 60 g of protein every day. Due to hectic lifestyle and poor eating habits, many of us may be lacking the required protein in our everyday diet. Nutrilite all plant protein powder along with regular diet can help in filling the gap of protein in everyday diet.

### Features and Benefits:

- 100% plant protein sourced from tri-blend of Soy, Wheat & Yellow Pea.
- Supplies 9 essential amino acids which can't be produced in the body and must be obtained from outside.
- High protein content - 8 g of protein per 10 g serving.
- No added sugar.
- Quality protein with PDCAAS = 1.0\*
- Easy to digest.
- Provides benefits of phytonutrients like soy isoflavones.

**Suggested Use :** 1 scoop (10g approx.), 3 times a day. Children under 5 years of age, pregnant or lactating women or anyone with a medical condition should consult with Physician to decide on their protein requirement before using this product. Not suitable for infants.

### Reference:

\* Nutritive Value of Indian Food: Indian Council of Medical Research (ICMR) Hyderabad

\*\*Nutrient Requirement and Recommended Dietary Allowances for Indians: Indian Council of Medical Research (ICMR) Hyderabad



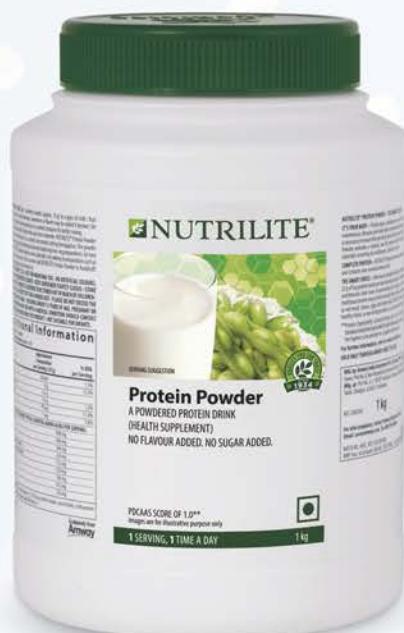
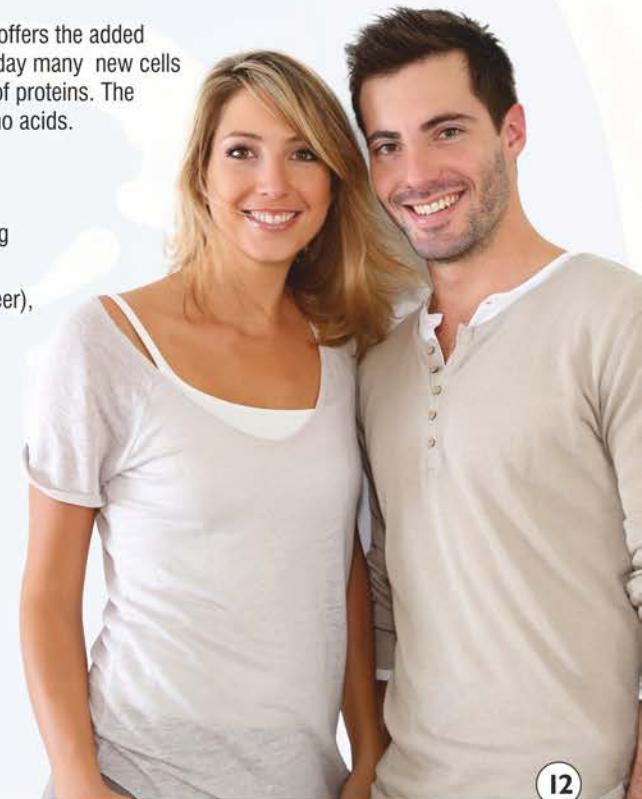
## GOODNESS OF MILK AND PROTEIN

### NUTRILITE® Protein

Nutrilite protein provides 9 of the essential amino acids. The formulation offers the added benefits of naturally occurring Soy Isoflavones, Calcium and Iron. Every day many new cells are produced and old cells are destroyed in the body. All cells are made of proteins. The body requires 22 different amino acids, out of which 9 are essential amino acids.

- For 1kg body weight 1 g of protein is essential (As per ICMR)
- For 50 kg body weight 50 g of protein is required daily.
- For children 1.5g protein per kg weight and for pregnant women, 1.75g protein per kg weight is required daily.

We can get protein from food items like milk, eggs, cottage cheese (Paneer), curd, pulses, fish, dried fruits, meat and poultry.



#### Features and Benefits:

Every scoop of 10g Protein Powder contains 8g of protein. Its PDCAAS is 1. PDCAAS is a global standard established by World Health Organization (WHO). A score of 1.0 represents the highest score possible for a quality protein source.

**Suggested Use:** It can be added to water, milk, cooked food such as chapati, bread, cakes. It increases the protein value of the food without changing its taste. Not recommended for infants under the age of 1 year.

## GOODNESS OF PROTEIN WITH GREEN TEA

 **NUTRILITE®**

### Protein with Green Tea

Protein is the basic building block of our body. Green tea is an antioxidant & helps protect cell damage from oxidation. Green tea is a source of Catechin, which is the naturally occurring phytonutrient present in green tea leaves.

**Nutrilite Protein with Green Tea contains three forms of Green Tea:**

- Green tea extracts
- Instant green tea
- Whole green tea leaves

#### Features and Benefits:

- Green tea protein drink.
- Delicious & refreshing taste of green tea.
- Contains three forms of green tea for the perfect aroma & colour.
- Contains Catechin- naturally occurring phytonutrient present in green tea.
- One serving (23.5 g) contains 8 g of protein, 250 mg of Calcium & 1.42 g of whole green tea leaves & green tea extract.
- Contains no artificial colours, flavours or added preservatives.

#### Suggested Use:

Add two scoopfuls (23.5 g approx.) in a glass (200 ml) of water/milk/juice. Stir it lightly to drink, as the product is easy to dissolve. Sweeteners may be added, if desired.



## GOOD NUTRITION IS A DAILY THING



 **NUTRILITE®**

### Daily

Nutrilite Daily a multivitamin and multimineral tablet, provides 13 essential vitamins & 11 minerals with additional advantages of natural plant concentrates which provides benefits of Phytonutrients like Betacarotene. NUTRILITE Daily is a convenient way to support your needs along with a regular diet.

#### Features and Benefits:

1. Supplies 13 essential vitamins and 11 minerals, which provide nutritional support.
2. Provides additional benefit of Phytonutrients like Betacarotene.
3. No artificial colours, flavours, or preservatives added.

#### Potential Users:

An adult

- Who has inadequate vitamin and mineral intake.
- Who has greater nutritional need related to lifestyle or
- Who finds it difficult to maintain a balanced diet and has a busy lifestyle.
- Who chooses to eat highly processed foods, smokes, or drinks.

#### Suggested Use

Take 1 tablet daily with meal. Children under 12 years of age, pregnant or lactating women or anyone with a medical condition should consult with a physician before using this product.



# GOOD FOR HEART, GOOD FOR HEALTH

 **NUTRILITE®**

## Salmon Omega-3

Fast paced life styles have changed our eating habits. We end up consuming lots of processed foods/junk food which is high in fats especially Omega-6 fatty acids. It creates an imbalance between Omega-6 fatty acids & Omega-3 fatty acids leading to challenge in health. To balance the same we need to consume optimal amounts of Omega-3 fatty acids. These Omega-3 fatty acids also referred as the "good fats" must be obtained from diet because the body cannot manufacture them on its own.

Nutrilite Salmon Omega-3 combines, Omega-3 sourced from salmon raised in the cold, pure waters of Norway & blend of three additional Omega-3 sources anchovy, mackerel & sardine.

### Features and benefits:

- Each softgel provides 180mg of Eicosapentaenoic Acid (EPA), 120mg of Docosahexaenoic Acid (DHA)
- EPA and DHA may be beneficial to overall heart health.
- Omega-3 fatty acids in Nutrilite Salmon Omega-3 are derived from fishes like Salmon, one of the richest sources of Omega-3 fatty acids.
- Contains no artificial colors, flavors or preservatives.

### Potential users:

- Non-vegetarians who don't eat fish or eat less of fish.
- Office-executives on junk diets.
- Middle age, old age persons.

### Suggested Use:

- Take 1-3 softgel daily with meal.



## PROVIDES A **BROAD RANGE** OF **PHYTONUTRIENTS**

 **NUTRILITE®**

### **Concentrated Fruits & Vegetables**

Concentrated Fruits and Vegetables is a product specifically formulated to support a intake of phytochemicals from fruits and vegetables. It is a source of a range of important phytonutrients and other plant extracts, all of which have important supporting benefits. Most people do not get enough fruits and vegetables in their diet and therefore Nutrilite concentrated fruits and vegetables provides support to the diet with phytonutrients and helps fill the nutritional gap along with regular diet.

#### **Features and benefits:**

Nutrilite concentrated fruits & vegetables is a product for all those: Who wish to bridge the "phytonutrient gap" in their diet. Who are Nutrition-conscious. Who understand the benefits of natural products.

#### **Potential Users:**

- For those who are health conscious and wish to bridge the "phytonutrient gap" in their diet.

**Suggested Use:** Two tablets daily, preferably with a meal. Children under 12 years of age, pregnant or lactating women, or anyone with a medical condition should consult with a physician before using this product.



# SUPPORTS NORMAL DIGESTIVE FUNCTION\*



## Fiber

Fiber is an important component of a diet. Fiber helps support normal digestive function which is already in healthy range.

An average Indian diet contains about 6 to 8.5 g of crude fiber. But due to western influence and urbanisation, the consumption of highly refined food has increased, thereby reducing the intake of dietary fiber.

### Nutrilite fiber is a blend of three natural soluble fibers

- Resistant maltodextrin
- Partially hydrolysed guar gum
- Inulin

### Features & Benefits:

- Contains 3.7 g of soluble dietary fiber per serving.
- Blends easily with water producing a clear, tasteless, low viscosity liquid that helps meet the daily requirements of dietary fiber.

### Potential Users:

- Anyone who wants to support their regular diet with fiber.

### Suggested Use:

- Dissolve contents of one scoop (4.5g) in 250 to 350ml of water or juice. Take this product with lots of Liquid. Taking this product without enough liquid may cause choking.
- For adults and children 12 years and above: One to Two scoops in a day.
- Children under 12 years of age, pregnant women or nursing mothers, or anyone with a medical condition should consult with a physician before using this product.

\*Already in Healthy Range.



# GREAT TASTE MEETS **NUTRITION NEEDS OF KIDS**



**NUTRILITE®**

## Kids Drink Chocolate Flavour

Vitamin, Mineral and Protein intake during the formative years helps a sufficient supply of nutrients necessary for growth and development along with a regular diet.

### Features & Benefits:

- Delicious product along with a regular diet.
- It provides children proteins, carbohydrates, vitamins and minerals along with a regular diet.
- Calcium, vitamin, minerals, proteins your child grow up with strong bones and muscles, teeth, hair and skin.
- Good for growing children and fussy eaters, anytime of the day - with breakfast, at school, after play, bedtime - anytime along with a regular diet & exercise.
- Available in delicious natural chocolate flavour.

### Suggested use:

Just add two scoops (25 g approx.)\* in a glass of milk or water as desired and shake vigorously in a container for a delicious and nutritious drink.  
Great to taste, Easy to prepare.

Delicious Natural  
**Chocolate**  
Flavour



# ALL GREAT STRUCTURE START WITH A **STRONG FOUNDATION**



## NUTRILITE® Kids Chewables

Feeding Children today is feeding generation for brighter tomorrow. Today's children will become tomorrow's citizens, workers, and parents. We all know making children consume pulses, green leafy vegetables, fruits, milk and milk products is a tough task as they are fussy eaters. Hence as parents we need to make choices that help our kids have a additional support of vitamins and minerals is needed for optimal growth along with a regular diet. World across there is focus on child nutrition and reputed journals and studies recommend multivitamin and multi-mineral supplementation for kids.

Nutrilite kids chewables provide a range of vitamins & minerals. No artificial colors, flavours or preservatives added. There ingredients support your young one to nurture.

Nutrilite kids chewables may help you to provide support to meet multivitamin – mineral requirement of your kids.

### Features and Benefits:

- Each serving provides 21 vitamins & minerals.
- A great tasting chewable product with blend of natural orange, vanilla and licorice flavour - this chewable is one habit your kids will remember.
- No artificial colours, flavours or preservatives added.
- Contains the Nutrilite Tropical Fruit concentrate which is a blend of Acerola Cherry, Pineapple, Cashew, Passion fruit and Guava concentrates providing additional benefits of phytonutrients.

### Suggested Use:

One tablet daily for children above 4 years of age, preferably with meal.  
Recommended to be taken under adult supervision.



# SUPPORT YOUR CHILDREN'S FRUITS & VEGETABLES REQUIREMENTS



 **NUTRILITE®**

## Kids Chewable Concentrated Fruits & Vegetables

Fruits & vegetables are at the core of healthy diet for growing children. Unfortunately most of the children don't have the fondness for fruits & vegetables.

Nutrilite chewable concentrated fruits & vegetables are naturally flavoured and coloured, tasty chewable tablets that your kids will actually love.

### Features & Benefits:

- Contains like Lutein, Lycopene, Ellagic Acid & Hesperidin.
- Phytonutrients are helpful in providing antioxidants support.
- Support your kids daily fruits & vegetables needs.
- Comes in a chewable format.
- Convenient & easy for kids to chew.
- Comes in a tasty natural orange flavour, with the goodness of natural flavour. Contains no artificial colours, flavours or preservatives.

### Suggested Use:

One tablet twice a day for children above 4 years of age, preferably with meal. Recommended to be taken under adult supervision.



## KIDS WILL BE KIDS, ALL THE BETTER REASON TO HELP THEM WITH PROPER NUTRITION TO SUPPORT THEIR NEEDS



**NUTRILITE®**

### Kids Chewable Calcium Magnesium Cocoa

Calcium is one of the most important mineral in human body as it helps build strong bones and teeth. As parents, we know early years are the most important in child development. India ranks No.1 in world with 48% of our children being stunted as per UNICEF report. Nutrilite kids chewable calcium and magnesium cocoa contains 270 mg of calcium and 50 mg of magnesium. Magnesium also helps in improved calcium absorption. No artificial colours, flavours or preservatives added.

#### Features and Benefits:

- Together calcium and magnesium helps build bones, teeth.
- Comes in a chewable format.
- Convenient & easy for kids to chew.
- Comes with tasty natural cocoa flavour, contains no artificial colours, flavours or preservatives.

#### Suggested Use:

One Tablet, once a day for children above 4 years of age, preferably with meal.  
Recommended to be taken under adult supervision.



# SUPPORT YOUR CHILD'S IMMUNE SYSTEM WITH VITAMIN C



 **NUTRILITE®**

## Kids Chewable Natural C

Vitamin C helps support the normal immune system. Nutrilite kids chewable natural C is a naturally flavoured product that will provide vitamin C to support vitamin C requirement of your kid. Moreover, our formula contains Acerola cherry concentrate with yummy flavour. It's a great tasting product, so your child will love it every day. Vitamin C also helps support in iron absorption.

### Features and Benefits:

- Contains 30 mg of Vitamin C.
- Acerola cherries, one of the known sources of natural vitamin C, are grown on Nutrilite orchards.
- Comes in the form of chewables.
- Convenient & easy for kids to chew.
- Comes in a tasty Natural Fruit Punch Flavour, with the natural flavour. Contains no artificial colours, flavours or preservatives.

### Suggested Use:

One tablet daily for children above 4 years of age, preferably with meal.  
Recommended to be taken under adult supervision.



# PROVIDE YOUR KIDS AN EDGE OF IRON SUPPLEMENTATION



**NUTRILITE®**

## Kids Chewable Iron

Iron is an important micronutrient for human body. Iron forms an important part of haemoglobin in blood, which is needed for oxygen transport across human body. It is important to know that 70% of pre-school aged children in India suffer from iron deficiency called anaemia as per UNICEF report on improving child nutrition. Hence Iron supplementation becomes very important to support a regular diet for our kids.

Nutrilite Kids chewable Iron provides 6 mg of iron from ferrous Fumerate, an iron source which is readily absorbed by body. It is natural raspberry flavoured with no artificial colors, flavours or preservatives thus nurturing your young ones.

### Features and Benefits:

- Contains 6 mg of Iron.
- Iron helps in oxygen transportation in body, required for production & release of energy.
- Contains ferrous fumerate, which is easily absorbed by the body.
- Comes in a chewable format.
- Convenient & easy for kids to chew.
- Comes with tasty Natural Raspberry Cherry Flavour, with the goodness of all natural flavour. Contains no artificial colours, flavours or preservatives.

### Suggested Use:

One tablet twice a day for children above 4 years of age, preferably with meal.  
Recommended to be taken under adult supervision.





## FOUNDATION FOR STRONG BONES

### NUTRILITE®

#### Alfalfa Calcium Plus

Healthy bones are essential for you to achieve a life filled with enjoyment & activity. Bones are complex living tissues. They provide structure and support for your muscles, protect your organs and store 99 percent of the calcium. Strong bones depend on a person's bone mineral density. The greater the bone density, the stronger the bone structure. We reach our maximum bone strength by our early twenties. After about age 30, your body breaks down old bones faster than it builds new bones. As we age, our body absorbs less of calcium and makes less bone friendly hormones. Our bones become unduly thin if anything interferes with bones reaching their maximum strength or if bones are being chewed up more or if new bone is put back less effectively. This leads to weakening of bones.

#### Features & Benefits:

##### Calcium

Calcium is the basic building block for bone.  
Helps maintains bone strength.

##### Magnesium

Plays an important role in regulating calcium levels in the bone.

##### Vitamin D

Required for promoting calcium absorption from the gut.

#### Potential Users:

- All individuals who want to support their diet with calcium, magnesium & Vitamin D such as women, children, adolescents & elderly.

#### Suggested Use :

One tablet to be taken 2 times daily with meals.



# NATURAL WAY TO YOUR DIET WITH B-VITAMINS



**NUTRILITE®**

## Natural B with Yeast

Range of B-vitamins support critical metabolic function and help support energy production. They also work with synergy and depend on each other for optimal function. Nutrilite Natural B with yeast is a nutritious formula of seven essential B-vitamins (B1, B2, B3, B5, B6, folic acid and B12), plus Inositol and PABA (paraamino-benzoic-acid). One tablets of Nutrilite Natural B with yeast help fulfill the daily requirement for B-complex vitamins along with regular diet.

### Features & Benefits:

- Contains seven essential B-Vitamins. Provides a blend of B-Vitamins.
- Provides B-vitamins from an enhanced yeast premix which has been enriched with B-Vitamins.
- No artificial colours, flavours, or preservatives added.

### Potential Users:

Anyone who -

- Who wants support of Vitamins-B along with regular diet.

### Suggested Use:

Tablet to be taken once in a day with meal.



# THREE IRON SOURCES, ONE PRODUCT

 **NUTRILITE®**

## Cherry Iron

Iron is an important nutrient found in the body. As per World Health Organization, iron is one of the top nutrients missing from the diet. If your body lacks adequate iron, you just won't have enough oxygen at your disposal. Oxygen is a key factor in everything we do.

### WHY YOU NEED IRON

- Iron makes hemoglobin which carries oxygen to every cell of the body.
- Tissues require iron for various biochemical reactions.

Nutrilite Cherry Iron provides a blend of iron from three sources—ferrous bisglycinate, ferrous fumarate and mustard greens. Folic acid is added for its important benefits to women.

Science has proven that people in different life stages have different iron needs and different iron absorption abilities. That's why Nutrilite Cherry Iron is specifically formulated with a blend of three types of iron.

### Features & Benefits:

- 15 mg iron from three iron sources (ferrous bisglycinate, ferrous fumarate & mustard greens). Mustard green is one of nature's richest plant sources of iron.
- Vitamin C helps increase body's iron absorption ability.
- Folic acid has additional benefits to women.

### Potential Users:

- Anyone interested in adding iron and folic acid to their daily diet along with a regular diet.
- People who require additional iron due to life stage needs such as women of childbearing age.
- Pregnant women and nursing mothers (Should consult with a physician before using this product).

### Suggested Use

Take one tablet per day with meal.



## SUPPORTS IMMUNITY & NEUTRALIZES FREE RADICALS WITH VITAMIN C

### **NUTRILITE®** **Natural C**

Vitamin C, an antioxidant, supports immune system and helps neutralizing free radical damage. Body does not make or store Vitamin C. Therefore it needs to be replenished every day through diet. But our fast paced lifestyle and erratic eating habits makes it difficult to ensure a diet that can fulfil the daily recommended quantity of this important nutrient. Nutrilite Natural C contains isolated Vitamin C & Acerola cherry concentrates. Acerola cherries, one of the richest known sources of Vitamin C, are grown in Nutrilite farms. It also contains citrus bioflavonoids.

These are naturally associated with Vitamin C in citrus fruits. Each tablet of Nutrilite Natural C provides 40 mg of Vitamin C

#### **Features and Benefits:**

- Vitamin C supports normal functioning of immune system & helps to neutralize the free radical damage.
- With the goodness of Acerola cherry, support your daily requirement of vitamin C with Nutrilite Natural C.

#### **Potential users:**

- Does not eat enough vegetables and fruits, especially citrus fruits and wants to support their diet.
- Is interested in providing antioxidant action in the body.
- Smoke, consumes alcohol or lives in areas of high pollution. These are conditions which deplete the body of vitamins.
- Inadequate dietary intake.

**Suggested Use:** One tablet daily with meals.



## KEEPS YOU ZINGING

 **NUTRILITE®**

### Ginseng Cherry Plus

There has been extensive research on Siberian ginseng and ginkgo biloba. Siberian ginseng has been studied for its effect on work endurance. This product also contains Acerola and citrus bioflavonoid concentrates. It's a safe, natural way to support the edge when life gets relentless.

#### **Concentrates & Extract:**

- 1 Siberian ginseng extract.
- 2 Ginkgo biloba extract.
- 3 Schizandra extract.
- 4 Acerola concentrate.
- 5 Peppermint extract

#### **Potential Users:**

Anyone who -

- Is interested in obtaining the potential benefits of Siberian ginseng and ginkgo biloba.

#### **Suggested Use**

Take two tablets twice a day, preferably with meals. Children under 12 years of age, pregnant women or anyone with a medical condition should consult a doctor before using this product.



## START TO THINK ABOUT CH-BALANCE

 NUTRILITE®

### CH Balance

It is not easy to maintain a proper balance within the various facets of life be it work, family, health etc. And, most of the times, the resulting imbalance is seen in your nutritional intake.

Nutrilite CH Balance made with naturally sourced green tea extract is considered to be beneficial in maintaining cholesterol levels that are already in normal range. Green tea extract deliver two different Phytonutrients in each softgel: catechins and theaflavins.

Scientific research suggests that this combination of green tea polyphenols: catechins & theaflavins works in 2 ways:

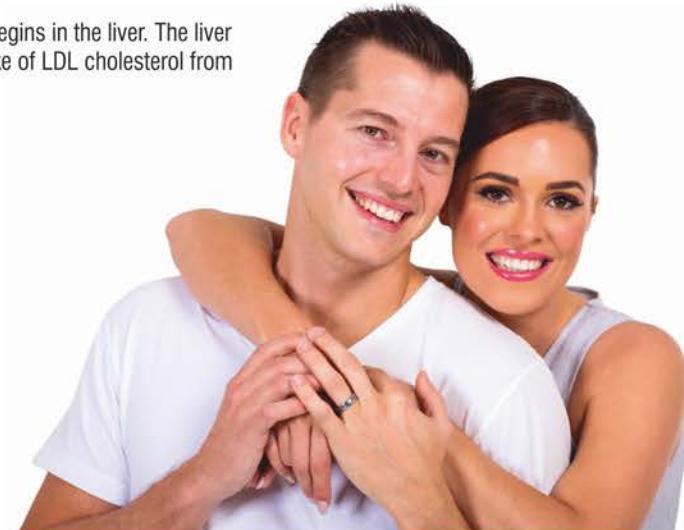
- Scientists believe that the primary action of these green tea polyphenols begins in the intestines. They bind to the cholesterol in the gut and enable it to pass through the body with reduced absorption.
- Scientists also believe in a secondary mode of action, which begins in the liver. The liver detects the decrease in dietary cholesterol and increases uptake of LDL cholesterol from the blood to make bile.

#### Features & Benefits:

- Each serving provides 395 mg of green tea extract.
- No added artificial colors, flavors or preservatives.

#### Suggested Use :

Adults: Take 2 softgel daily with a meal.



# GARLIC / GOOD FOR HEART

 **NUTRILITE®**

## Garlic

Nutrilite Garlic contains Allicin, the key component in Garlic which helps maintain blood lipid levels already within the normal range.

Nutrilite Garlic is sourced from the mountain-grown garlic and concentrated at low heat (with no additives) to retain more of its benefits.

Nutrilite Garlic comes with a “enteric coating” which helps the tablets to move through stomach without getting destroyed & gets absorbed in intestine there-by minimizing the odor coming from stomach.

### Features and Benefits:

- Each daily serving (2 tablets per day) contains 600 mg of garlic powder that provides 13.5mg of Allicin and a potential Allicin yield of 6 mg.
- Enteric coating ensures that the ingredients are released in the intestine.
- Contains peppermint, a natural, soothing herb which help to mask and minimize the garlic odor.
- Contains no artificial flavors, colors or preservatives.
- May help to support healthy lipids levels already in healthy range.
- An enteric coating releases ingredients in the intestines, thus delivering the Allicin & minimize “Garlic Breath”.

### Potential Users:

Anyone who wants to supplements his/her diet with Nutrilite Garlic.

### Suggested Use:

Two tablet daily preferably with meals.



## THE “POWER OF THREE”

**NUTRILITE®**

### Echinacea-Citrus Concentrate Plus

Nutrilite organically grows its own Echinacea at Trout Lake Farm and combines a blend of Echinacea extracts in Nutrilite Echinacea-Citrus Concentrate Plus.

#### Features & Benefits:

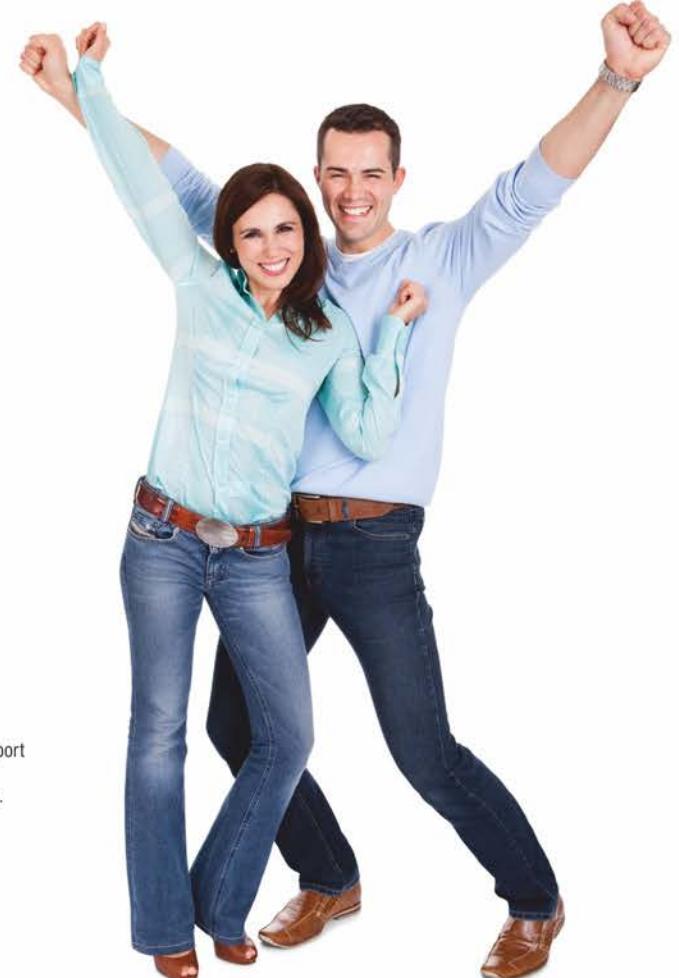
- Nutrilite Echinacea-Citrus Concentrate Plus contains Echinacea blend which comprise of Echinacea purpurea root, Echinacea aerial parts and Echinacea angustifolia root.
- Echinacea help support the immunity.

#### Potential Users :

- Anyone above 12 years of age can use Nutrilite Echinacea-Citrus Concentrate Plus.

#### Suggested Use:

Take three tablets (one serving) of NUTRILITE Echinacea-Citrus Concentrate Plus when support of the body's natural resistance is needed. Repeat twice during the same day, if necessary. Continue to take three tablets as needed for a period of 14 days. Discontinue use for a week. After a week's gap, resume the usage pattern, if needed.



## GOOD JOINTS FOR BETTER TOMORROW



 **NUTRILITE®**

### **Glucosamine HCL with Boswellia**

It contains blend of Glucosamine HCl with Boswellia and Bromelain. It also contains acerola concentrate and citrus bioflavonoids. Glucosamine is the main building block for semi - fluids that lubricate joints. Boswellia and Bromelain supports healthy connective tissue. Glucosamine HCl used in this formula delivers more active glucosamine than the sulfate form.

#### **Features and Benefits:**

- Glucosamine ingredient helps support normal joint functioning & mobility which are already healthy.
- Boswellia - a gum resin which supports healthy connective tissue.
- Bromelain-a natural enzyme which helps healthy connective tissue.
- Provides additional benefit of phytonutrients.
- This product along with regular diet and moderate exercise supports normal joint functioning which are already in normal function.

#### **Potential Users:**

Anyone who is interested in maintaining the health of their joints (which are already in a healthy state) - housewife, business executives, athletes & other persons.

#### **Suggested Use**

Take two capsules twice a day, preferably with meals. Children under 12 years of age, pregnant women or anyone with a medical condition should consult a doctor before using this product.



# SUPPORT YOUR LIVER SO IT CAN SUPPORT YOU

 **NUTRILITE®**

## Milk Thistle Plus

This Nutrilite formula contains a blend of three herbs: Milk Thistle, Dandelion root and Turmeric. Milk Thistle & Dandelion may help support normal physiological functioning of liver already in healthy range.

### Features and Benefits:

- Milk Thistle
- Dandelion Root
- Turmeric
- B Vitamins (B1, B2, B6, B12, Pantothenic Acid and Niacin)

Supports normal physiological function of the liver.

Helps to support normal physiological functioning of liver.

Rich in antioxidants and support normal physiological functioning of liver.

Support formation of energy in the body.

### Potential Users:

Anyone who is interested in supporting normal physiological functioning of liver.

**Suggested Use:** Adults: Take 2 softgel daily with a meal.



## BEAUTY FROM THE INSIDE OUT

**NUTRILITE®**

### Biotin - Cherry Plus

Skin is an essential component of the human body and has several important roles. For example, it protects the body against the environment, guards against dehydration, allows waste materials to pass through perspiration, and helps maintain body temperature. Skin produces, discards and replaces about one billion skin cells every day. The appearance of the skin can change if one does not nourish the skin with the right skin nourishment at the right time. Nails are thin, translucent plates covering the dorsal surface at the end of each finger and toe. Nails are considered to be an extension of skin. They are important for protecting and supporting the tissues in your fingers. Short, brittle nails are a common complaint, but there are things you can do to achieve good nails. Healthy hair, skin & nails are one of the reflection of your overall well being . Adequate rest, exercise, balanced nutritional diet & right food choices may help support the growth and maintenance of hair, skin and nails.

#### Features and Benefits:

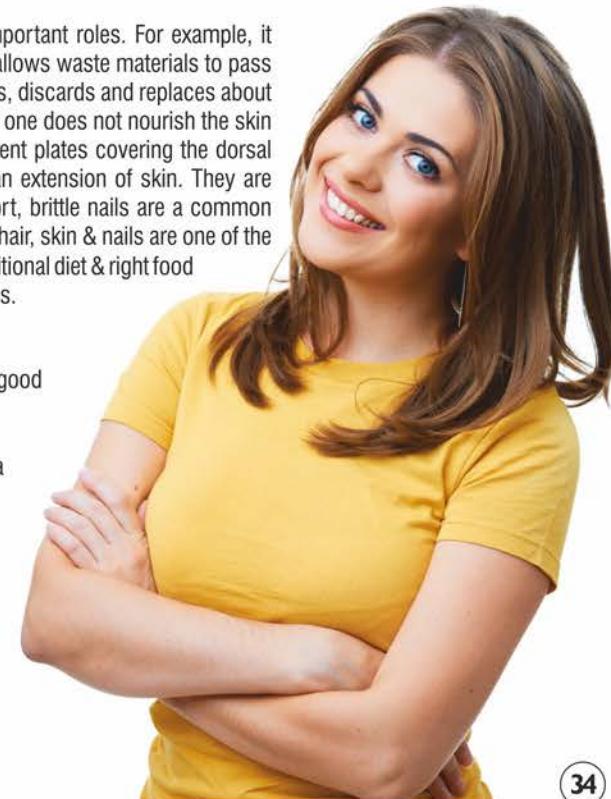
- Research suggests that biotin may help reduce nail brittleness, promote good hair & improve skin condition.
- Necessary for structure, and growth of hair, skin and nails.
- L-cysteine is an amino acid which promotes the formation of keratin, a major protein in hair, skin and nails.
- Works in conjunction with collagen to promote skin moisturization.

#### Potential Users:

- Anyone who wants nutritional support (along with a balanced diet) to help make their hair, skin & nails beautiful.
- Women who are conscious about their hair, skin & nails.

#### Suggested Use

Take one tablet a day with meal.



## SUPPORT YOUR VISION HEALTH

 NUTRILITE®

### Bilberry with lutein

Nutrilite Bilberry with Lutein taken in conjunction with diet rich in fruits and vegetable supports normal eyesight, visual acuity and night vision.

This formula is a blend of Lutein, extracts of Bilberry, Black currant, Nutrilite Spinach concentrates and Vitamin A which are combined together for their effect on improving eye health and function. It contains Lutein at a level which is clinically proven to support and replenish the antioxidant in your healthy retinas and macula and protect against UV damage.

#### Features and Benefits:

- Lutein
- Bilberry Extract & Black Currant Extracts
- Vitamin A
- Spinach concentrates

Provides antioxidant protection for the retina.  
Supports healthy vision health.  
Provide anthocyanosides that are important for eye health and function.  
This helps maintain good eyesight at night.  
Also helps maintain good health of skin and mucous membranes.  
Phytonutrients from this concentrate provide additional nutritional benefits.

#### Potential Users:

People who work long hours on computer, watch TV and read books usually.  
Anyone who wants to supplement their regular diet with benefits of this product

**Suggested Use:** Take 2 tablets once a day, with meals.





# SUPPORT ENERGY PRODUCTION IN THE CELLS

## **NUTRILITE<sup>®</sup>** **Coenzyme Q10**

Nutrilite CoenzymeQ10 is an excellent source of Coenzyme Q10 which supports energy production in the cell and provides antioxidant protection. The body survives on the energy that is created when cells break down sugars, fats and amino acids (proteins). This breakdown happens in the mitochondria of the cell. CoQ10 is the substance that carries electrons involved in producing energy from the food you eat. When we are young the body naturally makes a lot of CoQ10 that help create the energy our bodies need. But as we age, our bodies make less and less of this important enzyme. The best sources of CoQ10 are foods high in fats such as meats, vegetable oils and nuts which we may be avoiding in our quest for optimal health. People with vegetarian diet may also be compromising dietary CoQ10 intake.

#### **Features and Benefits:**

- Coenzyme Q10
  - Citrus Bioflavonoids

Potent antioxidant & helps to neutralize free radical damage.  
Helps cells to produce energy they need to support healthy heart function.  
Provides additional benefits of phytonutrients.

### Potential Users:

Anyone who wants to add CoQ10 to their diet

#### Suggested Use

One capsule daily, preferably with meal



## HELPS/SUPPORTS MENOPAUSE RELIEF

 **NUTRILITE®**

### **Black Cohosh & Soy**

Nutrilite Black Cohosh and Soy is a convenient way to supplement a regular diet and lifestyle. Nutrilite Black Cohosh and Soy may be a good option to support your body during menopause. It contains black cohosh, soy isoflavones and soy protein. It may support women's overall well-being during menopause. Ageing gracefully is much easier when these effects are minimized.

#### **Features and Benefits:**

- Black Cohosh – Helps provide overall wellbeing during menopause.
- It may help reduce hot flushes, night sweats, mood swings.
- Additionally a varied & balanced diet and a healthy lifestyle based on the four pillars of optimal health are of general importance.

#### **Potential Users:**

Menopausal women

#### **Suggested Use:**

Take one tablet 3 times a day, preferably with meal.



## SWITCH TO HEALTHY SIPPING

### NUTRILITE® Fruit Drink Mix

Nutrilite Fruit Drink Mix has the rich taste of 5 fruit concentrates and provides Vitamin B and C.

#### Features and Benefits:

- Contains 5 fruit concentrates and provides B Vitamins and Vitamin C.
- Vitamin C act as an anti-oxidant while Vitamin B supports production of energy.
- No preservatives, no artificial colours & no artificial flavours.
- Sweetened with Fructose.

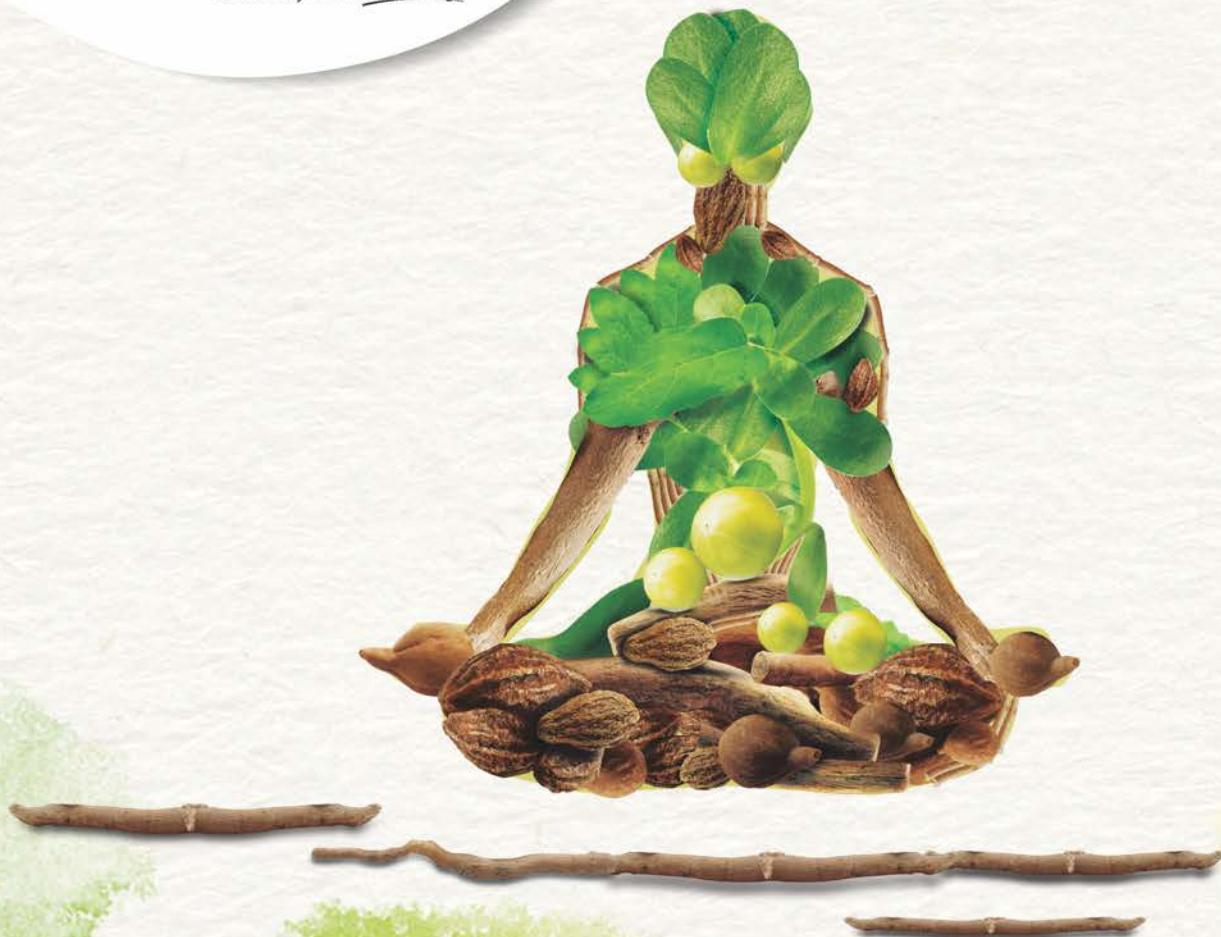
#### Suggested Use:

Add 1 stick pack (20 g approx.) in 200 ml of water, stir until completely dissolved, serve chilled.



 NUTRILITE®

Exclusively from 



**BEST OF NATURE, BEST OF SCIENCE  
&  
BEST OF TRADITIONAL WISDOM**



Exclusively from **Amway**



# Best of Nature...



Exclusively from **Amway**



# Best of Science...



...MEETS  
**BEST OF**  
TRADITIONAL  
**WISDOM**

PURE                   SAFE                   POTENT  
**PSP**



Nutrilite traditional herbal range products are under Nutraceutical category of FSSAI. Nutrilite products are not for medicinal use. Not to exceed recommended daily usage. Nutraceuticals are not to be used as a substitute for varied diet. Products are required to be stored out of reach of children. Children under 12 years of age, pregnant or lactating women or anyone with a medical condition should consult with physician before using of the products. For further details, please refer the product label. Claims & benefits mentioned above are as per available traditional literature & published research data. PSP stands for the purity, safety, potent of the individual herbs. Images shown are only for representation only.



**Carl F. Rehnborg**, the founder of Nutrilite pioneered the study of plant nutrients and nutrition. His undying love for nature led him to understand the science behind herbs and plants all over the world. On this journey of discovery, he realised that a significant nutritional gap existed in our diets. He understood that plants were enriched with components that bridged this gap and aided in our growth. He called them Phytonutrients. We have thoroughly researched, studied and extended our understanding of these components and created the Traditional Herb range of products. With this new range we intend to offer the Best of Nature, the Best of Science and the Best of Traditional Wisdom so that each tablet has the Purity and Potency of the herb and is Safe.

**Nutrilite the World's No.1 Selling Vitamin & Dietary Supplements Brand\***.

Images are for pictorial representation only.

\*Methodology: Source Euromonitor International Limited.

Vitamins and Dietary Supplements category, % retail values share, 2016 data.



## BEST OF INDIAN TRADITIONAL WISDOM

Our centuries-old good health practices used a holistic approach to maintain



Carrying forward Carl's philosophy and keeping up with Nutrilite's commitment to provide you with the best, we bring you traditional wisdom with the goodness of eternal nature and wonders of science.

The **new Nutrilite Traditional Herbs range brings together the Best of Nature, Best of Science and Best of Traditional Wisdom.**



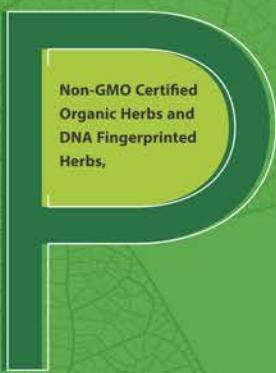
## NUTRILITE TRADITIONAL HERBS RANGE OF

PRODUCTS COME WITH THE PROMISE OF PSP!

PURE      SAFE      POTENT  
**PSP**



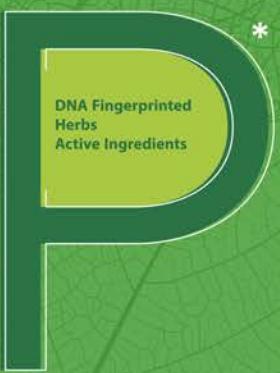
PURE



SAFE



POTENT



Non-GMO Certified  
Organic Herbs and  
DNA Fingerprinted  
Herbs,

LEED Gold  
Certification & GMP  
Nutraceutical Guidelines  
Compliant

DNA Fingerprinted  
Herbs  
Active Ingredients

Certified  
Organic Herbs  
DNA Fingerprinted  
Herbs  
Non-GMO

\*PSP stands for Purity, Safety & Potency of the individual herbs.



## A 3-Step Principle for the Best Quality of Herbs.

A rich history of traditional herb based remedies is documented in ancient Indian literature.

There are many products in the market trying to imbibe these.

But when you go to the market to buy such products, you are still wondering -

**Are the included herbs Pure? Are they Safe?**

**Even if they are Pure & Safe will they work efficaciously?**

But for Nutrilite, it has always been about Purity of the herb, Safety & Potency.

**'YOUR TRUST IS OF PARAMOUNT IMPORTANCE TO US'**

We, at Nutrilite, are constantly working and cut no corners in enhancing and developing the Nutrilite brand and quality of our products. We meet the standards of highest levels of quality and work ethics. Our products meet national standards for safe levels of pesticides and heavy metals.

We endeavor to bring to you an extract of the super-powered herbs from the best of the organic farms. These are high quality products that are prepared using traditional experience and knowledge supplemented with new and innovative tools. The richness and purity of herbs set our products apart for delivering assured levels of potency.





BEST OF NATURE, BEST OF SCIENCE  
MEETS BEST OF TRADITIONAL WISDOM

## NON-GMO RANGE

*GENETICALLY ENGINEERED FOOD  
MAY POSE TO BE A THREAT AND MAY  
LEAD TO VARIOUS HEALTH HAZARDS.*

*Nutrilite Traditional Herbs range of products is made from Non-GMO (Genetically Modified Organisms) sources.*

*Genetically engineered food is made by introducing genes from other species into the original DNA. They may pose to be a threat and lead to various health hazards. The farms growing our Organic Certified herbs send seeds used by them for GMO testing to a third party lab to ensure that they are non-GMO. We bring the goodness of natural herbs provided by Mother Nature at your doorstep.*

Nutrilite traditional herbal range products are under Nutraceutical category of FSSAI . Images shown are only for representation only.

BEST OF NATURE, BEST OF SCIENCE  
MEETS BEST OF TRADITIONAL WISDOM

## CERTIFIED ORGANIC HERBS

**BEST PRODUCTS BEGIN WITH  
PURE HERBS.**

Nutrilite assures high quality ingredients in all its products. We source herbs from farms which are **Organic Certified in India**. Many of these farms are in the isolated areas of the Western Ghats where organic farming practices are followed, nullifying the **chances of contamination**. We bring in pure herbs from the best of farming practices. Nutrilite assures growing, harvesting and processing plants on certified organic farms where no pesticides are used. Many of these certified farms use **Jeevamrutha**, a mixture of cow urine, cow dung, plant leaves, etc. that acts as an organic growth promoter. Every ingredient used in Nutrilite products must meet our quality certification standard for purity of herbs. Their safety and potency is assured through strict quality control and **sustainable practices**.



PURITY | SAFETY | POTENCY



BEST OF NATURE, BEST OF SCIENCE  
MEETS BEST OF TRADITIONAL WISDOM

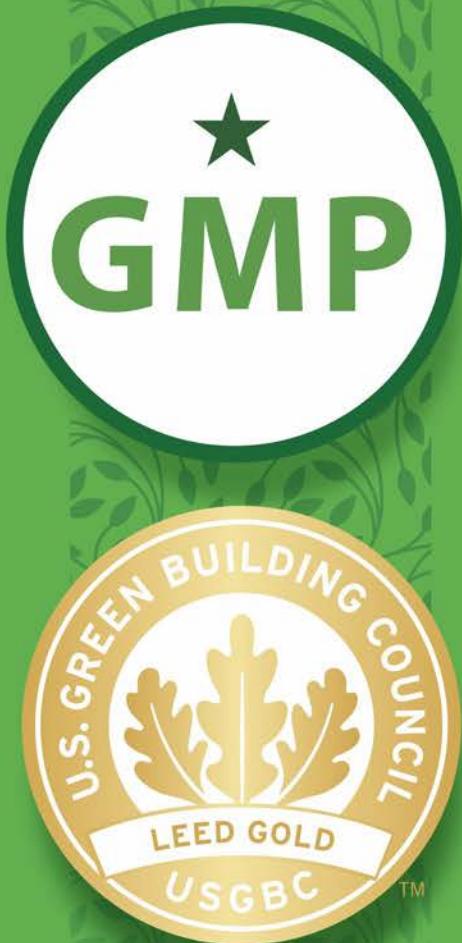
## DNA FINGERPRINTED HERBS

**MANY HERBS HAVE MULTIPLE SPECIES  
AND NOT EVERY SPECIES OF THE HERB  
HAS THE SAME POTENCY.**

**DNA FINGERPRINTING HELPS US  
IDENTIFY THE RIGHT SPECIES FOR  
ASSURED POTENCY.**

DNA fingerprinting is a novel approach that involves identification of a species by reading the genetic make-up at a molecular level by generating barcode-like patterns. It helps the scientists to label two species under different categories even if they showcase a slight variation. It helps ensure that every herb is in its purest form and free from any kind of contamination/adulteration. DNA fingerprinting involving DNA based marker analysis has proven to be an important tool in herb standardization. By introducing the advantages of DNA fingerprinting into our manufacturing processes, we make sure that only the selected herbs of high quality are being used, which assures efficacy in our products.

BEST OF NATURE, BEST OF SCIENCE  
MEETS BEST OF TRADITIONAL WISDOM



## LEED GOLD CERTIFICATION & GOOD MANUFACTURING PRACTICES

*IN OUR STATE-OF-THE-ART MANUFACTURING  
PLANT IN TAMIL NADU, WE FOLLOW GOOD  
MANUFACTURING PRACTICES TO  
ENSURE THAT THE GOODNESS OF THE  
HERBS GOES INTO THE FINAL PRODUCT.*

Nutrilite products are extensively researched, tested, and formulated to help people on their way to optimal health. Our manufacturing plant in Tamil Nadu follows current Good Manufacturing Practices which assures the safety, proper identification and highest quality of the products. Our manufacturing and quality check processes are truly world-class.

This manufacturing facility has also earned LEED (Leadership in Energy and Environmental Design) Gold Certification, a globally recognized green building rating system given by the US Green Building Council (USGBC) for a healthy and resource efficient environment. We meet the standards of the highest level of quality and work ethics.

PURITY | SAFETY | POTENCY. 50

BEST OF NATURE, BEST OF SCIENCE  
MEETS BEST OF TRADITIONAL WISDOM

## NUTRACEUTICAL GUIDELINES\* COMPLIANT

*WE MEET STRINGENT PRODUCT  
GUIDELINES DEFINED BY FSSAI.*

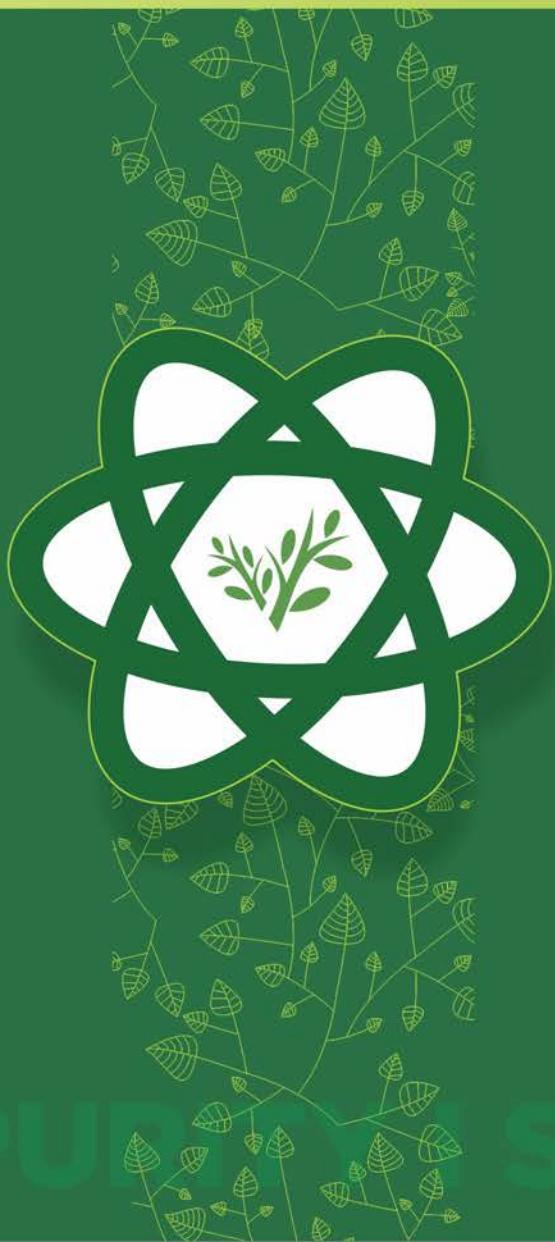
Our products are formulated and manufactured within the ambit of the Nutraceutical Guidelines laid out by FSSAI with stringent quality control measures. This ensures that our products meet the highest industry standards.

\*Food Safety and Standards (Food or Health Supplements, Nutraceuticals, Foods for Special Dietary uses, Foods for Special Medical Purpose, Functional Foods and Novel Food) Regulations, 2016.





**BEST OF NATURE, BEST OF SCIENCE  
MEETS BEST OF TRADITIONAL WISDOM**



## **ACTIVE INGREDIENTS**

**PLANTS CONTAIN BIOLOGICALLY  
ACTIVE COMPONENTS CALLED ACTIVE  
INGREDIENTS WHICH USUALLY  
PROVIDE SUPPORTIVE  
HEALTH BENEFITS.**

The quality and efficacy of Nutrilite Traditional Herbs range lies in its high concentration of beneficial active ingredients which are extracted right from the herbs. Nutrilite Traditional Herbs range of products has extracts from traditionally known herbs. It contains unique and assured levels of active ingredients which provide the mentioned health benefits in just one or two tablets a day.

All of this makes our product truly potent.

**PURITY | SAFETY | POTENCY**



# TRACEABILITY STORY FOR NUTRILITE TRADITIONAL HERBS

We follow the right steps so you get the right product

\*Food Safety and Standards (Food or Health Supplements, Nutraceuticals, Foods for Special Dietary uses, Foods for Special Medical Purpose, Functional Foods and Novel Food) Regulations, 2016.

Images here are for pictorial representation only.

- 1 THE RIGHT SEEDS:**  
Lab testing confirms the non-GMO nature of the seeds used for growing our herbs.
- 2 THE RIGHT FARM:**  
Cultivated in Organic farms for e.g. fertile Western Ghats.
- 3 THE RIGHT SPECIES:**  
DNA Fingerprinting at a third party lab helps us identify the right species to deliver desired efficacy.
- 4 THE RIGHT PART:**  
Only the right part of the plant is used for desired efficacy.
- 5 THE RIGHT EXTRACTION:**  
The herb undergoes an extraction process to get the active ingredients along with other components for maximum efficacy from every tablet.
- 6 THE RIGHT ACTIVE INGREDIENTS:**  
Right quantity of active ingredients ensured using validated analytical methods.
- 7 THE RIGHT PROCESS:**  
The extract goes to our LEED Gold Certified state-of-the-art manufacturing plant in Tamil Nadu where the products are made.
- 8 THE RIGHT QUALITY:**  
Assured quality products compliant with Nutraceutical Guidelines\*.
- 9 THE RIGHT PRODUCT:**  
Right quantity of active ingredients assured in the product to provide the desired benefit of herbs.



## NUTRILITE AMALAKI, VIBHITAKI AND HARITAKI

Modernization and urbanization have undoubtedly eased your lives in many ways. However, the hectic and stressful lifestyle has taken its toll on your health and body systems. Erratic eating habits, frequent consumption of junk food, along with impure, adulterated and worsened quality of food all have contributed to an unhealthy life. Such a situation creates **FREQUENT PROBLEMS IN YOUR GUT**. Nutrilite combines the vast traditional knowledge and available scientific data on the herbal mix of Amalaki, Vibhitaki & Haritaki, which is known to **SUPPORT DIGESTION** while cleansing and detoxifying your gut.

### Features and Benefits:

- Supports digestion
- Has Laxative Properties
- Improves Appetite
- Supports Colon Health
- Helps in Soothing Hyperacidity
- Detoxifies the body systems

### Recommended Usage:

As the concentration of active ingredients is high in every tablet, just 1-2 tablets a day is more than sufficient. Best if consumed with lukewarm water.

1 Amalaki Vibhitaki & Haritaki Tablet = 3 gm of raw Amalaki  
Vibhitaki & Haritaki herbs



This product is under Nutraceutical category of FSSAI. Nutrilite products are not for medicinal use. Not to exceed recommended daily usage. Nutraceuticals are not to be used as a substitute for varied diet. Products are required to be stored out of reach of children. Children under 12 years of age, pregnant or lactating women or anyone with a medical condition should consult with physician before using of the products. For further details, please refer the product label. Claims & Benefits mentioned above are as per available traditional literature & published research data. Images shown are only for representation Only.



## NUTRILITE ASHWAGANDHA

Health is affected by both internal and external factors. They disturb the natural equilibrium of your body thus manifesting an illness. Modern age, fast-forwarded hectic lifestyle, unhealthy eating habits and constant stress have become a part of your daily routine. All of this coupled with WORK PRESSURE AND ANXIETY LEAVE YOU EXHAUSTED.

Nutrilite combines the vast traditional knowledge and available scientific data on Ashwagandha which is known to SUPPORT VITALITY while rejuvenating your body.

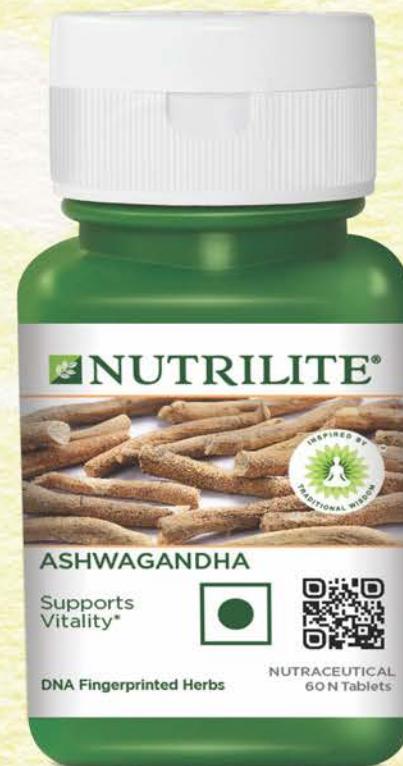
### Features and Benefits:

- Supports Vitality
- Eases Stress
- Calms the nervous system
- Boosts body's functioning
- Revitalizing the body

### Recommended Usage:

As the concentration of active ingredients is high in every tablet, just 1-2 tablets a day is more than sufficient. Best if consumed with warm milk.

1 Ashwagandha Tablet = 3 gm of raw Ashwagandha herbs





## NUTRILITE BRAHMI

Forgetting your keys, or a phone number, or a friend's birthday may not seem like a big deal. You often pass them on as a consequence of your hectic lifestyle and work pressure. These are actually silent signs of ageing. COGNITIVE ABILITY AND MENTAL AGILITY START WEAKENING with age. However, some people start facing this challenge at a rather young age owing to work pressure, hectic lifestyle along with lack of adequate nutrients in the daily diet.

Nutrilite combines the vast traditional knowledge and available scientific data on Brahmi which is known to MENTAL AGILITY.

### Features and Benefits:

- Supports mental agility
- Improves the functioning of the central nervous system
- Improves attention
- Improves alertness & concentration

### Recommended Usage:

As the concentration of active ingredients is high in every tablet, just 1-2 tablets a day is more than sufficient. Best if consumed with warm water.

1 Brahmi Tablet = 5 gm of raw Brahmi herb





# NUTRILITE TULSI

Hectic and stressful lifestyle along with environmental pollution, erroneous eating habits and adulteration in food can affect your immune system, as a consequence of which you may invite a **PLETHORA OF DISEASES AND FALL ILL FREQUENTLY.**

Nutrilite combines the vast traditional knowledge and available scientific data on Tulsi, which is known to **SUPPORT IMMUNITY.**

#### Features and Benefits:

- Supports immunity
- Potent adaptogen
- Has an antioxidant effect

#### Recommended Usage:

As the concentration of active ingredients is high in every tablet, just 1-2 tablets a day is more than sufficient. Best if consumed with water.

1 Tulsi Tablet = Over 100 dried, organic leaves of Tulsi herb



 NUTRILITE®



**W.O.W.**  
will over weight

PERSONALIZED WEIGHT  
MANAGEMENT PROGRAM

\* W.O.W stands for "Will Over Weight". A Weight Management Program.



## NUTRILITE WILL OVER WEIGHT (W.O.W) PROGRAM



Find your **WILL OVER WEIGHT**, a personalised weight management program from **AMWAY**

Nutrilite W.O.W. is a holistic, personalized weight management program based on the research of Nutrilite scientists supported with INDIAN experience of celebrity nutritionist Shubi Husain. The Nutrilite W.O.W. bundle contains the following items to support your weight management regime:

- Bodykey Nutritious Delicious shake packs – 6N
  - Nutrilite All Plant Protein Powder 1Kg – 1 N
  - Nutrilite Daily - 120N tablets
  - W.O.W. BMI tape – 1N
  - W.O.W.shaker – 1 N
  - W.O.W. gym bag – 1N
- OPTIONAL**
- InBody Band and App (optional) – 1N

### Features and Benefits:

Nutritious Delicious Bodykey shake mix contains a combination of protein, dietary fibre, carbohydrates and 22 essential vitamin and minerals. This shake has been developed with exclusive Bodykey taste mapping technology and comes in 2 delicious flavours, Vanilla Shake and Choco Shake. It contains no artificial sweeteners, flavours, colours or preservatives. Diet plans and advices in Nutrilite W.O.W. program has been offered by celebrity nutritionist Ms. Shubi Husain.



\* W.O.W stands for "Will Over Weight". A Weight Management Program.

# NUTRILITE W.O.W PERSONALISED ASSESSMENT



## Nutrilite W.O.W Personalised Assessment

The Nutrilite W.O.W Personalised Assessment looks at six key areas of your life and the impacts of each on your weight management efforts. The assessment shows you where you are today (your current state) and the ideal path forward.

**The key lifestyles factors are:**

1. Diet Type
2. Physical Activity
3. Stress Level
4. Sleep
5. Meal Habits
6. Mindset



# NUTRILITE W.O.W LIFESTYLE KEYS



## Nutrilite W.O.W Lifestyle Keys

### Diet Type:

Knowing what kind of diet works best for your body type can help you manage your weight more effectively and keep it off for the long term. The assessment on Diet Type uses a clinically validated tool to estimate a person's risk for carbohydrate sensitivity. Based on this information, a person is recommended either a low carb or low fat eating plan.

### Physical Activity:

Getting the amount of exercise and general daily movement that's right for you can make it faster and easier to reach your weight management goals. Physical activity increases energy expenditure and has a positive impact on stress, sleep and mood.

### Stress Level:

Stress is a normal part of life; the key is to manage it well. Stress affects eating behaviours. The hormones released when we're stressed include cortisol. Increased cortisol may increase your desire to take more food of higher calories. Stress can also negatively impact sleep duration and quality.

The assessment identifies a person with having low, moderate, or high levels of perceived stress. Here are the recommended action plans for stress.



## NUTRILITE W.O.W LIFESTYLE KEYS



**NUTRILITE®**

### Nutrilite W.O.W Lifestyle Keys

#### **Sleep:**

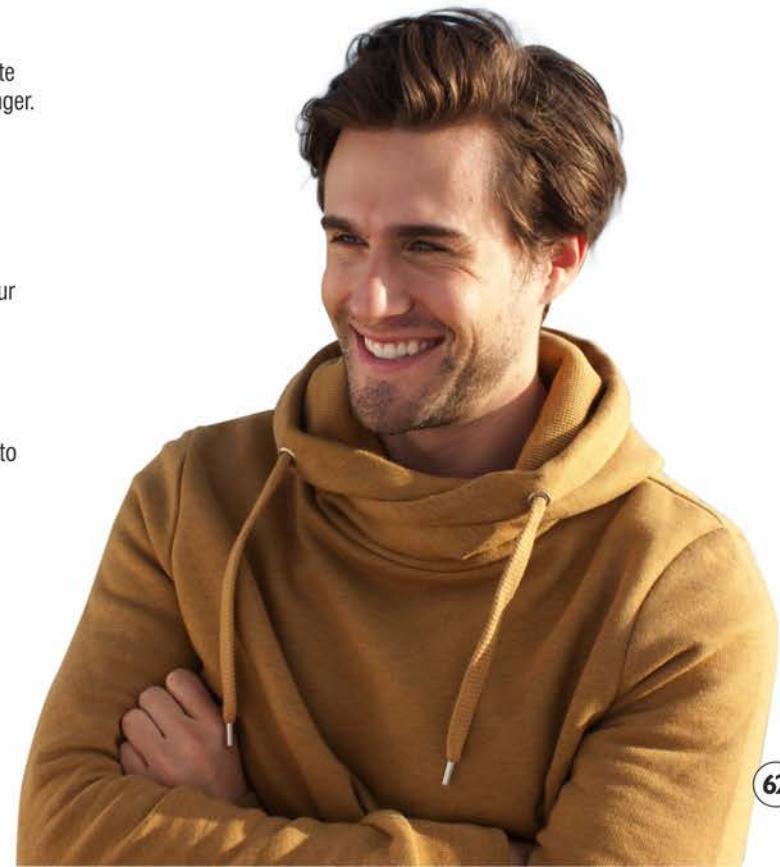
Insufficient sleep and excess body weight are interconnected. Adequate sleep is necessary for optimal regulation of hormones that impact hunger. Poor sleep quality can negatively impact mindset towards diet and exercise and the ability to follow and keep to the weight management program.

#### **Meal Habits:**

Studies show that when you eat can be as important as what you eat. You may need to tweak the timing of your meals to help accelerate your weight management efforts.

#### **Mindset:**

Research shows that having confidence in your ability to change your behaviour makes it easier to adopt a new healthier lifestyle. Improving perceived self-efficacy (your belief about your own capability) related to eating and physical activity behaviours can positively impact weight management success.



# GROW A HEALTHY BUSINESS

This section walks you through the steps to grow your business with Nutrilite™ products.

Turn to these pages for ways to get started – and build a consistent, sustainable volume.

## GETTING READY

Use this section as a checklist to help you get ready to talk to downline direct sellers and customers about Nutrilite™ supplements.



## MEETING WITH DIRECT SELLERS AND CUSTOMERS

Use this section to guide your conversation with downline direct sellers and customers to sell products.



## FOLLOWING UP

Use this section to see how following up impacts your business.



# GETTING READY

## KNOW THE PRODUCTS

Having a good idea of what Nutrilite offers, and knowing which resources to turn to whenever you need more information, will help you speak about Nutrilite™ products with confidence.

You have a lot of great resources at your disposal, including:

### 1. THIS BOOK

Check out the Supplements Sections for an in-depth look at each product. (xxx)



## 2. THE BOTTLE SMART LABELS SAY IT ALL

### A: Who am I?

Our brand name stands out on the top of each bottle.

### B: What are my key ingredients?

The primary sources for the key ingredients show you the best of nature combined with the best of science.

### C: What am I?

Supplement name says exactly what it's for.

### D: Why am I right for you?

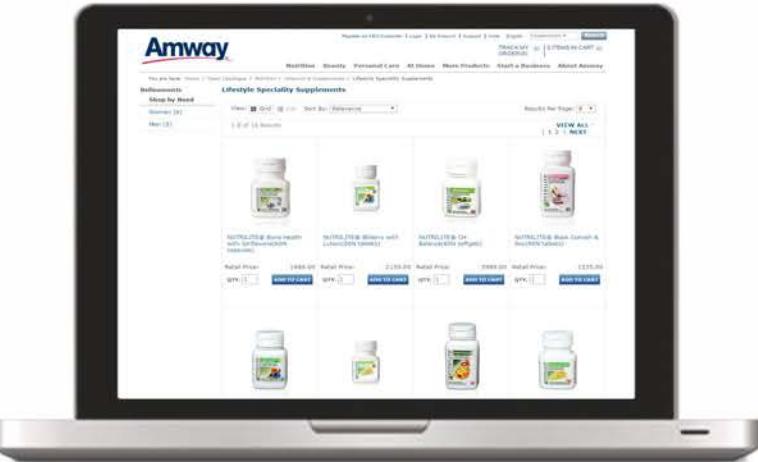
Key ingredient claim makes it easier to sell.

### E: How much do you take?

Easy dosage instructions.

## 3. PRODUCT PAGES ON AMWAY.CO.IN

The product pages on the Amway™ website offer a wealth of information. Simply log in to Amway.co.in and type the product name or item number.



# GETTING READY



## TALKING ABOUT THE PRODUCTS

The best way to understand a product and have confidence when talking about it? Use it yourself. Using the supplements will help you become a product expert – and make it easier to talk to direct sellers and customers. We call this being a “product of the product” – and it’s the easiest way to connect with downline direct sellers and consumers.

## TALKING ABOUT PRODUCTS YOU'VE TRIED

Jot down your product experience – this will make a great conversation starter later when you’re meeting with downline direct sellers and customers. In order to write your story, simply:

- Know the main product feature.
- Try the product (“Eat your supplements”).
- Review your experience.

## TALKING ABOUT PRODUCTS YOU HAVEN'T TRIED

If you haven't tried a product, talk to someone who has. Ask them about their experience, and create a product story based on what they say.



## TOP 10 BEST SELLERS

Use your product resources to read up on our Top 10 Supplements.

Many of these are best-sellers because they represent a common need – which means they might be exactly what a direct seller or customer is looking for.

- Nutrilite™ All Plant Protein
- Nutrilite™ Fiber
- Nutrilite™ Daily
- Nutrilite™ Natural B with yeast
- Nutrilite™ Salmon Omega
- Nutrilite™ Glucosamine
- Nutrilite™ Alfalfa Calcium Plus
- Nutrilite™ Kids Chocolate Drink
- Nutrilite™ Cherry Iron
- Nutrilite™ W.O.W.



# PREPARE SWITCH SUGGESTIONS



## IF YOU TAKE

Basic multivitamin

## SWITCH TO THIS

Nutrilite™ Daily

## BECAUSE

NUTRILITE Daily a multivitamin and multimineral tablet, provides 13 essential vitamins & 11 essential minerals with additional advantages of natural plant concentrates like the organically grown acerola cherry, parsley, spinach, watercress, alfalfa & carrot. NUTRILITE Daily is a convenient way to support your needs along with a regular diet.



## IF YOU TAKE

Vitamin D or calcium

## SWITCH TO THIS

Nutrilite™ Alfalfa Calcium Plus

## BECAUSE

NUTRILITE Alfalfa Calcium Plus is the combination of calcium, magnesium & vitamin D. Combination of calcium, magnesium, and vitamin D. Helps together support bone mineral density.



## IF YOU TAKE

Vitamin C

## SWITCH TO THIS

Nutrilite™ Natural C

## BECAUSE

NUTRILITE Natural C contains isolated Vitamin C & Acerola cherry concentrates. Acerola cherries, one of the richest known sources of Vitamin C, are grown in NUTRILITE farms. It also contains citrus bioflavonoids. These are naturally associated with Vitamin C in citrus fruits. Each tablet of NUTRILITE Natural C provides 40 mg of Vitamin C and along with regular diet helps support your daily Vitamin C requirement.

# MEETING WITH DIRECT SELLERS AND CUSTOMERS



## START THE CONVERSATION

There are several great ways to build volume with downline direct sellers and customers by matching them with supplements, but many successful direct sellers take the F.O.R.M. approach. It's a natural, easy way to positively impact the lives of others – and your business.

### FAMILY AND FRIENDS

Ask about their family and friends to learn about their needs. For example: Do you have kids? How old are they? What do they like to do?

\* Children below 12 years of age are required to be given products under medical supervision/advice

### OCCUPATION

Ask about their job or occupation to learn more about them and their needs. For example: Where do you work? What do you do?

### RECREATION

Ask questions about what they like to do for fun and fitness. For example: Do you work out? What are your hobbies? Are your kids involved in sports?

### MAKE THE CONNECTION

Once you know what they need, connect them with the right product by sharing the message.

## NOT SURE WHAT TO SAY?

Use one of these conversation starters.

**"Tell me a little about your day-to-day life."**

Listen closely and assess their need based on their age, gender, and lifestyle.

**"Do you currently take any supplements? If so, which ones?"**

If they currently take supplements, recommend the Nutrilite™ equivalent.

**"What are your nutrition goals?"**

Listen closely and assess their need based on their age, gender, and lifestyle.

**"Do you eat 5–9 servings of fruits and veggies every day?"**

If not, recommend products to help fill nutrient gaps.

# MEETING WITH DIRECT SELLERS AND CUSTOMERS

## SHARE YOUR MESSAGE USING THESE HELPFUL TIPS

The best way to engage with direct sellers and customers? Make a connection and maintain the relationship. Here are some tips to help guide your conversation and match the right consumers to the right supplements.

### 1. LEAD WITH THE NEED

Ask questions to help you determine which supplements could benefit them most. Ask about their occupation, their family, their recreational activities, and any supplements they already take.

### 2. OFFER SOLUTIONS

Listen closely when the customer talks about their needs, and use the materials you've brought with you to offer solutions.

#### • THIS BOOK

If a customer wants to know more about a product, look it up in the Nutrilite supplements section (Pg XXX)

#### • YOUR STORY

If your customers could benefit from a product, now's the time to share that product story.



### LEAVE YOUR CARD/ CONTACT DETAILS

Give them your leave-behind card so it's easy to contact you.

### FOLLOW UP

Read on to learn about the importance of following up with customers.

# FOLLOWING UP



## BUILD YOUR BUSINESS

There is only one thing you need to do after you meet with a consumer, but it's crucial to growing your business: follow up with them. Following up with downline direct sellers and customers can help increase your income and build volume in your business.

### FOLLOW UP WITH YOUR CUSTOMER:

#### WITHIN 24 HOURS AFTER YOUR FIRST MEETING

Send a quick thank-you note.

#### AFTER PRODUCT DELIVERY

Ask if they have any questions. Provide answers for those you can, and get back to them later on anything you can't immediately address.

#### TWO WEEKS BEFORE THE PRODUCT IS SCHEDULED TO RUN OUT

- Let your customer know you can reorder it for them.
- Consider offering a discount off of their next purchase.

The follow-up is an important part of assuring customer satisfaction, retaining customers and prospecting for new customers.



# FOLLOWING UP

## HOW TO CROSS-SELL

Follow-up provides you with the opportunity to introduce other products to downline direct sellers and your customers – and grow your business volume. This is commonly referred to as “cross-selling.”

## CROSS-SELLING NUTRILITE

Some Nutrilite™ products are a natural fit to pair together. So if a downline direct seller or customer tries one and loves it, recommend the other. For example, if a customer loved the All Plant Protein, try recommending Daily and Omega.

## CROSS-SELLING WOW, XS™ WHEY PROTEIN, AND XS™ ENERGY DRINKS

Supplement customers might also be interested in other healthy products – and vice versa. Talk to direct sellers and customers about using XS™ Whey Protein to give their body what it needs before, during, and after a workout. Or show them how WOW products can help with weight management. And if they want help powering through their day, talk about XS™ Energy drinks\*.



*\*Please make sure the RDA levels are not overlooked while advising more than one product*

## CROSS-SELLING OTHER BRANDS

If they use skincare or beauty products, recommend Artistry™ products – the Artistry™ brand is dedicated to developing innovative products to meet the individual beauty needs of women and men.

For cleaning supplies that are safer for the environment and work great, recommend Home Care products like LOC, Pursue. They're better. Naturally.

For tasty and nutritious cooking, recommend the Amway Queen cookware which comes with a 30 year warranty.



## HOW TO UP-SELL

Consumers often start with a more affordable product to see if it's something they like. Once they love it, chances are they'll be interested in a premium item. Following up is a great time to suggest an upgrade – we call this “booking a product from a product.”

### IF THEY LOVE

Nutrilite™ Natural C

Body Key Shakes

Nutrilite™ Alfalfa Calcium Plus

### RECOMMEND

Nutrilite™ Echinacea Citrus Concentrate Plus

Nutrilite™ WOW Program

Nutrilite™ Glucosamine HCL with Boswellia



# ENERGY DRINKS AND WHEY PROTEIN



Contains Caffeine. Contains artificial sweetener and for calorie conscious. This caffeinated beverage contains a mixture of sucralose and Acesulfame Potassium. Not recommended for children, pregnant and lactating women. No added sugar.

Not for medicinal use. No artificial colours, flavours or preservatives added. Required to be stored out of reach of children. Not recommended for children. Please do not exceed the daily recommended usage. Pregnant or lactating women or anyone with a medical condition should consult with a physician before using this product. Nutraceutical not to be used as a substitute for varied diet. For more details refer product label.



## XS Energy Drink

XS impacts the customer experience by delivering great taste and positive energy.

### Features & Benefits:

- Comes in three exciting flavours – Apple Strawberry Juice Blast, Orange Juice Blast and Cranberry Apple Juice Blast
- Zero Added Sugar
- 22.5 Kcal only
- Vitamin B2, B3, B6, B12 and Vitamin C
- 10% Fruit Juice Concentrate
- Amazing Taste

### Usage Instruction:

Serve chilled.

Not to be served to children.



## XS WHEY PROTEIN

### XS Whey Protein

XS whey protein contains nutrients which are helpful in both pre and post workout.

#### Features & Benefits:

- 30g protein per 45g serving
- 6g BCAA-Branched Chain Amino Acids
- 12g EAA-Essential Amino Acids
- 30% of RDA Calcium
- 2.8g Leucine
- Fiber & Prebiotics
- PDCASS score 1

#### Usage Instruction:

Add 1 provided scoop (45g approx) of protein powder two times a day to a glass of milk, juice, water or beverage of your choice. Stir or shake well for a smooth blend.



Not for medicinal use. No artificial colours, flavours or preservatives added. Required to be stored out of reach of children. Not recommended for children. Please do not exceed the daily recommended usage. Pregnant or lactating women or anyone with a medical condition should consult with a physician before using this product. Nutraceutical not to be used as a substitute for varied diet. For more details refer product label.

A close-up profile photograph of a woman with blonde hair and blue eyes, looking thoughtfully to the right. She is wearing a dark, ribbed, V-neck top.

Amway™

ARTISTRY™  
— MOVING BEAUTY FORWARD —  
SKIN CARE & COLORS

# ARTISTRY IS PROUD TO HOLD THE TITLE OF INDIA'S #1 PREMIUM SKINCARE BRAND\*

## PREMIUM

Artistry™ brand is a leading direct-selling skin care brand in the premium beauty category.

## PERFORMANCE

Over 50 years of experience and over \$1.4 billion in global sales annually.

## WORLDWIDE MARKET

Sold in over 50 countries and territories worldwide

## CLINICALLY TESTED

All Artistry™ products are clinically tested and guaranteed to perform.

\*Source : Euromonitor international limited ; Beauty and personal care 2017 Edition; as per premium skin care definition; retail value sales; UBN; 2016 Data.



## MEET THE EXPERTS

### ARTISTRY SCIENTIFIC ADVISORY BOARD

The Artistry Scientific Advisory Board is composed of leading international experts in skin-health research who actively consult with Artistry® scientists to ensure that the technologies of future products are on the leading edge of skin health.

### HOW TO TALK ABOUT the Artistry Scientific Advisory Board

“

The Artistry Scientific Advisory Board consults on technologies for the Artistry brand to ensure that the brand continues to push beauty forward.”



ARTISTRY™

# Skin Care Collection In India

- Essentials by ARTISTRY™
- ARTISTRY™ Youth Xtend Collection
- ARTISTRY™ Youth Xtend Ultra Collection
- ARTISTRY™ Ideal Radiance Collection
- ARTISTRY™ Intensive Care



# 3 Minutes to great skin\* essentials by ARTISTRY

*\*3 minutes to great skin is applicable for daily skin care routine*

**ARTISTRY®**

Exclusively from **Amway**

## Infused With Nature

Enriched with the  
goodness of the  
**NUTRILITE Ingredient -**  
**ACEROLA cherry**

## Perfected by Science

- Essentials by Artistry is perfected with science to suit all skin types
- Unique ingredient blend that balances oil and hydration levels making it suitable for all skin types
- The Shiso (Perilla) and Aloe anti-irritation complex used in Gel Cleanser and Light Lotion are patented
- All formulas are non-comedogenic\*, which means they do not clog pores



ARTISTRY

Exclusively from **Amway**

## THE NEWBIES

Your partner for glowing skin

Gel  
Cleanser  
(2-in-1 cleanser  
cum toner)  
**123 ml**



Light  
Lotion\*  
**50 ml**

Polishing  
Scrub  
**125 ml**



Creamy  
Massage  
**100 g**

\*Light Lotion doesn't contain SPF



**Gel Cleanser**  
(2-in-1 cleanser cum toner)

## Daily Care Range

The Gel cleanser and Light lotion give you the much required daily dose of skin care. Along with their own set of natural ingredients, these products are enriched with a key ingredient of Nutrilite - Acerola Cherry.

- Allergy tested
- Dermatologically tested
- Non-comedogenic
- For all skin types including sensitive
- Unisex range
- Mild and gentle



**Light Lotion**

## Gel Cleanser

### Features & Benefits:

- A 2-in-1 cleanser cum toner
- Sulfate free & Soap Free Formula
- Effectively Cleanses and tones skin in one step
- Water based oil free gel
- Deeply cleanses the skin
- Enriched with Cucumber and Acerola Cherry from Nutrilite™ Farms
- Cucumber acts as a soothing and cooling agent
- Acerola Cherry acts as an anti-oxidant on skin
- Witch Hazel and White Willow Bark help diminish the appearance of pores
- Other Botanical Ingredients – Aloe Vera, Meadowsweet, Licorice, Shiso act as anti-irritant
- Helps control excess oil and reduce shine
- Maintains skin's natural PH balance
- Gentle, non-drying
- Rinses easily with no residue
- Leaves skin fresh and soft



\*All claims are as per internal study



## Light Lotion

### Features & Benefits:

- An oil free lotion with Chamomile
- Helps reduce shine and surface oil
- Absorbs into the skin quickly, leaving no residue
- Free of pore-clogging oils
- Chamomile gives a soothing and comforting effect
- Acerola Cherry Extracts from Nutrilite Farms acts as an anti-oxidant for skin
- Anti-oxidant blend safeguards skin against free radicals
- Cucumber and Glycerin hydrate the skin
- Enriched with Witch Hazel which provides astringency benefits\*\*
- Enriched with anti-irritants like Aloe & Shiso (Perilla) that soothe the skin
- Provides long lasting moisture which keeps the skin soft

*\*All claims are as per internal study*

*\*\*Ingredient benefit*



## DAILY CARE RANGE: USAGE

Recommended to be used twice daily - Morning and Evening

### Gel Cleanser (2-in-1 Cleanser-cum-toner)

- Wet your face and hands
- Squeeze an almond - sized amount of cleanser into palm and work into lather
- Massage gently over face and neck
- Rinse thoroughly

### Light Lotion

- After cleansing and toning
- Squeeze the lotion 2-3 times onto your fingertips
- Massage it gently over the face and neck
- Avoid contact with eyes

*Complete your daily care routine with Ideal Radiance CC Cream with SPF 50+++*





## Special Care Range

It's important to pamper your skin every once in a while. The new Essentials range consists of two such products that give your skin the much needed rejuvenation.

- Allergy tested
- Dermatologically tested
- Non-comedogenic\*\*
- For all skin types including sensitive
- Unisex range



**Polishing Scrub**



**Creamy Massage**

**\*\*This is not applicable for Polishing Scrub**  
**\*All claims are as per internal study**



## Polishing Scrub

### Features & Benefits:

- Rich in Jojoba Beads
- Gel based Polishing Scrub effectively removes flakes, impurities deep within the skin's surface and excess oil
- Improves skin's texture and tone
- Skin appears much brighter, more radiant and has an improved clarity
- Deep cleansing action with mild & gentle Jojoba Beads that exfoliate without drying
- Helps remove excess oil
- Skin is left with a soft, smooth and polished glow



\*All claims are as per internal study



## Creamy Massage

### Features & Benefits:

- Rich in Avocado
- Luxurious massage cream
- Restores radiance to tired skin
- Makes the skin feel soft, silky, smooth and moisturised
- Revitalizes the appearance of dry, dehydrated skin when applied with massage
- Restores radiance to tired skin
- Makes the skin feel soft, silky, smooth and moisturized
- It is non-comedogenic, i.e. it doesn't clog pores
- The massage improves the blood circulation and ingredients such as Shea Butter and Natural Oils make it better
- Leaves skin hydrated and moisturized
- Its relaxing fragrance gives a soothing feel to your skin for a spa like experience

## SPECIAL CARE RANGE: USAGE

Recommended To be used once or twice a week

### Polishing Scrub

- Splash face with water to moisten skin
- Place an almond-sized portion of Polishing Scrub into the palm of your hand, and add water and work into a rich lather
- Using fingertips, gently massage in a gentle circular motion across forehead, down top and sides of nose, onto cheeks, around lips, onto chin, jaw-line, neck and throat
- Rinse thoroughly with water



### Creamy Massage

- Clean your face
- Use fingertips to apply over face in a gentle, circular motion
- Avoid the eye area
- After massaging, gently rinse off with water or use a tissue



## ARTISTRY™

## Moisture Intense Masque

The Artistry Essentials Moisture Intense Masque restores your skin's moisture barrier, keeping skin hydrated throughout the day & preventing future drying. Scented with a soothing cucumber-honeysuckle fragrance that relaxes & refreshes.

**Features & Benefits:**

- Provides an immediate moisture boost to the skin while maintaining hydration throughout the day.
- Relaxes a dry dehydrated skin.

Restores moisture barrier to prevent future drying.

Dermatologically Tested.

- Allergy Tested.

**Usage Instructions:**

1. Apply to cleansed face 1-2 times per week or as needed.
2. Leave on for 5-15 minutes. Rinse thoroughly with water. Follow with Moisturizer. Avoid contact with eyes.



# ARTISTRY<sup>TM</sup> Youth Xtend<sup>TM</sup> Power System

The Power System is a trio of the most potent YOUTH XTEND products: Serum Concentrate, Enriching Eye Cream and Enriching Cream or Lotion. These three products work together to help you provide your skin with exactly what you need to prolong a younger look.

## What Does Youth Xtend Power System Include

Each product in the Power System includes the following ingredients in order to extend the look of youth:

- LifeSirt encourages skin's natural youth protein production by 280%\*, strengthening and extending skin's healthy life for more youthful-looking skin.\*\*
- Micro-X6 Peptide helps repair existing damage as it boosts collagen activity for a youthful appearance.\*\*\*
- Extracts from the fruit of the African Baobab, also known as the Tree of Life, in combination with other botanicals from our own organic farms, provide advanced skin protection.
- To receive the incredible benefits of YOUTH XTEND, every customer should use all three products in the Power System (Serum Concentrate, Enriching Eye Cream, and Enriching Cream or Lotion):
  - Together these three products:
    - Give skin a radiant, younger look.
    - Reduce the appearance of fine lines and wrinkles.
    - Leave skin feeling softer and smoother.



\*Based on *in vitro* gene expression assay

\*\*Based on *in vitro* oxidative stress assay

\*\*\*Based on *in vitro* assay

# ARTISTRY<sup>TM</sup> Youth Xtend<sup>TM</sup> Protecting Lotion

Artistry<sup>TM</sup> Youth Xtend Protecting Lotion is ideal for people with normal to oily skin & normal to combination skin. It's contains SPF 15, UVA/UVB and potent ingredients that provide antioxidant protection to minimize and helps to reduce the appearance of fine lines and wrinkles (when used as system).

## Features & Benefits:

- SPF 15 UVA/UVB PA+++, a broad-spectrum sunscreen with UV protection that helps to reduce the appearance of fine lines and wrinkles.
- Contains moisturising ingredients which helps improve all-day moisturisation.
- Contains conditioners, antioxidants, and soothing agents featuring African Baobab fruit extract plus black currant, green acerola cherry, and other botanicals, some grown on our own organic farms.
- Helps protect against environmental aggressors such as free radicals and pollution, which can cause fine lines and wrinkles.

## Usage Instructions:

Smooth gently over face and neck each morning, after using Serum concentrate.



Daily use improves radiance and clarity, and provides all-day moisture with 80% of women noticing more radiant skin in only three weeks.

## ARTISTRY<sup>TM</sup> Youth Xtend<sup>TM</sup> Protecting Cream

Artistry<sup>TM</sup> Youth Xtend Protecting cream is ideal for people with normal to dry skin. It contains SPF 15 UVA/UVB and potent ingredients that provide antioxidant protection to minimize and helps to reduce the appearance of fine lines and wrinkles.

### **Features & Benefits:**

- Contains SPF 15 UVA/UVB PA+++, a broad-spectrum sunscreen with UV protection to help reduce the appearance of fine lines and wrinkles.
- Contains moisturising ingredients which helps improve all-day moisturisation.
- Contains conditioners, antioxidants, and soothing agents featuring African Baobab fruit extract plus black currant, green acerola cherry, and other botanicals, some grown on our own organic farms.
- Helps protect against environmental aggressors such as free radicals and pollution, which can cause fine lines and wrinkles.

### **Usage Instructions:**

Smooth gently over face and neck each morning, after using Serum concentrate.

Daily use improves skins smoothness, radiance, and clarity while providing all-day moisture, with 80% of women noticing more radiant skin in only three weeks.



# ARTISTRY<sup>TM</sup> Youth Xtend<sup>TM</sup> Serum Concentrate

ARTISTRY<sup>TM</sup> YOUTH XTEND Serum Concentrate is formulated with precious ingredients to help smooth the appearance of fine lines and wrinkles, improve overall radiance, and help keep skin looking younger, longer.

## Features & Benefits:

- The ARTISTRY<sup>TM</sup> exclusive Micro-X6 Peptide helps repair existing damage, as it boosts collagen for a reduced appearance of fine lines and wrinkles\*\*.
- A combination of conditioners, antioxidants, and soothing agents featuring African Baobab fruit extract plus black currant, green acerola cherry and other botanicals, helps protect skin with antioxidants plus provides soothing and moisturizing benefits.
- Skin is protected against environmental factors such as free radicals and pollution, which can cause fine lines and wrinkles.
- LifeSirt, a botanical extract from the leaf of the Mediterranean myrtle plant helps encourage skin's natural youth protein production by 280%\*.

## Usage Instructions:

- Cleanse and tone skin.
- Treat skin by applying Serum Concentrate evenly over entire face and neck in upward strokes.
- Serum Concentrate can be used morning and night.
- Follow with your eye cream and facial moisturizer.
- Suitable for all skin types.

\*Based on in vitro gene expression assay.

\*\*Based on in vitro oxidative stress assay.



LifeSirt, a botanical extract from the leaf of the Mediterranean myrtle plant helps encourage skin's natural youth protein production by 280%\*.

# ARTISTRY<sup>TM</sup> Youth Xtend<sup>TM</sup> Enriching Lotion

A sumptuous, yet lightweight lotion that helps soften, smooth and hydrate your skin overnight.

Specially formulated for normal to combination skin, Enriching Lotion provides long-lasting moisturisation without leaving a greasy after-feel, while improving smoothness, radiance, and clarity.

#### Features & Benefits:

- Lightweight, non-greasy formula with special moisturising ingredients - meadow foam seed oil & evening primrose oil.
- Formulated with the ARTISTRY exclusive Micro-X6 Peptide to help encourage collagen activity to aid in repair of existing skin damage.\*\*\*
- LifeSirt, a botanical extract from the leaf of the Mediterranean myrtle plant - helps encourage skin's natural youth protein production by 280%\*.

#### Usage Instructions:

Smooth gently over face and neck each night, after using Serum concentrate.

\*Based on *in vitro* gene expression assay

\*\*Based on *in vitro* oxidative stress assay

\*\*\*Based on *in vitro* assay

# Power system includes Serum concentrate, Enriching Eye Cream and Enriching Lotion/Enriching Cream

\*\*\*\*78% of women reported that the Power System, including the Enriching Cream, helped to reduce the appearance of fine lines and wrinkles in just one week. 89% of women using the Power System#, including Enriching Lotion, noticed softer skin in just one use.





\*\*\*\*78% of women reported that the Power System, including the Enriching Cream, helped to reduce the appearance of fine lines and wrinkles in just one week. 89% of women using the Power System#, including Enriching Cream, noticed softer skin after one use.

## ARTISTRY<sup>TM</sup> Youth Xtend<sup>TM</sup> Enriching Cream

A sumptuous moisturising night cream with ultra-hydrating ingredients to help smooth and revitalise skin for a softer, noticeably younger look overnight.

### Features & Benefits:

- Works overnight to help reprogram the future of your skin.
- Contains LifeSirt, a botanical extract from the leaf of the Mediterranean myrtle plant to encourages skin's natural youth protein production by 280%.\*
- Formulated with the ARTISTRY<sup>TM</sup> exclusive Micro-X6 Peptide to helps encourage collagen activity to aid in repair of existing skin damage.\*\*\*

### Usage Instructions:

Smooth gently over face and neck each night, after using Serum concentrate.

\*Based on *in vitro* gene expression assay

\*\*Based on *in vitro* oxidative stress assay

\*\*\*Based on *in vitro* assay

# Power system includes Serum concentrate, Enriching Eye Cream and Enriching Lotion/Enriching Cream



# ARTISTRY<sup>TM</sup> Youth Xtend<sup>TM</sup> Enriching Eye Cream

The Youth Xtend Enriching Eye Cream is created specifically for the delicate eye area. It targets the early signs of aging in the eye area and helps diminish the look of fine lines and wrinkles.

## Features & Benefits:

- LifeSirt, a botanical extract from the leaf of the Mediterranean myrtle plant encourages skin's natural youth protein by 280%\*\*.
- Micro-X6 Peptide helps repair the appearance of past damage.
- African Baobab fruit extract, acerola cherry, and other botanicals provide skin protection.

## Usage Instructions:

Lightly dab a small amount with your ring finger under and around the eye area.

Recommended to in the morning and night Use morning and night after Serum Concentrate. Suitable for all skin types.



93% of women experienced  
a clinical reduction in visible fine  
lines around the eyes\*.

\*\* Based on *in vitro* oxidative stress assay

\* Under testing condition

Women agreed that after just 1 week, their skin looked more radiant with a youthful, rosy glow\*.

# ARTISTRY™ Youth Xtend™ Ultra Lifting Cream

This intensely rich and profoundly nourishing cream moisturizes skin that feels soft and smooth.

## Features & Benefits:

- It contains red caviar concentrate which micro-cleanses the appearance of damage for a rosy glow.
- The ingredients add moisturization and helps skin to retain its moisture for a softer and smoother after-feel.
- It contains Winter Cherry Ginseng that helps clarify skin tone.
- It results in more radiant skin that feels softer and looks noticeably smoother and plumper, while skin's moisture content is improved.

## Usage Instructions:

Apply an even layer of Artistry™ YOUTH XTEND ULTRA Lifting Cream in smooth upward strokes over face and neck. Recommended to use it twice every day.

*Non-comedogenic. Suitable for all skin type.*

*\*Under testing conditions.*

*\*(Based on Stephens & Associates consumer perception study)*



# ARTISTRY™ Youth Xtend™ Ultra Lifting Essence Concentrate

Youth Xtend Ultra Lifting Essence Concentrate is a Daily use moisturizing serum to promote a more lifted and firmed look.

## Features & Benefits:

- It contains red caviar concentrate to micro-cleanse the appearance of damage for a rosy glow & a visibly firm and lifted look.
- Silvervine Fruit Extract helps increase skin's translucency and improve its radiance.
- ARTISTRY™ Exclusive Micro-X6 Peptide helps reduce the appearance of fine lines and wrinkles.
- Youth Xtend Ultra Lifting essence concentrate helps lift and firm skin's appearance, imparting a younger-looking skin.

## Usage Instructions:

Apply one to two pumps of Artistry™ Youth Xtend ultra Lifting essence Concentrate. Spread evenly over cleansed skin in quick upward strokes across the face and neck.

*Non-comedogenic. Suitable for all skin type.*

*\*Under testing conditions.*



This creamy, silky formula provides a surge of moisture. In only 1 week, 74% of consumers tested began noticing a firmer, more lifted look.\*

**ARTISTRY YOUTH XTEND UTLRA**  
Lifting Cream results in more  
radiant skin that feels softer  
and looks noticeably  
smoother and plumper, while  
skin's moisture content is  
improved overnight.

# ARTISTRY<sup>TM</sup> **Youth Xtend<sup>TM</sup> Ultra Lifting Eye Serum Concentrate**

Youth Xtend Lifting Eye Serum Concentrate is a daily use eye serum which is suitable for all skin types and it provides lifting and firming benefits to the eye area.

## **Features & Benefits:**

- It hydrates application area quickly and overtime provides visible effects.
- It gives the area around the eyes a soothing feeling.
- It makes the skin around the eye area appear brighter and firmer.

## **Usage Instructions:**

After cleansing and toning, apply one drop to the tip of the ring finger and smooth under the eye and around the orbital bone. Follow with ARTISTRY YOUTH XTEND Eye Cream.



ARTISTRY™

3D SKIN BRIGHTENING TECHNOLOGY

81% of consumers tested  
agreed that Illuminating  
Essence helped lighten skin  
tone within 12 weeks\*.

## ARTISTRY™ Ideal Radiance Illuminating Essence

ARTISTRY IDEAL RADIANCE™ Illuminating Essence is a brightening product harnessing an exclusive 3D Technology which gently coats skin cells to help prevent irritation, the appearance of hyper-pigmentation when use in conjunction with ideal radiance Spot Corrector and environmental protection. Silky and fast absorbing, this luxurious milky essence delivers unprecedented brightening power, giving skin an instant radiant glow. The appearance of dark spots and discoloration is significantly reduced leaving skin looking clearer, more even-toned and luminous.

### Features & Benefits:

- Instantly gives your skin a radiant glow.
- Skin looks clearer, more even-toned and luminous.
- Silky and fast absorbing.

### Usage Instructions :

Pump 2-3 times into your palm. With your fingertips, smooth over face and neck. Follow with Spot Corrector.



\*Under testing condition

ARTISTRY™

3D SKIN BRIGHTENING TECHNOLOGY

## ARTISTRY™ Ideal Radiance Spot Corrector

Artistry Ideal Radiance Spot Corrector helps target dark spots and discolorations. Helps diminish the appearance of most stubborn age spots. Leaves skin looking even-toned and radiant.

### Features & Benefits:

- Helps to diminish the most stubborn age spots.
- Leaves skin looking even-toned and radiant.

### Usage Instructions :

Massage into spots, freckles and discolorations. Use morning and night after Illuminating Essence.

**Amway™**

After 12 weeks, 97% of women that used the IDEAL RADIANCE spot corrector showed measurably lighter, brighter skin (when used as a system)\*.



\* Under testing condition

ARTISTRY<sup>TM</sup>  
intensive skin careARTISTRY<sup>TM</sup>  
**Renewing Peel**

Intensive skincare renewing peel lets you experience the benefits comparable to a professional chemical peel at home. The featured technology is a proteolytic enzyme extracted from the mushroom Mucor Miehei. Its primary function is to quickly smooth and refine the texture of the skin. Adapting to the user's skin condition, exfoliation will cease when the pH reaches 5.5, delivering more radiant complexion. Like professional peels, ARTISTRY Intensive Skin Care Renewing Peel can improve skin texture, dryness, the appearance of fine lines, the appearance of age spots, uneven skin tone and clarity/dullness. With continued use, it visually softens fine lines, reduction in appearance of age spots and pore size.

**Features:**

- Contains mushroom enzyme • Nutrilite sourced chia seed oil • Contains liposome technology

**Benefits:**

*After just one use in clinical and consumer perception study:*

- 93% of participants agreed skin looks and feels softer and smoother.

*After six weeks in clinical and consumer perception study:*

- 100% saw an improvement in skin smoothness and texture.
- 84% saw more radiant skin.
- 84% raved that their skin looked younger.

**The product renewing peel is preferably advised to be used at night.**

*For optimal results; apply intensive skincare renewing peel twice weekly on non-consecutive days. Thoroughly cleanse and dry skin, then smooth a thin layer of product over the face, avoiding the eye area. Leave for eight minutes (product may not dry completely). Before rinsing, gently massage skin with wet fingertips to assist with exfoliation. Rinse thoroughly with luke warm water and pat dry. Follow with toner and moisturizer. You'll achieve optimal results in just six weeks.*

ARTISTRY™

# ARTISTRY™ Colors



ARTISTRY™ Exact Fit Long Wearing Foundation  
ARTISTRY™ Loose Powder

Improvement in skin uniformity immediately after application and after more than 24 hours of wear.

## ARTISTRY<sup>TM</sup> Exact Fit Long Wearing Foundation

New ARTISTRY Exact Fit Long Wearing Foundation mimics the look of real Skin and has a natural finish.

### Features & Benefits:

- Exclusive ARTISTRY Exact Fit™ blend with Tahitian Pearls and Optical Prisms mimics the look of real skin, for a seamless fusion that appears natural.
- Color lock technology helps hold pigments in place even in heat, humidity and constant activity.
- Provides flawless coverage and available in 2 shades-Soleil and Buff.



Fragrance Free,  
Oil free,  
Allergy Tested



Fragrance free and  
non comedogenic

## ARTISTRY<sup>TM</sup> Loose Powder

ARTISTRY EXACT FIT Perfecting Loose Powder this luxuriously silky loose powder mimics the look of real skin; whether worn alone or over foundation, skin looks perfected and luminous.

### Features & Benefits:

- Contains an EXACT FIT Blend made of Tahitian Pearls and Optical Prisms finely balanced to a level of perfection.
- Prevents oily break through and shine.
- Creates smooth and matte finish.
- Allows makeup to last longer.

### Usage Instructions:

- Use after foundation or moisturizer.
- Non-refillable, spill-proof jar comes with puff applicator.
- Apply onto face with puff or powder brush.

## Artistry Product Recommender

| SKIN TYPE                       | TIME   | UP TO 25 YEARS   | 25 - 40 YEARS  | ABOVE 40 YEARS   |
|---------------------------------|--|--|--|--|
|                                 |  |        |                                       |   |
| <b>OILY</b>                     | Day<br>     | <ul style="list-style-type: none"> <li>✓ Gel Cleanser</li> <li>✓ Light Lotion</li> </ul> | <ul style="list-style-type: none"> <li>✓ Gel Cleanser</li> <li>✓ YE Eye Cream</li> <li>✓ YE Protecting Lotion</li> </ul> | <ul style="list-style-type: none"> <li>✓ Gel Cleanser</li> <li>✓ YEU Eye Serum</li> <li>✓ YE Eye Cream</li> <li>✓ YE Protecting Lotion/</li> <li>✓ YEU Lifting Cream</li> </ul>  |
|                                 | Night<br>   | <ul style="list-style-type: none"> <li>✓ Gel Cleanser</li> <li>✓ Light Lotion</li> </ul> | <ul style="list-style-type: none"> <li>✓ Gel Cleanser</li> <li>✓ YE Eye Cream</li> <li>✓ YE Protecting Lotion</li> </ul> | <ul style="list-style-type: none"> <li>✓ Gel Cleanser</li> <li>✓ YEU Eye Serum</li> <li>✓ YE Eye Cream</li> <li>✓ YEU Lifting Cream</li> </ul>                                   |
| <b>COMBINATION TOWARDS OILY</b> | Day<br>     | <ul style="list-style-type: none"> <li>✓ Gel Cleanser</li> <li>✓ Light Lotion</li> </ul> | <ul style="list-style-type: none"> <li>✓ Gel Cleanser</li> <li>✓ YE Eye Cream</li> <li>✓ YE Protecting Lotion</li> </ul> | <ul style="list-style-type: none"> <li>✓ Gel Cleanser</li> <li>✓ YEU Eye Serum</li> <li>✓ YE Eye Cream</li> <li>✓ YE Protecting Lotion</li> </ul>                                |
|                                 | Night<br> | <ul style="list-style-type: none"> <li>✓ Gel Cleanser</li> <li>✓ Light Lotion</li> </ul> | <ul style="list-style-type: none"> <li>✓ Gel Cleanser</li> <li>✓ YE Eye Cream</li> <li>✓ YE Enriching Lotion</li> </ul>  | <ul style="list-style-type: none"> <li>✓ Gel Cleanser</li> <li>✓ YEU Eye Serum</li> <li>✓ YE Eye Cream</li> <li>✓ YEU Lifting Cream followed by Sun Protecting Lotion</li> </ul> |
| <b>DRY</b>                      | Day<br>   | <ul style="list-style-type: none"> <li>✓ Gel Cleanser</li> <li>✓ Light Lotion</li> </ul> | <ul style="list-style-type: none"> <li>✓ Gel Cleanser</li> <li>✓ YE Eye Cream</li> <li>✓ YE Protecting Cream</li> </ul>  | <ul style="list-style-type: none"> <li>✓ Gel Cleanser</li> <li>✓ YEU Eye Serum</li> <li>✓ YE Eye Cream</li> <li>✓ YE Protecting Cream</li> <li>✓ YEU Lifting Cream</li> </ul>    |
|                                 | Night<br> | <ul style="list-style-type: none"> <li>✓ Gel Cleanser</li> <li>✓ Light Lotion</li> </ul> | <ul style="list-style-type: none"> <li>✓ Gel Cleanser</li> <li>✓ YE Eye Cream</li> <li>✓ YE Enriching Cream</li> </ul>   | <ul style="list-style-type: none"> <li>✓ Gel Cleanser</li> <li>✓ YEU Eye Serum</li> <li>✓ YE Eye Cream</li> <li>✓ YE Protecting Cream</li> <li>✓ YEU Lifting Cream</li> </ul>    |

# Artistry Product Recommender

## 1.FOR ROUGH/GLOWLESS SKIN

| TIME   | UP TO 25 YEARS  | 25 - 40 YEARS   | ABOVE 40 YEARS  |
|--|---|---|---|
|           |  |            |                                |
| Day<br>   | Gel Cleanser<br>Light Lotion  | Gel Cleanser, YE Serum Conc,<br>YE Eye Cream, YE Protecting Cream/<br>Lotion as per skin type | Gel Cleanser, YEU Essence Conc, YEU<br>Eye Serum, YE Eye Cream, YEU Lifting<br>Cream, YE Protecting Cream /Lotion |
| Night<br> | Gel Cleanser<br>Light Lotion  | Gel Cleanser, YE Serum Conc,<br>YE Eye Cream, YE Enriching Cream/<br>Lotion as per skin type  | Gel Cleanser, YEU Essence Conc,<br>YEU Eye Serum, YE Eye Cream,<br>YEU Lifting Cream                              |

## 2.FOR LOOSE AND SAGGED SKIN OR FINE LINES & WRINKLES OR BOTH

| TIME   | 25 - 40 YEARS   | ABOVE 40 YEARS  |
|--|---|---|
|           |         |        |
| Day<br>   | Gel Cleanser, YE Serum Conc, YE Eye Cream,<br>YE Protecting Cream/Lotion as per skin type | Gel Cleanser, YE Serum Conc, YE Eye Cream,<br>YE Protecting Cream/Lotion as per skin type |
| Night<br> | Gel Cleanser, YE Serum Conc, YE Eye Cream,<br>YE Enriching Cream/Lotion as per skin type  | Gel Cleanser, YEU Essence Conc, YEU Eye Serum,<br>YE Eye Cream, YEU Lifting Cream         |

## 3.FOR PIGMENTED AND PATCHY SKIN

|   | No Spots   | With Spots  |
|---|--|---|
|  | Gel cleanser, Illuminating Essence, Spot Corrector<br>Eye and Face Moisturiser as per age and<br>other skin problems | Gel cleanser, Illuminating Essence, Spot Corrector<br>Eye and Face Moisturiser as per age and<br>other skin problems  |
|  | Gel cleanser, Illuminating Essence, Spot Corrector<br>Eye and Face Moisturiser as per age and<br>other skin problems | Gel cleanser, Illuminating Essence, Spot Corrector,<br>Eye and Face Moisturiser as per age and<br>other skin problems |

**ARTISTRY™**  
— MOVING BEAUTY FORWARD —  
**MOVE YOUR BUSINESS  
FORWARD**

# ARTISTRY™

## Introduction

In this section you will review the potential that Artistry™ skincare holds to impact your beauty business, and how to kick start your skincare business with confidence.

- The power of transformation: People search for ways to makeover their skin, and they then encourage others to follow suit.
- New skincare products and new technology give you an opportunity to talk about the Artistry™ brand as an innovator, with a modern collection of products.
- Bundling skincare systems can easily add points to any order.
- Skincare is a daily-use category of products—which means an opportunity for on-going replenishment.
- Skincare requires personalization—which means it's an opportunity to create a connection with the customer. So how to best build your beauty business by introducing Artistry™ skincare?

Read on to discover how by using:

- ◆ Probing Questions
- ◆ Skincare testimonials
- ◆ Conversation starters
- ◆ Skincare bundling

**“EACH WOMAN IS AN INDIVIDUAL  
LIKE NO OTHER. A SELF-MADE  
WORK OF ART.”**

*– Edith Rehnborg – 1958*

# ARTISTRY™ Probing Questions



## Questions related to skincare

To find the best skincare for each person, Artistry™ skincare has developed a simple approach.

### 3 Key Questions:

1. What concerns do you have about your skin?
2. What do you currently use to take care of it?
3. What would you like to see or feel different about your skin?

#### 1. What concerns do you have about your skin?

Most customers will tell you their biggest concern first.

- Dehydration ("My skin feels tight, taut and uncomfortable.")
- Uneven skintone, discoloration ("I want more even skin." "I want to get rid of these dark spots.")
- Dullness, loss of radiance ("My skin looks dull and tired. I want a glowing skin.")
- Lines and wrinkles ("I want to have fewer lines and look more youthful.")
- Loss of elasticity and firmness ("I think my skin needs a lift, it's not as firm as it was.")
- Total skin appearance rejuvenation ("I want to look like my skin is ageless.")

#### 2. What do you currently use to take care of it?

- Is she is currently taking care of her concern?
- Clues for preferred product forms (Example: Do they prefer a cream, gel or foam cleanser?)
- How many products they are currently using?
- Are they using any prestige-priced skincare now? What seems to be her price comfort level. Tip: If the client mentions prestige products, then you can recommend Artistry™ premium products with less chance of price objection. If the client only mentions mass market or 'masstige' brands, then you might be more successful showing the entire collection but recommending the client start with only a few products tested to show results (for example, the appropriate concentrate and eye cream).
- Does their current regimen match their concern? (Example: Concerned with discoloration but using products better for dehydration.)

#### 3. What would you like to see or feel different about your skin?

Helps you pinpoint the most urgent concern. The answer to Question 1 is often several things; this Question helps you narrow down what is most important.

- This can help you link to product recommendations beyond the collection—for example Someone who says her concern is even skintone might also say they would like to have poreless-looking skin, too. So you know you can recommend Artistry Ideal Radiance™ products plus Artistry Intensive Skincare Renewing Peel too.

ARTISTRY™

## Where To Start Product Recommendations?

Artistry™ recommends to start with the gel cleanser & light lotion as per customer's concern. Since a majority of consumers use cleansers and moisturisers as part of daily skin care regimen. Once they get introduced to the brand, there is a high possibility they will be interested to purchase the concentrates and other Products.

Why start with essentials by Artistry™ and not any other product?

Customers perceive you—and the Artistry™ brand--as more trustworthy when you start by understanding their needs rather than talking about the newest launch. They wonder  
"Why are you showing me when you don't know if it's right for me?"

Use the first product you recommend as an opportunity to let customers experience something customized for their concern, as well as highly effective and delivers results, and which matches the Artistry™ approach to beauty.

Can you ever start with the 'newest' product?

Yes. When...

- The customer is a repeat customer, and you have already determined her skincare needs.
- The customer is curious, and asks "What's your newest product?"





ARTISTRY™

## Create A Personal Testimonial

Amway™

When suggesting Artistry™ products, never underestimate the power of your story.

Use this easy-to-follow five-step process to create your own product testimonials.

### Step 1:

- Know the main product features.
- Refer to the product pages of this handbook.
- Choose one of the features you would like to create a benefit story around.

### Step 2:

- Observe your "before product use" state.
- Before using the product, make a note or take a photo of your face without makeup.

### Step 3:

- Try the product.
- Review the Usage Instructions to make sure you experience the full benefit of the product you are trying.
- Use the product and note your results; take an "after" photo.

### Step 4:

Review your "before and after" experience.

Consider:

- Did you experience a noticeable benefit?
- What did others notice or say about your skin?
- Can the product be used in multiple ways? Which was your favorite?
- How did it make you feel?
- How does it compare to skincare products from other brands?
- Would you recommend this product and why?

### Step 5:

- Put it in a story.
- Write down what you would like to share with someone about your personal experience that would encourage them to want to try the product.

# ARTISTRY™

## Testimonial Example:

### Example Testimonial: Artistry™ Ideal Radiance™ Illuminating Essence

- 1. Main Product Feature:** Experience immense brightening power, providing instant skin radiance.
- 2. My "before" product use state:** My skin had some uneven color on forehead, and a few dark spots on cheeks.
- 3. Try the product:** It was easy to apply: just a few pumps into my palm were all I needed, and it spread easily all over my face.
- 4. Review my "before" and "after" experience:** Easy to see the difference. Immediately my skin did have a radiant glow. After 4 weeks of use, the dark spots and uneven patches were less noticeable. My sister did notice and asked what I'd been using.

#### 5. Put it in a story:

"If I only use one item of skincare it's my brightening concentrate. That's because my skin has some dark spots and uneven patches, and I want to minimize them.

The Artistry™ Ideal Radiance Illuminating Essence promises to give brightening and instant skin radiance. When I tried it that definitely seemed to be true! Even though I have always taken care of my skin, my friends commented on how good my skin looked—brighter and more radiant. After only a month I really could see my dark spots and uneven patches become less noticeable. Sometimes I don't even wear a foundation.

Artistry™ skincare makes products for every concern; if you have concerns about uneven skintone it's certainly something I recommend for you, too."





**ARTISTRY™**  
**Conversation Starters**



## ARTISTRY™

### How To Start The Conversation

- **GIVE A COMPLIMENT AS A CONVERSATION STARTER.**

It's easy to compliment someone. For example: "You are glowing today." It provides an opportunity for you to capture someone's attention—even their friendship—by engaging in positive and fun conversation about beauty.

- **RECEIVED A COMPLIMENT? TURN IT INTO A TESTIMONIAL.**

When someone compliments your skin, thank them—and then tell them how you use Artistry™ skincare products to achieve it. Use your results as a tool to get new customers.

- **LINK TO SKINCARE FROM ANOTHER CATEGORY.**

Skincare is a natural beauty link from makeup products (example: "How are you effectively removing your makeup?") and from nutrition (example: "Because we have been talking about staying healthy, let's talk about keeping your skin healthy, too. What do you use to take care of your skin?")

## What To Talk About

- Pay a compliment
- Discuss the news
- Express an opinion, or
- Share an interesting fact.

Here is how to apply those approaches to a skincare conversation. Below are some examples for inspiration. Whether your preferred approach is more like a friend, an expert, or an industry insider, pick the one that sounds most like you, then personalize it. It is that simple.

- **Compliment:** Select something you like about the customer's skin (be honest), then compliment it.

"You have great-looking skin. It's so even. One of my favorite things is to help women find a perfect skincare system to keep their skin looking its best—let me show you."

"What lovely fair skin you have. What do you use for sun protection?"

- **News:** This is as easy as sharing what's new in Artistry™ skincare.

"Before I go, I have to show you this amazing new skincare collection."

"As someone who loves to know the latest in beauty, can I show you the Artistry™ skincare products that are ahead of their time?"

- **Opinion:** Rave about a favorite product: use a testimonial.

"I must tell you about my new favorite face cream; the benefits really lasts and feels so comfortable."

"My skin was always so uneven and I had some noticeable dark spots. Then I discovered Artistry™ Ideal Radiance Illuminating Essence. I can't believe my skin looks so good."

### If you don't use Artistry skincare yourself? Share the rave of a client or family member.

- **Interesting Fact or Tip:** Sharing skincare industry insights or tips can help you uncover needs.

"Now that it's almost summer you are probably looking for skincare that feels light on your skin and something to protect from the sun. Let me show you some really comfortable options."

"I'm curious, how did you choose the eye cream you currently wear, and what do you like about it?"

# ARTISTRY™ Handling Objections

Customer objections happen to every direct seller, and at times day may find it difficult to handle. Remember that the customer is behaving quite normally; questions and uncertainty are a standard part of making a purchase decision, and often they take the form of objections. But they do not mean the customer interaction is over.

## ARTISTRY™ Top Tips For Handling Objections

### 1. Make sure you understand the objection.

- Paraphrase, repeat back, ask for clarification, and make sure you heard the objection properly.
- Examples Client: "I don't think I need the cleanser part of the regimen." You: "So you aren't convinced you would benefit from a specialized cleanser." Client: "It seems a little expensive." You: "Are you concerned more about the price or whether or not you will see results that make it worth it?" Client: "I'm not sure this will work with what I'm using." You: "Tell me more about why this product might not fit into your routine."

### 2. Be prepared for common types of objections.

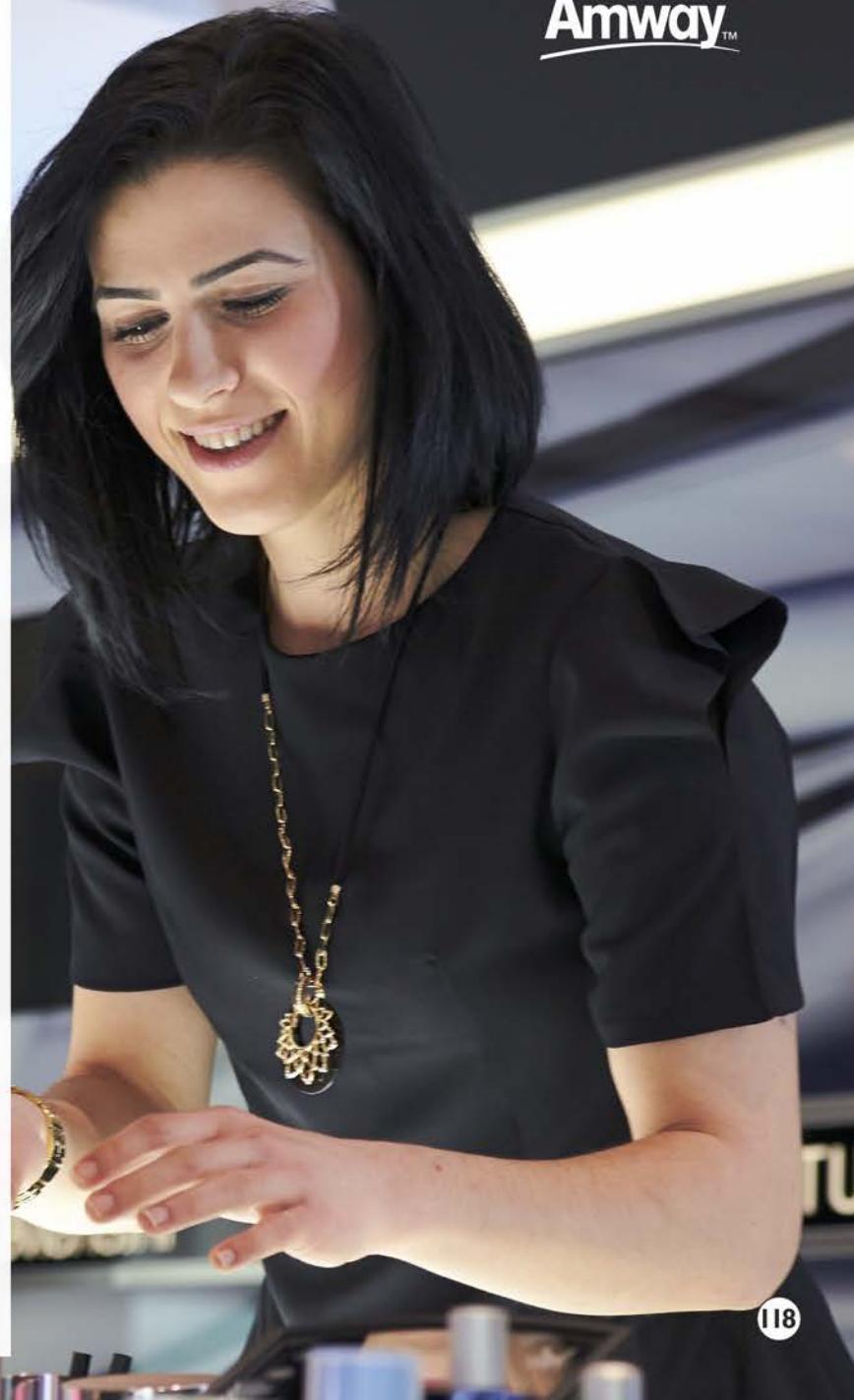
When you know what customers might ask or say you can feel confident by having answers and information ready. You can quickly bring up benefits that outweigh any concerns, or provide countering evidence or missing information.

### 3. When objections happen, focus on maintaining the connection with the customer

versus saving the sale. Do not take it personally. Customers can have product preferences, just as you do. The goal is to keep the customer and maintain the relationship.

### 4. If you do not know the answer, offer to find out and follow up.

- Often customers ask questions out of curiosity, and may not urgently need the answer.
- Show integrity: do not create answers or information.



## ARTISTRY™ Common Objections

There are 4 common types of customer objections when selling Artistry™ skincare.

### Price

Examples: "The price is a little high for me." "I usually don't spend that much on skincare." "I'm not sure it is a good value."

#### What to include when handling:

- Artistry™ products contain ingredients that are manufactured at the highest standards.
- Artistry™ is indeed a premium skincare brand; it is one of the world's No. 1 direct selling premium skincare brands.
- You do believe it is worth the price.

### Effectiveness

Examples: "How do I know it works?" "What if I don't see any change in my skin?" "Can a skincare product really help my skin that way?"

#### What to include when handling:

- All Artistry™ products are clinically tested and guaranteed to perform.
- Developed with the expertise of the Scientific Advisory Board, which helps Artistry™ scientists find new ways to optimize skin health and to conquer visible signs of aging.

# ARTISTRY™

## Common Objections

### Trust

Examples: "Why should I use Artistry™ and not another brand?" "It sounds like a good product, but I have never heard of Artistry™ skincare before." "Won't I get results as good from something I buy at my drug store?" "Why isn't Artistry™ sold in department stores?"

#### What to include when overcoming:

- Artistry™ products have been sold for over 50 years, are sold in over 50 countries and territories worldwide, and are trusted by millions of women.
- Because Artistry™ is a leading direct-selling skincare and cosmetics brand, this means the premium products are reserved as part of a business opportunity for our direct sellers.

### Commitment

Examples: "I only want one product to do it all, not a system of products." "I don't have time in the evening to do all of these steps." "I like the serum I use now, and I don't want to change."

## ARTISTRY™ Top Tips For Handling Objections

#### What to include when handling:

- Each individual Artistry™ skincare product is clinically tested and guaranteed to perform when used as instructed. If used alone, the customer will enjoy the premium formulas, textures and scents but will see the maximum benefits when they are used as part of a system.
- Artistry™ has concentrated essences shown to have maximum potency of active ingredients. Adding these to your existing regimen is a great way to experience results.
- Analogy: Just like making a commitment to exercise more to lose weight, you have to be consistent; if you exercise once a week you will not get the same results.

Amway™



# ARTISTRY<sup>TM</sup>

## Bundling Products

Providing options for skincare bundles is a simple way to build your skincare business. Sharing the options available in a bundle helps you show the range and versatility of Artistry<sup>TM</sup> skincare.

The objective when creating any bundle is this: Bundle products together that customers are likely to be attracted to buy together.

### Base bundles around the customers' skincare concerns.

- The most basic bundle is the cleanser, toner & lotion.
  - You may add Artistry<sup>TM</sup> Youth Xtend serum concentrate to the bundle
- You can build a complementary bundle to help her get the remaining products in the skincare collection.
- Remember to think of products outside of skincare that also match the concern—like foundation. (Example: If the customer is concerned with lines and wrinkles, include Artistry<sup>TM</sup> Exact Fit Long Wearing Foundation.) There may already be various Artistry<sup>TM</sup> Skincare bundles available to share, and they are terrific ways for customers to experience Artistry<sup>TM</sup> skincare. We also encourage you to think beyond them. If a bundle does not exist, allow the concept of bundling to inspire you: How you would create the perfect system of Artistry<sup>TM</sup> Skincare for a customer?



# attitude™

The Attitude range of products are designed for the young, contemporary, urban woman. For whom the concept of beauty is all about attitude.

The Attitude range comprises of:

- Daily Care (facewashes and moisturisers)
- Special Care (Sun screen, Foot Cream, Hand and Body Cream)
- Be Bright (a range of skin brightening products), And
- Colours (lipsticks, nail paints and eye make up)



**Amway**

**attitude™**



## **attitude** *daily care*

The all-new Attitude facewashes  
and moisturisers, with the goodness  
of fruit extracts, are tailor-made for both  
Dry and Oily skin types to give your skin  
just the care it needs.





# attitude™

## attitude Face Wash (Oily Skin)

Face wash for oily skin with Kiwi extracts, helps deeply clean the face without over-drying.

### Features & Benefits:

- Deeply cleanses the skin & washes away dirt, oil & pollutants to help the skin stay clean.
- Vitamin E works as an anti-oxidant to keep the skin nourished.
- With the goodness of Apple, Almond and orange extracts keeps the skin refreshingly soft and supple.

### Usage Instructions:

Follow these steps twice daily:

- Gently massage onto wet face and work into rich lather.
- Rinse off thoroughly.
- Recommended to use twice daily. Follow with Attitude moisturizer for oily skin to get best results.



# attitude™

## attitude Face Wash (Dry Skin)

Face Wash is a 100% soap-free, water-based gel formula that traps and removes excess oil & dirt.

### Features & Benefits:

- Deeply cleanses the skin & washes away dirt, oil & pollutants to help the skin stay clean.
- Vitamin E works as an anti-oxidant to keep the skin nourished.
- With the goodness of apple, almond and orange extracts keeps the skin refreshingly soft and supple.
- Improves facial gloss.

### Usage Instructions:

- Gently massage onto wet face and work into rich lather.
- Rinse off thoroughly.
- Recommended to use twice daily. Follow with Attitude moisturizer for dry skin to get best results.





**Amway**

**attitude™**

# attitude™ Moisturiser (Oily Skin)

Moisturiser for Oily skin with Kiwi extracts which helps maintain the right moisture levels.

### Features & Benefits:

- Fortified with triple advanced complex.
- Vitamin A & E works as anti-oxidants to keep your skin looking youthful.
- With the goodness of Apple, Sweet Almond and Orange extracts keep the skin nourished.
- Contains OSMOGELINE™ Registered trademark of BASF USA, that helps in revitalising the skin.

### Usage Instructions:

Follow these steps twice daily:

- Apply evenly on face and neck.
- For best results combine with Attitude face wash for oily skin.

A white tube of Attitude Moisturiser for oily skin is shown against a green and yellow background. The tube has a green cap and a silver band around the middle with the text "DERMATOLOGICALLY TESTED" and "45g". The brand logo, featuring a stylized kiwi fruit with radiating lines, is on the top left of the tube. To the right of the tube is a halved kiwi fruit showing its green flesh and black seeds. The background features a large, semi-transparent green circle and a yellow triangle.

**attitude™**

## **attitude** *Moisturizer (Dry Skin)*

Attitude Moisturisers are tailor made for your skin type. They give your skin a soft and supple feel with just the little amount of care.

### *Features & Benefits:*

- Fortified with triple advanced complex.
- Vitamin A & E works as an anti-oxidant to keep your skin looking youthful.
- Enriched with the goodness of apple, sweet almond and orange extracts to keep the skin nourished.
- Contains \* OSMOGELINE™ registered trademark of BASF USA, that helps in revitalizing the skin.
- It contains grape fruit extracts specifically designed for dry skin to keep it soft, supple, and smooth.

### *Usage Instructions:*

Follow these steps twice daily:

- Apply evenly on face and neck.
- For best results combine with Attitude face wash for dry skin.



attitude™

# attitude™ special care

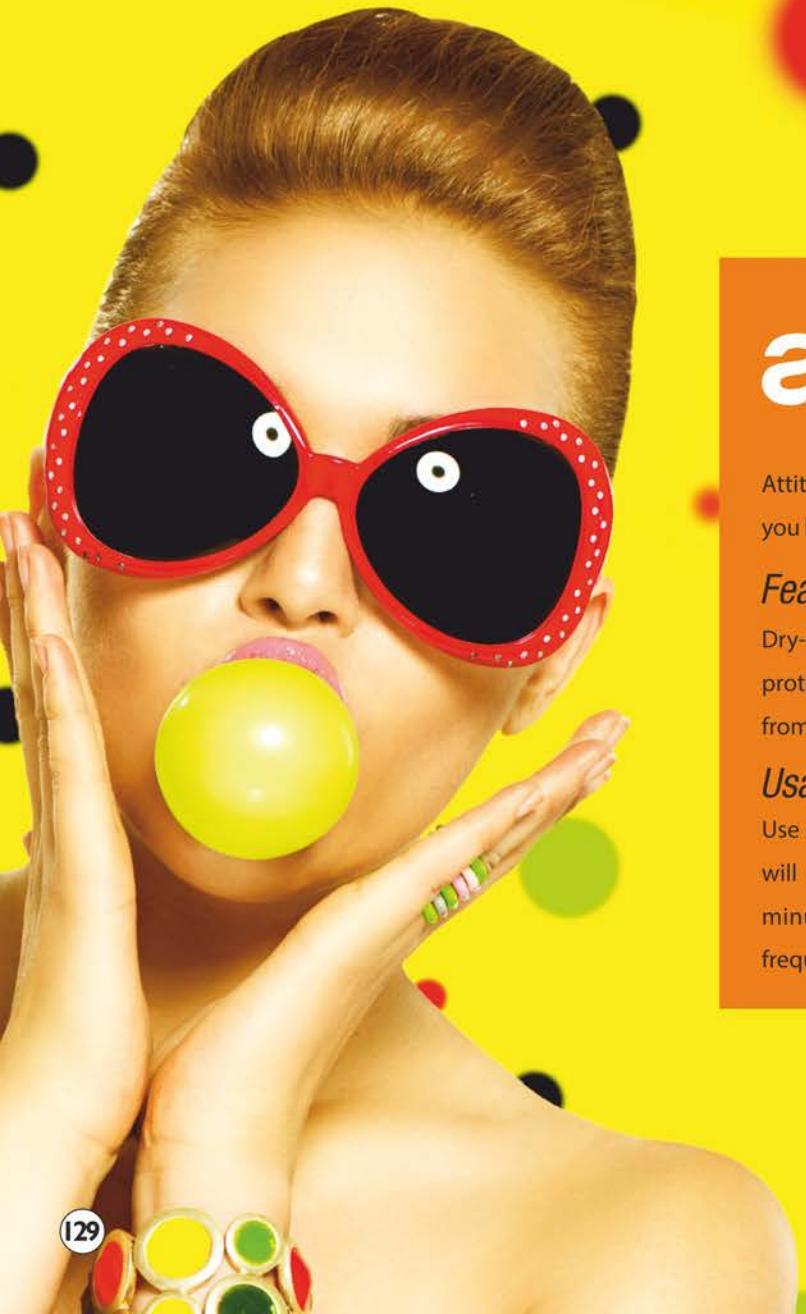
Attitude Special Care range of products are designed to help diminish the damage caused by the environment on your skin.

With Vitamin A, C, E and Natural Fruit and Botanical Extracts, these products help to nourish and moisturise the skin.

The attitude special care range consists of:

SUN SCREEN CREAM (SPF 30), HAND AND BODY CREAM & FOOT CREAM.



A woman with blonde hair tied back is wearing large red sunglasses with white polka dots and a yellow bubblegum bubble. She is smiling and has her hands near her face. The background is yellow with colorful bubbles.

# attitude™

## attitude™ Sunscreen Cream

Attitude Sunscreen helps you get out in the Sun and do what you love.

### Features & Benefits:

Dry-touch formula of Attitude Sun screen Cream has a SPF 30 to protect your skin from UVB rays & PA+++ to protect your skin from UVA rays.

### Usage Instructions:

Use enough sunscreen to generously coat all exposed skin that will not be covered by clothing. Apply on dry skin 15 to 20 minutes prior to sun exposure. For best results reapply frequently.



**UVA** | Long-term effects

**UVB** | Short-term effects

A close-up photograph of two hands, one with dark skin and one with light skin, clasped together. The hand with light skin has white-painted fingernails. The background is a soft-focus green.

attitude™

## attitude Hand & Body Cream

Hand & Body Cream is a light and non-greasy cream containing effective moisturisers. It helps to reduce the dry and scaly appearance of the skin, diminishing the damage caused by dryness.

### Features & Benefits:

It has Vitamin A, C, E, & botanical extracts that help to keep your skin youthful, radiant and nourished.

### Usage Instructions:

Take the required amount of cream and spread evenly on hands and all over the body.





# attitude™

## attitude Foot Cream

This cream rich in emollients which helps in soothing cracked heels & softens dry rough feet.

### Features & Benefits:

It contains Vitamin A, C, E, & botanical extracts to soften the foot skin that is dry and thick.

### Usage Instructions:

After cleaning feet, take a small amount of cream and rub well into the entire foot area.



**attitude**™



## **attitude** *Be Bright*

The Be Bright brightening range from Attitude, with Brightening Complex that leaves you with visibly fairer, glowing skin in just 4 weeks\*

*\*When used in conjunction with Attitude Be Bright Day Cream, Attitude Be Bright Night Cream, Attitude Be Bright Face Scrub and Attitude Be Bright Face Masque.*



**attitude**<sup>TM</sup>

## **attitude Be Bright Face Wash**

Attitude Be Bright Face Wash is a water based gel with mild surfactants and a 100% soap - free formulation that helps to gently and effectively remove dirt, grime and excess oil.

### **Features & Benefits:**

- It has extracts from Lotus root that helps to provide bright and even toned skin.
- Vitamin A & E helps to keep your skin youthful and radiant.
- \*Lumiskin<sup>TM</sup> : Special active with skin lightening properties.
- Lotus Japonicus Symbiosome Extract- helps keep skin brighter and even toned.

### **Usage Instructions:**

Wet face and hands. Squeeze a small quantity of Attitude Be Bright Face Wash onto palms and work up the lather. Apply on face and neck in circular motion. Recommended to use twice daily.

\*LumiskinTM is a registered trademark of Sederma SAS France



A large, close-up photograph of a woman's face occupies the left side of the advertisement. She has brown hair, dark brown eyes, and is smiling. Her right hand is holding a white, circular cloth against her chin.  
**attitude™**

## **attitude Be Bright Face Scrub**

Attitude Be Bright Face Scrub has triple action that helps to make your skin look fresh & glowing.

### **Features & Benefits:**

\*LumiskinTM : Special active with skin lightening properties.

Lotus Japonicus Symbiosome Extract- helps keep skin brighter and even toned.

Vitamin A & E: Antioxidants that helps to protect skin against free radicals and work towards young looking skin.

Helps to improve epidermis turnover for healthier skin.

Helps to removes dead cells and smoothen skin surface.

Helps to unclog pores for deep skin purification.

### **Usage Instructions:**

Clean your face with Attitude Be Bright Face Wash. Then apply Attitude Be Bright Face Scrub to wet face, massage gently for 2-5 minutes and rinse thoroughly

Recommended to use twice a week.



attitude™

## ***attitude Be Bright Face Masque***

Attitude Be Bright Face Masque helps absorb excess oil that can cause clogged pores and leaves skin glowing.

### ***Features & Benefits:***

- Blends of extracts from Lotus roots and Oats Kernel that help to provide bright and even toned skin.
- Vitamin A & E help to keep skin looking youthful and skin tone.
- Red Seaweed extract helps to revitalize skin.
- It comes with skin lightening properties.

### ***Usage Instructions:***

Clean your face with Attitude Be Bright Face Wash. Then spread Attitude Be Bright Face Masque to face and neck and leave for 10-15 minutes. Rinse with water.

Recommended to use twice a week.



**attitude**<sup>TM</sup>

## **attitude Be Bright Day Cream**

Attitude Be Bright Day Cream is specially formulated with the Brightening Complex that helps in visibly fairer glowing skin in just 4 weeks\*\*.

### **Features & Benefits:**

Attitude Be Bright Day Cream SPF 15 has Brightening Complex that acts on all the 5 signs of skin darkening:

- Helps to lighten skin color.
- Helps to restore skin's natural glow.
- Helps to reduce appearance of dark spots and blemishes.
- Helps to even skin tone.
- Helps to make skin firm and youthful.

### **Usage Instructions:**

After cleansing your face with Attitude Be Bright Face Wash, apply a small quantity of Attitude Be Bright Day Cream and spread gently over face and neck. Recommended to be used every morning.



\*\*When used in conjunction with Attitude Be Bright Day Cream, Attitude Be Bright Night Cream, Attitude Be Bright Face Wash, Attitude Be Bright Face Masque, Attitude Be Bright Face Scrub.

## **attitude Be Bright Night Cream**

Be Bright Night Cream is specially formulated with the Brightening Complex that helps in visibly fairer glowing skin in just 4 weeks\*\*. The cream provides night long moisturisation and emolliency that keeps your skin soft and supple.

### **Features & Benefits:**

- It contains Brightening Complex comprising of \*LumiskinTM, a skin lightening agent that helps decrease the melanin production causing reduction in dark spots and blemishes.
- Lotus Japonicus Symbosome Extract – helps keep skin brighter and even toned.
- Vitamin A,E – Antioxidants help to protect skin against free radicals.

### **Usage Instructions:**

After cleansing your face with Attitude Be Bright Face Wash, apply a small quantity of Attitude Be Bright Night Cream and spread gently over face and neck. Recommended to be used every night.

**attitude**<sup>TM</sup>



**Visibly Fairer Glowing  
Skin In Just 4 Weeks\*\*.**

*\*\*When used in conjunction with Attitude Be Bright Day Cream, Attitude Be Bright Night Cream, Attitude Be Bright Face Wash, Attitude Be Bright Face Masque, Attitude Be Bright Face Scrub.*

*\*LumiskinTM is a registered trademark of Sederma SAS.*

INTRODUCING  
**attitude**<sup>TM</sup>  
Clear Activ  
for pimple prone oily skin



## WASH AWAY YOUR WORRIES

### Attitude Clear Activ Pimple Control Face Wash

- Effectively cleanses • Remove oily shine and stickiness
- Not overly drying • Helps to clarify skin by drying out existing pimples & restricting new break out\*

#### Active ingredients

##### Green Tea extract:

 This has antioxidant properties, which act against free radicals and helps to protect skin cells from everyday aggression.

##### Meadowsweet extract:

 Maintains natural balance of skin

##### Licorice extract:

 Helps to regulate excess sebum secretion

Non-Comedogenic | Soap free

Sulphate free | Dermatologically tested

Suitable for pimple prone oily skin

Unisex Range



## GET READY FOR THE SPOT LIGHT

# Attitude Clear Activ Pimple Control Spot Corrector

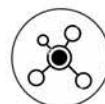
Get ready to steal the spot light! The botanical extracts of green tea, licorice and meadowsweet work together to keep the pimples at bay. And gives you back the confidence to face the world.

With Triple Action Formula  
for visibly reduced pimples in

3 days

### Triple action Active

Contains wild rose berries, salicylic acid, zinc PCA, which:



1. Helps to regulate excess sebum secretion
2. Fights against pimple causing germs
3. Reduces redness and size of pimples

Non-Comedogenic | Suitable for pimple prone oily skin

Dermatologically tested | Fragrance free

Early and effective targeted action

Unisex Range



## Pimple Control Face Wash

### How to use:

- Gently massage the face wash in a circular motion for 1 minute before washing off.
- For best results, Recommended to use once in the morning and once in the evening.

**Finally, a Pimple Control Range  
That Works. Because Life Can't Wait.**

## Pimple Control Spot Corrector

### How to use:

- Wash face using Attitude Clear Activ Pimple Control Face Wash and pat dry
- Apply cream directly on pimples with Tip Applicator and spread it with a clean fingertip
- Recommended to apply thrice a day, every 8 hours

For precise application



**attitude**™

## **attitude** Colors

Discover a dazzling new range of colour cosmetics from Attitude. From lipsticks to nail paints and mascara to eye liner, you will want to try them all.



## attitude™ Matte Lipsticks

Here's the all-new range of vibrant Matte lipsticks from Attitude. All you need is one stroke and you're ready for the day. What makes it even better, is that it's preservative free.

It comes in five exciting shades – Strawberry Rush, Brownie Delight, Roasty Red, Raspberry Crush, Cherry Love.

### Features & Benefits:

- High comfort
- Glides weightlessly on the lips
- Matte perfection
- Ultimate precision without smudging
- Enveloping and uniform coverage
- Preservative free



## attitude™ Crème Lipsticks

The Attitude range of Crème lipsticks give instant color for that sassy look. The Crème lipsticks glide on effortlessly and provide a high coverage. What's even better is that it's preservative free. It comes in five exciting shades – Seductive Red, Passionate Pink, Mischievous Wine, Mysterious Nude

### Features & Benefits:

- Creamy finish
- High coverage
- Instant lip colour
- Popping look
- Preservative free





## attitude™ Eye shadow

Attitude Eye Shadow palette contains eye shadows which are micronized powders to deliver a thin, comfortable film rich in colour vibrancy and depth. The pack also includes an applicator and a mirror.

The palette has six shades: Black Velvet, Bronze, Silver Gold, Copper Pink, Golden Brown and Pearl Candy.

### Features & Benefits:

- Silky and creamy
- Versatile finish
- Excellent shading
- Extreme comfort
- Micronised powder
- Two effects: Dry and wet



## attitude™ Blusher Duo

Attitude blusher duo is a light weight and versatile blusher which blends effortlessly into the cheeks to give a natural looking radiance. It comes in two shades: Barely pink and Peach Whisper. The pack comes with an applicator and mirror for ease of use.

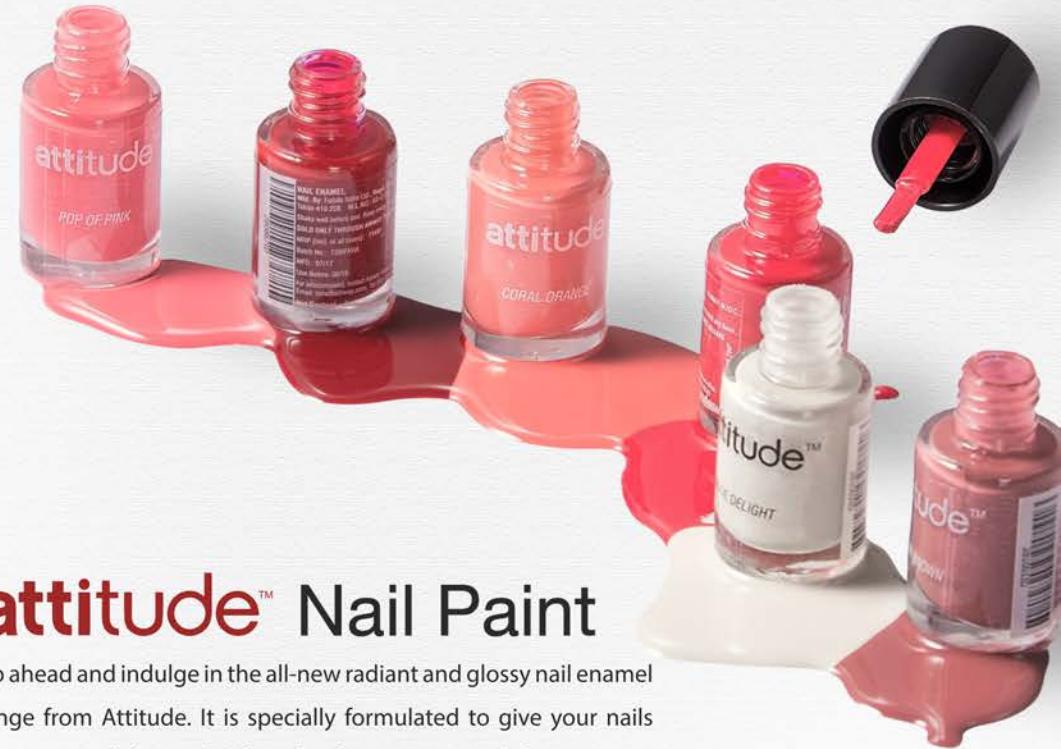
### Features & Benefits:

- Lightweight
- Versatile
- Buildable coverage
- Blends effortlessly
- Natural looking radiant cheeks





**Amway™**



## attitude™ Nail Paint

Go ahead and indulge in the all-new radiant and glossy nail enamel range from Attitude. It is specially formulated to give your nails luminous and shining look. It also has an improved chip resistant coating that helps the colour stay for longer.

It comes in six exciting shades - Pop of Pink, Royal Maroon, Coral Orange, Red Carpet, Rusty Brown, Nude Delight

### Features & Benefits:

- Intense shine
- Ease of application
- Great colour affinity
- Convenient drying time
- Excellent quality chip resistant coating
- Very good coverage

## **attitude Compact Powder**

A brand new formula technology.

An oil-free, shine absorbing pressed powder.

An ultra-sheer texture that give a perfect matt appearance to the skin.

### **Features & Benefits:**

- It's great for oily skin and oily spots and maintains a fresh look and feel, even after frequent touch-ups.
- It provides sheer-to-moderate coverage.
- It glides on effortlessly.
- Ultra fine micronized pigments flex with skin for coverage that is even and flawless.



Available in 2 shades: Light and Medium

## attitude™ Lipstick Travel Pack

Carry our best-selling shades of lipsticks in a compact travel pack. It comprises 3 bestselling shades each of Matte and Crème Lipsticks with attached mirror to make it even simpler for you to apply lipstick on the go! It comes in three exciting shades of Matte – Strawberry Rush, Roasty Red, Raspberry Crush; and three beautiful shades of Crème - Seductive Red, Passionate Pink, Mischievous Wine.



## **attitude Kajal Pencil**

Attitude kajal eyeliner pencil gently defines your eyes with rich luxurious black colour and a velvety appearance.

### **Features & Benefits:**

- The long-wear formula is extremely soft and smooth on application with excellent colour payoff and coverage.
- Dermatologically approved.
- Ophthalmologically approved.

### **Usage Instructions:**

- Line your eyes on the upper lid from the inner side of the eye to the outer side.
- Line your lower lid from the outer edge, tapering to the inner corner of the eye.
- To soften the look, use your ring finger and smudge gently at the corners.



## **attitude** Eyeliner

Attitude smudge-free long wear black eyeliner dries quickly. Its superior skin compatibility gives lush black look to your delicate eyes.

### **Features & Benefits:**

- This long-wearing eyeliner has a fine applicator to ensure soft application as well as easy and accurate lining.
- Ophthalmologically tested.

### **Usage Instructions:**

- Gently pull the corner of your eye to stretch the eyelids. This will help you in drawing straight and smooth lines along the eyelashes. Line your eyes in one single stroke on the upper lid from the inner side of the eye to the outer side.
- Let it dry.
- Line your lower lid from the outer edge tapering to the inner corner of the eye.



# attitude™

## attitude Mascara

Attitude waterproof mascara is a super creamy, ultra-black, extra luscious volume mascara.

### Features & Benefits:

- Attitude Mascara is designed to dress lashes in creamy black silk as it coats each lash from root to tip. The result is a refined full-impact volume.
- Ophthalmologically Tested.

### Usage Instructions:

- Apply Attitude Mascara from the inner part of the lash line moving outwards. Gently run the brush through your lashes from the base to the tip of your upper eyelash on the underside.
- Gently brush some mascara onto your lower lash using the same technique.
- Wait for the mascara to dry before applying a second coat.
- Give a gap of about five minutes and repeat the process for complete length and volume.



# PERSONAL CARE



## SATINIQUE 2 IN 1 SHAMPOO & **CONDITIONER**

Experience the ease of healthy looking hair. The SATINIQUE 2 IN 1 Shampoo and Conditioner is apt for simplifying a hair care routine: cleanses and conditions, all hair types, in one step.

It contains ENERJUVE, that helps restore hair to its healthy-looking state with a blend of Borage Oil and Vitamin E that helps moisturize and smoothen hair, leaving it feeling soft & easy to comb.

### *Features & Benefits:*

- Gently cleanses and provides conditioning with each use.
- It rebuilds weak spots to help repair and revitalize from the inside out.
- Maintains the moisture in hair.
- Cleans and brings freshness to hair.





## SATINIQUE GLOSSY ANTI DANDRUFF **SHAMPOO**

Satinique Anti Dandruff Shampoo is excellent for transforming any hair type with dandruff or itchy scalp into beautiful hair.

### *Features & Benefits:*

For all types of hair, especially with dandruff.

- Specially made shampoo for hair, which helps control dandruff.
- It contains Enerjuve complex which help correct the negative charge, so hair is softer, and looking healthier.
- Ideal for people with itchy scalps and visible flaking.
- Enriched with Zinc Pyrithione, this shampoo helps relieve itches and dandruff from your scalp.



# SATINIQUE

## SATINIQUE

# HAIRFALL CONTROL SHAMPOO

Satinique Hairfall Control Shampoo is a pampering shampoo that energize and simulate the scalp and help reduce hair loss due to breakage and leaves it looking fuller and thicker.

It contains ENERJUVE, that helps restore hair to its healthy-looking state, with a unique blend of Ginseng, Eclipta Alba Extract and Mulberry Leaf Extract.

It helps reduce hair loss due to breakage and saves up to 1800 hair strands a month, when used as a system of shampoo and conditioner\*.

### *Features & Benefits:*

- Helps restore fullness by leaving hair looking thicker, when used as a system of Hairfall Control Shampoo, Conditioner, and Scalp Tonic.
- Patented Enerjuve™ Complex helps in strengthening lipids.
- Rebuilds weak spots to repair and revitalize from the inside out.
- Helps create fuller-looking hair while reducing the breakage of fragile, fine, or thinning hair.

\* Under testing condition

## SATINIQUE GLOSSY REPAIR SHAMPOO

The SATINIQUE™ Glossy Repair Shampoo is for damaged or colour-treated hair. It helps protect and repairs hair. It contains ENERJUVE, that repairs and revitalizes hair to healthy-looking state, with a blend of Pomegranate Extract and Grape Seed Extract which help revitalize dull, dry hair.

### *Features & Benefits:*

- Helps maintain colour through 45 washes\*.
- It penetrates the hair core and rebuilds weak spots to help repair and revitalize from the inside out.
- It contains ENERJUVE complex that helps restore hair.
- Helps reduce fading of hair colour (targets color treated hair) while strengthening hair.
- Helps maintain colour through regular washes, when used as a regimen of shampoo, conditioner and revitalizing mask.



\* Under testing condition



## SATINIQUE GLOSSY REPAIR CONDITIONER

The SATINIQUE™ Glossy Repair Conditioner is for all hair types, particularly for damaged or colour-treated hair. It helps protect and repair hair.

It contains ENERJUVE, that repairs and revitalizes hair to its healthy-looking state, with its blend of Pomegranate Extract and Grape Seed Extract which helps revitalize dull, dry hair.

### *Features & Benefits:*

- Helps maintain colour through 45 washes.
- It penetrates the hair core and rebuilds weak spots to help repair and revitalize from the inside out.
- It contains ENERJUVE complex that helps restore hair.
- Helps reduce fading of hair colour (targets color treated hair) while strengthening hair.
- Helps maintain colour through regular washes, when used as a regimen of shampoo, conditioner and revitalizing mask.



SATINIQUE

Amway™

## SATINIQUE REVITALISING HAIR MASK

A white opaque heavy conditioning cream that repairs and moisturizes deep within the hair while strengthening and protecting each hair strand. For all hair types, especially stressed or damaged hair.

### *Features & Benefits:*

- Blended with Grape Seed Extract and Kukui seed Oil.
- Helps protect hair against environmental damage.
- Contain ENERJUVE (TM) complex which repair and revitalize hair from the inside out.
- Helps mend and prevent split ends.

### *Usage Instructions:*

- Use after shampooing your hair.
- Spread evenly on along your hair and leave it for 2-3mins.
- Rinse of thoroughly with water.



## SATINIQUE SCALP TONIC

**Revitalized scalp, fuller-looking hair.**

It contains our patented Scalp Revitalizing Complex, this formula combines scalp-health ingredients with signature botanicals of Shiso extract, Saw Palmetto, Licorice Root, and Green Rooibos extract to help promote thicker-looking hair.

### *Features & Benefits:*

- Fine, fragile and thinning hair finds renewed strength with reduced loss due to breakage.
- Specially selected blend of moisturizers reduces flakes from dry scalp, leaving it feeling refreshed and comfortable.

### *Usage Instructions:*

- Apply a small amount directly to damp or dry scalp. Massage.
- Do not rinse out. Style as usual.
- Gentle enough to use every day.
- Use twice daily for best results.

# SATINIQUE STYLING GEL

Satinique Styling Gel allows you to structure your hair just the way you want it. Its non-flaky, alcohol free formula gives long lasting hold without hair feeling too hard and dry. Reduces static and protects against daily styling aggressions.

## Features & Benefits:

- Satinique Styling Gel allows you to structure your hair just the way you want it.
- Its non-flaky, alcohol free formula gives long lasting hold without hair feeling too hard and dry.
- Reduces static and protects against daily styling aggressions.
- Create your own funky hair style without a worry with Satinique Styling Gel.

## Usage Instructions:

- Apply a small amount directly to damp hair.
- Do not rinse.
- Style as you wish.
- Gentle enough to use every day.

SATINIQUE 

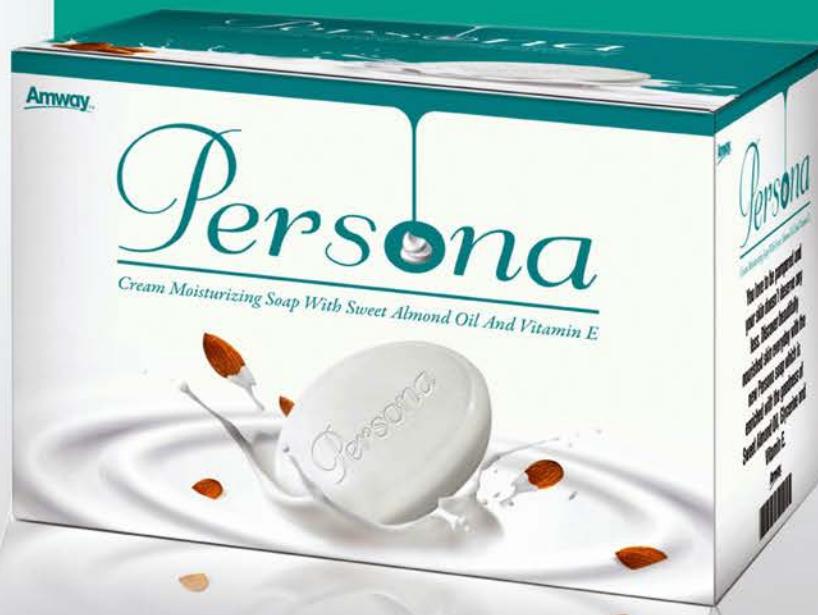


## Persona Soap

Pamper yourself with the new Persona premium moisturizing soap for a beautifully nourished skin every day. It is enriched with the goodness of Sweet Almond Oil, Glycerine and Vitamin E.

### Features & Benefits:

- Sweet almond oil provides rich moisturizing, leaving the skin soft, supple and smooth.
- Glycerine acts as a humectant that moisturizes your skin.
- Vitamin E acts as an anti-oxidant defending your cells against damage and keeps the skin nourished.





## Persona Talc

Persona Talc with deodorizing effect provides superior sweat absorption, prevents body odour & has a cooling effect. It comes with contemporary & attractive packaging with an easy grip. It has added fragrances of Sandalwood, Cedarwood & Rosewood along with Rose & Jasmine to keep you smelling fresh through the day.

### Features & Benefits:

- Cools.
- Refreshes.
- Deodorizes.





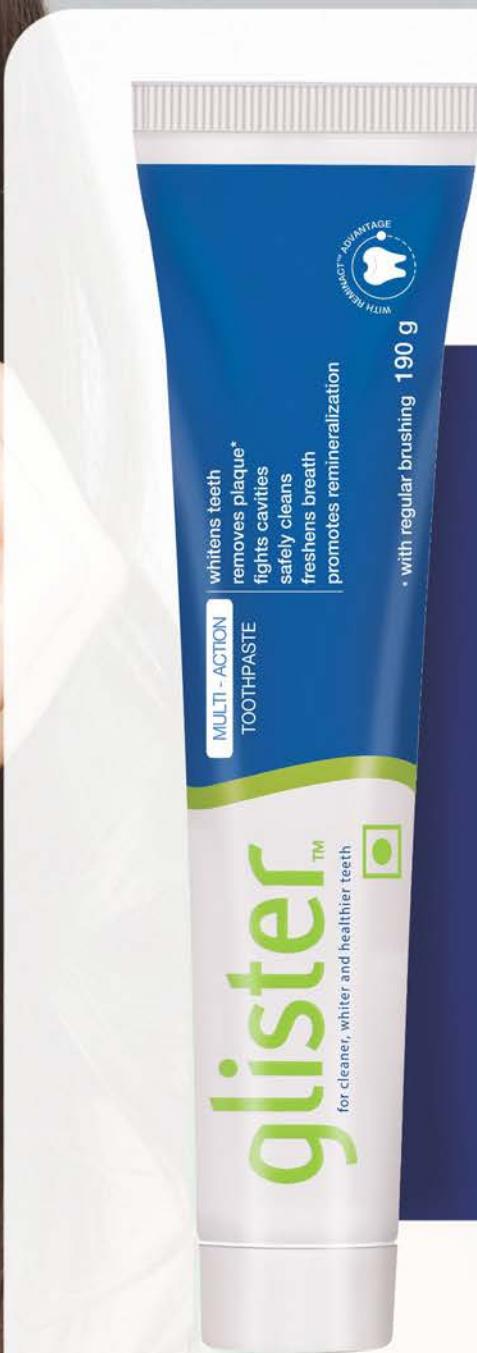
## Persona Toothbrush

Persona's Accu-Pressure Wave Technology assists the compact head to bend gently and absorbs brushing pressure that might otherwise irritate or damage the gums. The New advanced extra soft gum stimulators help stimulate and massage the gums. While the tongue cleaner with extra soft rubber ridges effectively and removes bacteria.

Its slender neck design ensures effective brushing, the flexible ribbed neck checks the brush pressure on the teeth and enamel. Its unmatched shape includes a gentle tip design and ends-rounded DuPont bristles to wipe out that last bit of food from the teeth and restore their cleanliness.

### Features & Benefits:

- New Accu-Pressure Wave + Ribs Technology.
- New advanced extra soft gum stimulators.
- Tongue cleaner with extra soft rubber ridges.
- Ends-rounded DuPont bristles and filaments.
- Unique rubberized non-slip thumb grip.
- Gentle active tip design.
- Slender neck design.
- Unique handle design.



## Glister Toothpaste

Now make smiling your favorite exercise with Amway Glister Toothpaste. It is a multi-action toothpaste which fights against cavities, removes plaque, cleans safely, whitens teeth & freshens your breath. The Reminact™ formula in glister helps re-deposit essential minerals back on to the enamel, to make teeth stronger and more resistant to decay.

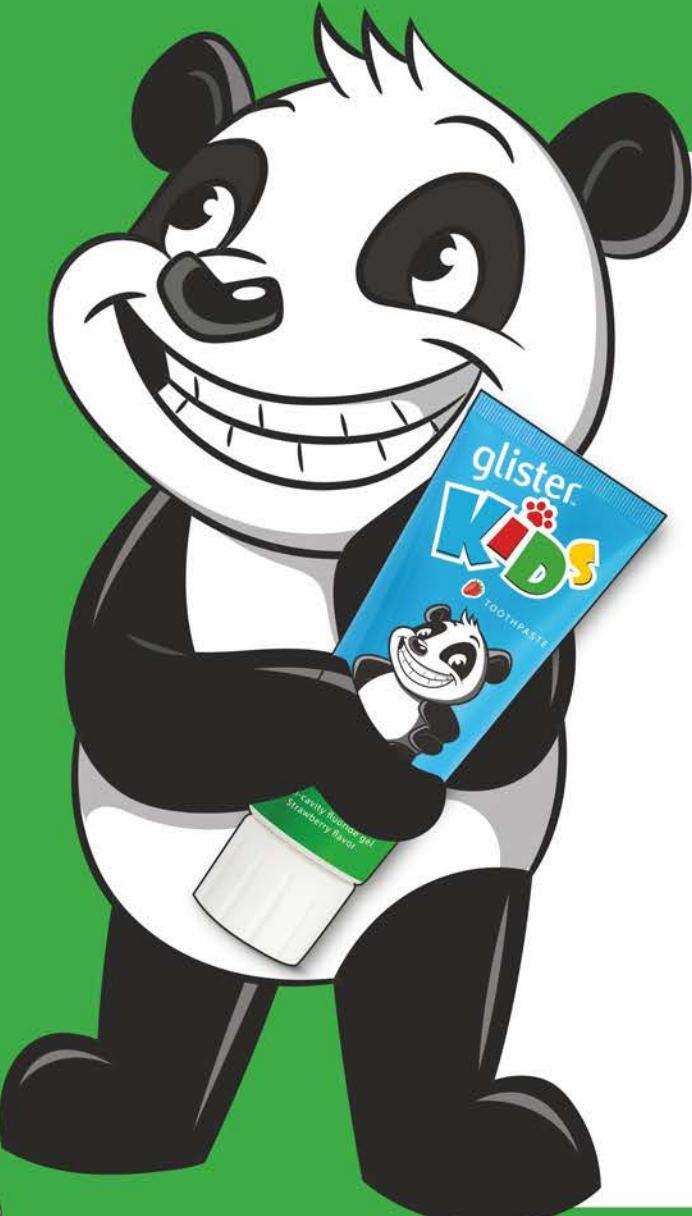
### Features & Benefits:

- Whitens Teeth.
- Removes Coffee, Tea and Tobacco Stains.
- Fight Cavities.
- Safely Cleans.
- Removes Plaque\*.
- Freshens Breath \*with regular brushing.
- Enamel-safe Polishing.

### Usage Instructions:

For good Oral health, Brush your teeth at least two times daily.

\*University Study (with regular brushing)



## Glister Kids Toothpaste

Glister™ Kids anti-cavity fluoride gel toothpaste has been developed for the dental needs of children aged between 2 till 10 years. This yummy strawberry-flavored gel toothpaste encourages kids to brush and helps strengthen and protect developing teeth by preventing cavities and protecting enamel.

### Features & Benefits:

- Formulated for children between ages 2 till 10 years. Sugar-free gel.
- Strengthens and protect young teeth.
- Enamel-safe formula that gently cleans developing teeth.
- Cavity-fighting gel strengthens and protects developing teeth with fluoride.
- Exclusive REMINACT™ formula that helps re-deposit essential natural minerals back into enamel to help make teeth stronger and more resistant to decay.
- Easy-twist cap

### Usage Instructions:

- Put a pea-sized amount of toothpaste on the bristles of the toothbrush.
- Brush thoroughly for 2 minutes.
- Repeat after each meal or at least twice a day.





## Nature Shower Crème Hand Soap

Nature Shower Crème Hand Soap leaves hands clean and soft. It is enriched with natural aloe and five different skin conditioners to pamper your hard working hands.

### *Features & Benefits:*

- Keeps hands clean, hygienic and moisturized.
- Removes strong odors in one wash.
- Rich in skin softening natural aloe and five other skin conditioners.
- Makes your hands soft and supple.
- Mild enough for everyday use.

### *Usage Instructions:*

For most economical & effective application, use with Amway Personal Care pump dispenser.



## G&H Nourish+ Body Lotion

The G&H Nourish+ Body Lotion is enriched with exclusive botanical blend of Orange Blossom Honey, Shea Butter and Pumpkin Seed Oil.

### Features & Benefits:

- Improves skin's moisture level by 129%.
- Rich, creamy lotion helps skin look and feel healthy.
- Provides 24-hour moisturization.
- Spreads effortlessly, absorbs easily.
- Skin feels soft, looks healthier.
- Helps Build Skin Moisture level. \*
- Suitable for use by the whole family. \*\*

### Usage Instructions:

Pump desired amount onto fingers. Smooth over skin and massage in.

\*Demonstrated by improved hydration and improved smoothness, softness and a moisturized feel.

\*\*G&H products are not recommended for use on infants.



## G&H Refresh+ Body Wash Gel

G&H Refresh + body wash gel help refresh and hydrate while soothing the skin. It is enriched with exclusive botanical blend of Aloe, Grapeseed Extract and Green Tea Extract.

### Features & Benefits:

- Skin feels soft and healthy.
- Non – drying formula helps safeguard skin's moisture barrier.
- Rinses off cleanly, easily.
- Includes a patented non-irritating complex\* to keep the skin calm.
- Bio degradable formula that is sulfate free
- Suitable for use by the whole family.\*\*
- Dermatologist-tested. Allergy-tested.

### Usage Instructions:

Dispense a suitable amount into the palm of one hand, or directly onto sponge. Massage into a lather, then smooth over skin. Rinse.

\*U.S. Patent 8057830

\*\*G&H products are not recommended for use on infants.



## Dynamite Face Wash

Dynamite Face Wash helps to remove dirt & excess oil from your face. Its new masculine fragrance will make you feel thoroughly refreshed.

### Features & Benefits:

- Enriched with TriActiva™ Complex.  
(Chamomile, Aloe Vera and Vitamin E)
- Water based gel.
- 100% soap – free formulation.
- Exciting Masculine fragrance.

### Usage Instructions:

Wet face and hands. Squeeze a small quantity of Face Wash onto the palms and work up the lather. Apply on face and neck in circular motion. Rinse with water. Use twice daily.



## Dynamite Shaving Foam

Dynamite Shaving Foam spreads easily on the face and softens the beard, giving a comfortable and close shave.

### *Features & Benefits:*

- Enriched with TriActiva™ Complex.  
(Chamomile, Aloe Vera and Vitamin E)
- Formulated with skin moisturisers and humectants which condition the skin while you shave.
- New Masculine fragrance.
- Dermatologically tested.
- Easy to rinse off from the face & the blade.

### *Usage Instructions:*

Thoroughly massage shaving foam on your face, in a circular motion over the skin and against the grain.



## Dynamite Shaving Cream

Dynamite Shaving Cream adds dynamism in shaving for that ultimate grooming experience. It not only allows a closer shave but also conditions the skin, giving a smooth and less irritating shave.

### Features & Benefits:

- Makes thick rich foam which spreads easily on the face helping the razor glide effortlessly over the skin.
- It is formulated with unique ingredients that soften and lift the beard to give a close and comfortable shave.
- It contains natural moisturisers and conditioners derived from Shea Butter and Meadowfoam Seed Oil, which protect the skin and leave it feeling ultra soft and smooth.
- It rinses easily from the face and blade, leaving behind a clean and soft skin.



## Dynamite After Shave Splash

Dynamite Shaving Splash cools, stimulates and refreshes your skin after a close shave. It is enriched with skin conditioners and a special almond derivative which helps to make your skin soft and supple.

### Features & Benefits:

- Enriched with TriActiva™ Complex.  
(Chamomile, Aloe Vera and Vitamin E)
- Contains skin conditioners and a special almond derivative.
- Dermatologically tested.

### Usage Instructions:

Use liberally after each shave.



## Dynamite Whitening Cream

Dynamite Whitening Cream is specially formulated with \*Lumiskin™, sunscreen agents, lemon & cucumber extract. It is also enriched with TriActiva™ complex which helps in providing visibly fairer skin.

### Features & Benefits:

- Enriched with TriActiva™ Complex.  
(Chamomile, Aloe Vera and Vitamin E)
- Helps to provide visibly fairer skin.
- Helps to lighten the skin colour.
- Helps to reduce appearance of dark spots and blemishes.
- Helps to protect skin from sun & environment.
- Dermatologically tested.

### Usage Instructions:

Apply a small quantity of Dynamite Whitening Cream smoothly and gently over the face and neck.  
Use twice daily.



## Dynamite Hair Cream

Dynamite Hair Cream for Men fulfills hair conditioning needs of men. This hair cream provides them the ease to naturally enliven their hair.

### *Features & Benefits:*

- This non-sticky hair cream gives men the confidence of naturally styled hair all day long.
- Its natural ingredients like henna, shikakai extract and coconut oil condition and soften the hair and give it that extra shine.
- Its pleasant fragrance stays long and daily application leaves your hair feeling weightless and easy to manage.
- It also contains Vitamin-E which helps strengthen the hair roots.



## Dynamite Deodorant

Dynamite Deodorant offers day long deodorizer. It has a masculine fragrance that leaves you feeling fresh. Moreover, it has a non-irritating & non-whitening formula that minimizes stains on clothes.

### Features & Benefits:

- Dermatologically tested.
- Safe on skin.

### Usage Instructions:

Shake well before use. Hold the can 15cm from the underarm and spray.



# attitude™

## attitude Deodorant

Attitude deodorants Enchant, Fantasy and Spell contain Triclosan which is a well known deodorizing agent. It leaves you feeling fresh and active.

### Features & Benefits:

- Dermatologically tested.
- Safe on skin.

### Usage Instructions:

Shake well before use. Hold the can 15cm from the underarm and spray.





## HOME CARE

We take cleaning and the environment seriously.  
Amway Home brand offers an entire line of high performance laundry & household cleaning products that not only provide outstanding cleaning  
but also contribute to greener environment.

BIOQUEST  
Formula™

The logo consists of the words "BIOQUEST" and "Formula" in white, with a trademark symbol, all contained within a circular graphic with a blue-to-white gradient and a grid pattern.

## SA8 Liquid Concentrated Laundry Detergent

New SA8 Liquid Concentrated Laundry Detergent has improved cleaning power, with a dual-enzyme performance that begins working immediately at breaking down the toughest stains.

### Features and Benefits:

With its exclusive Bioquest formula, it cares for clothes by keeping colours true and containing natural softeners to leave them feeling silky on the skin.

### APPLICATION AND COST PER USE

| Application                       | Amount of Liquid per use     | Cost per use<br>(at MRP) |
|-----------------------------------|------------------------------|--------------------------|
| Hand Washing                      | 10 ml per 10 liters of water | ₹8.85                    |
| Small Machines<br>(20-30 liters)  | 10 ml                        | ₹8.85                    |
| Medium Machines<br>(30-45 liters) | 15 ml                        | ₹13.28                   |
| Large Machines<br>(45-70 liters)  | 20 ml                        | ₹17.70                   |





## Amway Home SA8 Delicate

Amway Home SA8 Delicate Liquid Detergent is a liquid laundry detergent for gentle yet effective cleaning of your woollens, silks and expensive clothes.

To be used on: Silks, Chiffons, Wool, Lingerie, Hand Knitted Woollens etc.

### Features and Benefits:

- Specially formulated to remove body oils and oily cosmetic stains.
- Easy rinsability due to low foaming formula that saves water, time and energy.
- It is dermatologically tested and leaves no irritating residue behind on the clothes.
- Cleans effectively even in cold water.
- Bioquest formulation.



### APPLICATION AND COST PER USE

| Application           | Amount of Liquid per wash | Approx. Cost per use (at MRP for 1 Litre pack) |
|-----------------------|---------------------------|--|
| Hand wash             | 5 ml in 5 litre of water  | ₹4.6 per bucket wash                           |
| Machine wash (small)  | 10 ml                     | ₹9.2   |
| Machine wash (medium) | 15 ml                     | ₹13.8  |
| Machine wash (large)  | 20 ml                     | ₹18.4  |





## Amway Home Dish Drops

Amway Home Dish Drops is a concentrated hand dish washing liquid which cuts & dissolves stubborn grease from your dishes effectively.

The Triadic Detergency System in Dish Drops cuts through Animal, Dairy and Vegetable fat leaving your dishes with a mirror like shine.

### Features and Benefits:

- Contains Aloe-Vera, Sisho & Alpha-hydroxy acids which cares for your hands while you do your dishes.
- Leaves no streaks, smears or harmful powdery residue behind.
- Dish Drops can be used on: Brass, Stainless Steel, Teflon, Aluminium, Bone China, Crystalware etc.
- Bioquest formulation. AISE & DfE certified.

### APPLICATION AND COST PER USE

| Application         | Dilution Ratio             | Amount of Dilution | Approx. Cost per use<br>(at MRP for 1 Litre pack) |
|---------------------|----------------------------|--------------------|---|
| For greasy Utensils | 1 part DD in 3 parts water | 20ml               | ₹3.22   |





## Amway Home L.O.C. Multi-Purpose Cleaner

Amway Home L.O.C. Multi-Purpose cleaner is a multi-purpose household cleaner.

It is a surfactant blend, which can be used to mop floors (Marble, Vinyl, Granite etc.), clean sinks, work tops (Porcelain & Ceramic), moulded plastic furniture, polished wooden fittings, varnished surfaces, washing utensils & laundry.

### Features and Benefits:

- Powerful cleaner that effectively cleans dirt and grime build-up
- Contains Coconut oil derivatives making it gentle & mild on hands.
- Bioquest formulation. AISE & DfE certified.

### APPLICATION AND COST PER USE

| Application  | Amount of Liquid per use  | Approx. Cost per use<br>(at MRP for 1 Litre pack) |
|--|---------------------------|---|
| Mopping floors(500 sqft area)                        | 6 ml in 1 litre of water  | ₹2.96   |
| Cleaning other washable hard surface (300 sqft area) | 30 ml in 5 litre of water | ₹14.82  |
| Hand Washing Clothes                                 | 40 ml in 8 litre of water | ₹19.76  |
| Dishwashing  | 5 ml in 5 litre of water  | ₹2.47   |





## Zoom

Zoom is a concentrated all purpose spray cleaner and degreaser which is effective for spot cleaning tough-to-remove greasy dirt.

### Features and Benefits:

- It cuts through tough-to-remove greasy stains like cooking oil, fingerprints, crayon marks, lipstick marks, smoke stains, pencil marks and food stains from a wide range of washable surfaces.
- Zoom is good for removing greasy stains from exhaust fans, ceiling fans, wire meshes, gas stoves, blocked burners, refrigerator interior & exterior, engine parts, cycle parts and plastic surfaces.

### Directions to Use:

Just spray & wipe dry!!



## Amway Home Pursue Disinfectant Cleaner

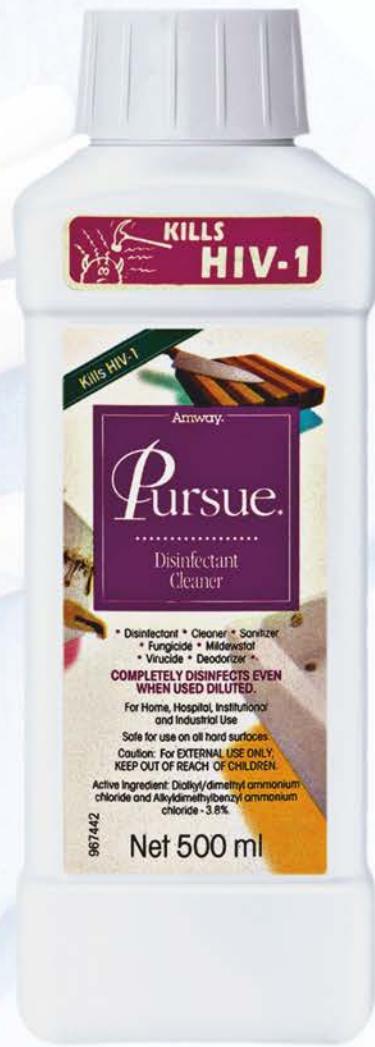
Pursue is a 'one-step' cleaner-disinfectant-sanitizer-virucide-deodorizer.

### Features and Benefits:

- It sanitizes hard, non-porous food contact surfaces, without rinsing.
- It makes hard non-porous surfaces like floors, porcelain, sinks, counter tops, tabletops etc. germ free.
- It can deodorize surfaces in toilet areas, behind and under sinks and counter, garbage storage area and other places where bacterial growth causes malodours.

### APPLICATION AND COST PER USE

| Application   | Dilution Ratio            | Approx. Cost per use<br>(500 ml pack at MRP) |
|---|---------------------------|--|
| Floors  | 8 ml in 1 litre of water  | ₹4.78  |
| Hospitals Floors 2500 sq ft area)   | 80 ml in 5 litre of water | ₹47.84                                       |
| Toilet / Bath area (100 sq ft area)   | 16 ml in 2 litre of water | ₹9.57  |
| Sanitizing kitchen / worktops (16 sq ft)  | 2 ml in 500 ml of water   | ₹1.20  |
| Disinfect and deodorize dustbins, dish racks and kitchen cabinets (storage areas) | 4 ml in 500 ml of water   | ₹2.39  |
| Sanitize and deodorize refrigerators  | 2 ml in 500 ml of water   | ₹1.20  |





## Silicone Glaze Auto Polish

Silicone Glaze is a polish for your car, appliances, laminated counter tops, ceramic tiles, bathroom fixtures and aluminium fixtures.

### Features and Benefits:

- It is formulated with silicones to give both high gloss and excellent durability.
- Easy to apply and buff out.
- It is versatile and can be used on many surfaces & not just automobile exteriors.

### APPLICATION AND COST PER USE

| Application                  | Amount of liquid | Approx. Cost per use<br>(500 ml pack at MRP) |
|------------------------------|------------------|--|
| One refrigerator (165 litre) | 10 ml            | ₹11.1  |
| Washing Machine              | 10 ml            | ₹11.1  |
| Laminated surfaces           | 20 ml            | ₹22.2  |
| Ceramic tiles(486 sq ft)     | 30 ml            | ₹33.3  |
| Bathroom fixtures            | 5 ml             | ₹5.55  |
| Medium size car              | 100 ml           | ₹111   |

A photograph of a man with short brown hair and a light beard, wearing a dark blue polo shirt. He is leaning against the open driver-side door of a dark-colored car, looking down at it with a thoughtful expression. The background is a blurred outdoor parking lot.

**Amway™**

## CAR WASH CONCENTRATED LIQUID

Car Wash is a concentrated liquid for cleaning automobile exteriors.

**Features and Benefits:**

- It contains wetting agents which help improve water penetration and help loosen dirt.
- Formulated to protect the paint, shine and protective polish of automotive surfaces.
- Car Wash does not leave any spots, streaks or film behind.
- Its concentrated formula provides 100 washes per pack of 500ml.

**APPLICATION AND COST PER USE**

| Application     | Amount of Liquid         | Approx. Cost per use (500 ml pack at MRP) |
|-----------------|--------------------------|---|
| Medium size car | 5 ml in 4 litre of water | ₹2.85                                     |

## APSA -80 Adjuvant Spray

APSA-80 is an all-purpose spray adjuvant that when mixed with pesticide (insecticide, fungicide and herbicide) or foliar fertilizer helps improve their effectiveness leading to increased crop yield for the farmer.

APSA-80 is an international brand with rich heritage of over 40 years.

In these years it has been tested on crops on different types of soil by Indian Agricultural Universities.

### Features and Benefits:

- It contains biodegradable surfactants that reduces surface tension of water and improves its spreadability and penetration into the soil.
- It also acts as an irrigation aid for the farmers.



QUEEN  
of  
TASTE AND  
NUTRITION



A Premium  
Cookware  
Range

# AMWAY QUEEN™ STAINLESS COOKWARE COMPONENTS

Your Amway Queen Stainless Cookware provides you with the right utensil for everyday nutritional cooking, and for special occasions.



## 2 litre Saucepan

Ideal for vegetables, soups, lentils, rice, non-veg dishes, custards, melting chocolate, preparing sauces or reheating.



## 1.5 litre Sauté Pan and Lid

Use as a fryer or with reduced amounts of oil as a Sauté pan. Also useful for in steaming, roasting (bhunana), egg dishes and dry dishes.



## 4 litre Stock Pan and Lid

Ideal for soups, pasta, curries(veg/meat), chicken or bulkier hard vegetables. Use Stock Pot and the 4 litre Stock Pot Steamer for steaming vegetables



## Accessory (to be bought separately)

4 litre Stock Pot Steamer Use with 4 litre Stock Pot for steaming foods and as a colander for rinsing fruits and vegetables.



## Lid (to be bought separately)

With Amway Queen Stainless Steel cookware, you can prepare delicious and nutritious food for your family with the extra benefit of highly efficient kitchen tools. It not only prepares nutritious food, your premium quality Amway Queen Stainless Steel Cookware is both elegant and convenient. With premium-grade materials, thoughtful manufacturing and improvised planning behind each feature, the Amway Queen Stainless Steel Cookware offers superb cooking performance, versatility and beauty that will last for years to come.

- **HEAT TRANSFER ABILITY**

In Amway Queen Cookware the high quality stainless steel, carbon steel and aluminum base is used to improve heat transfer. This ensures even cooking of food.

- **FLAVOR PRESERVATION**

Amway Queen Stainless steel doesn't leach off any of its metallic properties into food, therefore, imparts no flavors. As it doesn't have a protective, non-stick coating, there is no risk of this material coming off in the food.

- **APPEARANCE**

With Stainless steel, it is very easy to maintain the look. The mirrored finish cookware needs only a gentle rubbing or wiping to bring it back into a pristine condition. It never forgets that it has to make your kitchen look good too.

- **DURABILITY**

The cookware doesn't rust, stain or dent easily and comes with a warranty of 30 years. This makes it easy to clean, dishwasher safe and can handle going into the refrigerator. It also means, that it will be the most reliable cooking partner you'll ever have!

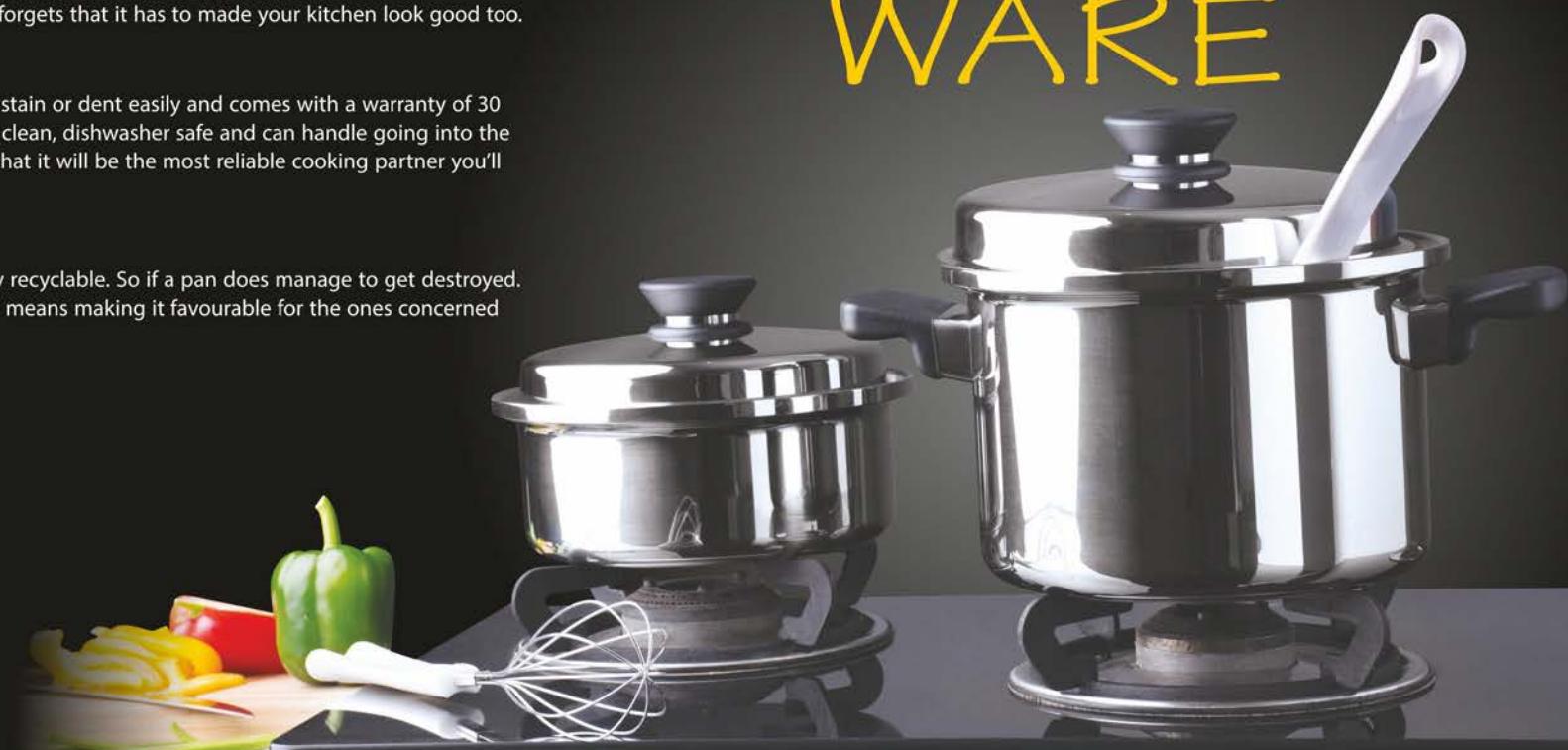
- **RECYCLABLE**

Stainless steel is completely recyclable. So if a pan does manage to get destroyed. It can be salvaged by other means making it favourable for the ones concerned about waste management.

*why*

# AMWAY QUEEN

# STAINLESS STEEL COOK WARE



## SPECIALITIES OF AMWAY QUEEN COOKWARE

Although suited for any cooking style, your Amway Queen Cookware is especially designed for the nutritious, delicious and low moisture cooking method-VITALOK™ Cooking Method helps food retain its natural color, flavor, texture and vitamins, nutrients. Saves calories compared to frying with added oil.

### What does VITALOK™ Cooking Method do ?

It forms a water seal between the lid and pan that allows meats, fruits and vegetables to baste in their own natural oils and juices. It locks in natural flavours and valuable nutrients, while preserving food's color and texture.

### And the result?

You and your family will enjoy meals that look good, taste delicious and have the preserved goodness of food, essential for good nutrition.

## VITALOK™ A KEY DIFFERENTIATOR



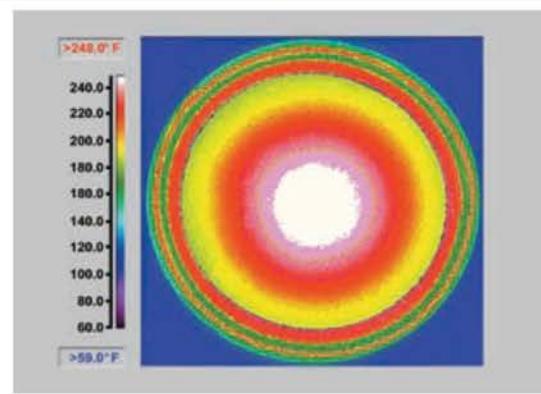
Precision fit of the pan and lid

## **OPTITEMP™ SLAB BASE TECHNOLOGY**

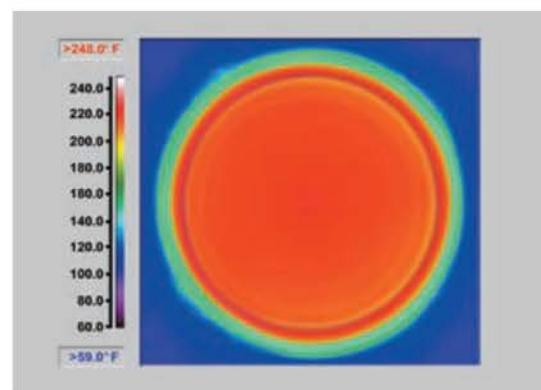
The secret of good cooking lies in the ability of the utensil to conduct heat efficiently and evenly. Your Amway Queen Cookware has an OPTITEMP™ base, with multiple layers of permanently bonded metal to allow heat to be distributed evenly throughout the pan. The extra thickness helps pans retain heat longer than most single ply cookware materials. It is crafted from special heavy-gauge stainless steel that is at least 18% chromium (for corrosion resistance) and 8-10% nickel (easy to form into cookware shapes).



Amway Queen Sauté pan 3-Ply construction



Conventional pan base



Amway Queen stainless steel cookware pan base

| SKU No.    | Nutrition & Wellness                         | Pack Size   | MRP (Rs.)* |
|------------|--|-------------|------------|
| 254612ID   | Nutrilite All Plant Protein Powder           | 1kg         | 4019       |
| 254611ID   | Nutrilite All Plant Protein Powder           | 500g        | 2387       |
| 254610ID   | Nutrilite All Plant Protein Powder           | 200g        | 1139       |
| 107766IDN  | Nutrilite Protein Powder                     | 1kg         | 4019       |
| 100141IDK  | Nutrilite Protein Powder                     | 500g        | 2387       |
| 102578IDO  | Nutrilite Protein with Green Tea             | 500g        | 2275       |
| 102745IDK  | Nutrilite Daily                              | 120 Tablets | 2229       |
| 100260IDK  | Nutrilite Daily                              | 60 Tablets  | 1309       |
| 100066IDS  | Nutrilite Salmon Omega-3                     | 60 Softgels | 1449       |
| 271510ID   | Nutrilite PDO Pack                           | 30 Servings | 3000       |
| 105074IDN  | Nutrilite Fiber                              | 200g        | 989        |
| 1029921IDM | Nutrilite Concentrated Fruits and Vegetables | 60 Tablets  | 1819       |
| 101419IDN  | Nutrilite Natural B with Yeast               | 100 Tablets | 885        |
| 101419IDN  | Nutrilite Natural C                          | 100 Tablets | 899        |

\*Disclaimer: The MRP of the featured products is as prevalent on the date of publication & is inclusive of all taxes.

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| SKU No.   | Nutrition & Wellness                          | Pack Size   | MRP (Rs.)* |
|-----------|---|-------------|------------|
| 109960IDN | Nutrilite Alfalfa Calcium Plus                | 90 Tablets  | 720        |
| 102046IDN | Nutrilite Cherry Iron                         | 90 Tablets  | 947        |
| A8086IDN  | Nutrilite Glucosamine HCL with Boswellia      | 120 Tablets | 3,089      |
| A5985IDN  | Nutrilite Ginseng Cherry Plus                 | 100 Tablets | 3,009      |
| 100309IDM | Nutrilite Echinacea - Citrus Concentrate Plus | 60 Tablets  | 1,704      |
| 100070IDS | Nutrilite CH Balance                          | 60 Tablets  | 2,989      |
| 100076IDN | Nutrilite Garlic                              | 60 Tablets  | 845        |
| 106678IDK | Nutrilite Biotin - Cherry Plus                | 60 Tablets  | 627        |
| A8085IDN  | Nutrilite Black Cohosh & Soy                  | 90 Tablets  | 1,235      |
| 100352IDN | Nutrilite Milk Thistle Plus                   | 60 Tablets  | 1,709      |
| 104144IDN | Nutrilite Bilberry with Lutein                | 60 Tablets  | 2,159      |
| A8058IDN  | Nutrilite Multi Carotene                      | 90 Softgels | 1,389      |
| 114115IDN | Nutrilite Coenzyme Q10 Citrus Concentrate     | 45 Tablets  | 1,069      |
| 242462IDN | Nutrilite Kids Drink Chocolate Flavour        | 500g        | 1,080      |

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| SKU No.   | Nutrition & Wellness                                     | Pack Size   | MRP (Rs.)* |
|-----------|--|---|------------|
| 242461IDK | Nutrilite Kids Chewables                                 | 100 Tablets   | 1,299      |
| A43021ID0 | Nutrilite Kids Calcium Magnesium Cocoa                   | 100 Tablets   | 895        |
| A8617ID0  | Nutrilite Kids Chewable Natural C                        | 100 Tablets   | 1679       |
| A8669IDM  | Nutrilite Kids Chewable Iron                             | 100 Tablets   | 729        |
| 100346IDM | Nutrilite Kids Chewable Concentrated Fruits & Vegetables | 60 Tablets  | 1,669      |
| 121417ID  | Nutrilite Fruit Drink Mix                                | Pack of 10 Sachets  | 490        |
| 275374IDB | Nutrilite W.O.W Super Advanced Pack                      | Bodykey shakes in 3 combinations (6N)<br>+ Nutrilite All Plant Protein Powder 1kg (1N)<br>+ Nutrilite Daily 120 Tablets (1N) + InBody Band (1N) | 31,345     |
| 275375ID  | Nutrilite W.O.W Advanced Pack                            | Bodykey shakes in 3 combinations (6N)<br>+ Nutrilite All Plant Protein Powder 1kg (1N)<br>+ Nutrilite Daily 120 Tablets (1N)                    | 17,345     |
| 276944IDA | Nutrilite W.O.W Basic Pack                               | Body Key Shakes - 6N  | 11,094     |
| 274699ID  | XS Energy Drink Apple Strawberry Blast                   | Pack of 4 - 250ml each  | 440        |
| 275346ID  | XS Energy Drink Orange Blast                             | Pack of 4 - 250ml each  | 440        |
| 271557ID  | XS Whey Protein Powder - Chocolate                       | 750g  | 4500       |
| 274695ID  | XS Whey Protein Powder - Vanilla                         | 750g  | 4500       |

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**Amway**<sup>TM</sup>

**SKU No.**

**Nutrition  
Traditional Herbs**

**Pack Size**

**MRP (Rs.)\***

|          |   |            |     |
|----------|---|------------|-----|
| 282127ID | Nutrilite Amalaki, Vibhitaki & Haritaki | 60 Tablets | 649 |
| 282126ID | Nutrilite Ashwagandha                   | 60 Tablets | 649 |
| 282128ID | Nutrilite Tulsi                         | 60 Tablets | 649 |
| 282125ID | Nutrilite Brahmi                        | 60 Tablets | 649 |

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| SKU No.   | Beauty   Artistry & Attitude                              | Pack Size | MRP (Rs.)* |
|-----------|---|-----------|------------|
| 121547ID  | Essentials by Artistry Gel Cleanser                       | 125ml     | 1,295      |
| 121548ID  | Essentials by Artistry Light Lotion                       | 50ml      | 1,239      |
| 117654ID  | Essentials by Artistry Polishing Scrub                    | 125ml     | 1,499      |
| 117655ID  | Essentials by Artistry Creamy Massage                     | 100g      | 1,649      |
| 106401IDS | Artistry Moisture Intense Masque                          | 100ml     | 1,499      |
| 113809IDB | Artistry Youth Xtend Serum Concentrate                    | 30ml      | 4,789      |
| 113810IDA | Artistry Youth Xtend Enriching Eye Cream                  | 15ml      | 2,699      |
| 113807IDB | Artistry Youth Xtend Protecting Cream                     | 50ml      | 4,239      |
| 113803IDC | Artistry Youth Xtend Protecting Lotion                    | 50ml      | 4,239      |
| 113808IDB | Artistry Youth Xtend Enriching Cream                      | 50ml      | 4,239      |
| 113804IDB | Artistry Youth Xtend Enriching Lotion                     | 50ml      | 4,239      |
| 117014ID  | Artistry Youth Extend Ultra Lifting Essence Concentrate   | 30ml      | 6,599      |
| 117018ID  | Artistry Youth Extend Ultra Lifting Eye Serum Concentrate | 15ml      | 4,200      |
| 117016ID  | Artistry Youth Extend Ultra Lifting Cream                 | 50ml      | 6,099      |

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| SKU No.   | Beauty   Artistry & Attitude                 | Pack Size | MRP (Rs.)* |
|-----------|--|-----------|------------|
| 116409IDB | Artistry Ideal Radiance Illuminating Essence | 30ml      | 4,949      |
| 116413IB  | Artistry Ideal Radiance Spot Corrector       | 15g       | 3,149      |
| 107998IDB | Artistry Intensive Skincare Renewing Peel    | 20ml      | 4,149      |
| 116694ID1 | Artistry Loose Powder (Light)                | 25g       | 3,999      |
| 116695ID1 | Artistry Loose Powder (Medium)               | 25g       | 3,999      |
| 117689ID  | Artistry Exact Fit Foundation - Buff L3W1    | 30ml      | 3,099      |
| 117697ID  | Artistry Exact Fit Foundation - Soleil L3W1  | 30ml      | 3,099      |
| 271501ID  | Attitude Face Wash (For Oily Skin)           | 100ml     | 325        |
| 271502ID  | Attitude Face Wash (For Dry Skin)            | 100ml     | 325        |
| 244748IDN | Attitude Moisturiser (For Oily Skin)         | 45ml      | 599        |
| 244745IDM | Attitude Moisturiser (For Dry Skin)          | 45ml      | 599        |
| 265595ID  | Attitude Be Bright Face Wash                 | 100ml     | 349        |
| 265597ID  | Attitude Be Bright Face Scrub                | 100ml     | 490        |
| 244750IDM | Attitude Be Bright Face Masque               | 100ml     | 490        |

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| SKU No.  | Beauty   Artistry & Attitude                        | Pack Size | MRP (Rs.)* |
|----------|---|-----------|------------|
| 265599IA | Attitude Be Bright Day Cream                        | 50g       | 549        |
| 2655981A | Attitude Be Bright Night Cream                      | 50g       | 549        |
| 280851ID | Attitude Matte Lipstick Strawberry Rush             | 2g        | 349        |
| 280852ID | Attitude Matte Lipstick Brownie Delight             | 2g        | 349        |
| 280853ID | Attitude Matte Lipstick Roasty Red                  | 2g        | 349        |
| 280854ID | Attitude Matte Lipstick Raspberry Crush             | 2g        | 349        |
| 280855ID | Attitude Matte Lipstick Cherry Love                 | 2g        | 349        |
| 280858ID | Attitude Creme Lipstick Seductive Red               | 2g        | 269        |
| 280859ID | Attitude Crème Lipstick Passionate Pink             | 2g        | 269        |
| 280857ID | Attitude Crème Lipstick Mischievous Wine            | 2g        | 269        |
| 280856ID | Attitude Crème Lipstick Mysterious Nude             | 2g        | 269        |
| 280860ID | Attitude Crème Lipstick Naughty Orange              | 2g        | 269        |
| 280861ID | Attitude Blusher Duo ( Barely Pink & Peach Whisper) | 4g        | 499        |
| 280862ID | Attitude Eye Shadow, Applicator and Mirror Palette  | 1.2g X 6  | 599        |

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| SKU No.   | Beauty   Artistry & Attitude     | Pack Size | MRP (Rs.)* |
|-----------|----------------------------------|-----------|------------|
| 280866ID  | Attitude Nail Paint Pop of Pink  | 6 ml      | 149        |
| 280867ID  | Attitude Nail Paint Royal Maroon | 6 ml      | 149        |
| 280868ID  | Attitude Nail Paint Coral Orange | 6 ml      | 149        |
| 280869ID  | Attitude Nail Paint Red Carpet   | 6 ml      | 149        |
| 281001ID  | Attitude Nail Paint Rusty Brown  | 6 ml      | 149        |
| 281002ID  | Attitude Nail Paint Nude Delight | 6 ml      | 149        |
| 280999ID  | Attitude Lipstick Travel Pack    | 1.1g X 6  | 850        |
| 266125ID  | Compact Powder (Light Shade)     | 9g        | 699        |
| 266126ID  | Compact Powder (Medium Shade)    | 9g        | 699        |
| 266129ID  | Attitude Kajal Eyeliner Pencil   | 1.2g      | 399        |
| 266128ID  | Attitude Eye Liner               | 2.8ml     | 599        |
| 266127ID  | Attitude Mascara                 | 8ml       | 599        |
| 269314ID  | Attitude Sunscreen Cream         | 100 g     | 449        |
| 244751IDM | Attitude Foot Cream              | 75g       | 370        |

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| SKU No.   | Beauty   Artistry & Attitude        | Pack Size | MRP (Rs.)* |
|-----------|-------------------------------------|-----------|------------|
| 244752IDM | Attitude Hand & Body Cream          | 100g      | 370        |
| 271507ID  | Attitude Clear Activ Face Wash      | 100ml     | 349        |
| 271509ID  | Attitude Clear Activ Spot Corrector | 9g        | 399        |

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# PERSONAL CARE



SKU No.122332

Beauty | Personal Care

Pack Size

MRP (Rs. )\*

| 246164ID  | Satinique 2-in-1 Shampoo & Conditioner | 250ml     | 460   |
|-----------|--|-----------|-------|
| 246165ID  | Satinique Glossy Repair Shampoo        | 250ml     | 460   |
| 246166ID  | Satinique Glossy Repair Conditioner    | 250ml     | 460   |
| 246167ID  | Satinique Hairfall Control Shampoo     | 250ml     | 460   |
| 246168ID  | Satinique Anti Dandruff Shampoo        | 250ml     | 460   |
| 119593ID  | Satinique Revitalizing Hair Mask       | 150g      | 450   |
| 110686ID  | Satinique Scalp Tonic                  | 80ml      | 1,590 |
| 115776ID  | Satinique Styling Gel                  | 150g      | 325   |
| 266404ID  | Persona Crème Moisturising Soap        | Pack of 3 | 153   |
| 265002ID  | Persona Advanced Family Toothbrush     | Pack of 3 | 125   |
| 265003ID  | Persona Junior Toothbrush              | Pack of 4 | 120   |
| 265004ID  | Persona Classic Family Toothbrush      | Pack of 2 | 52    |
| 200760IDN | Glister Toothpaste                     | 190g      | 270   |
| 120519ID  | Glister Kids Toothpaste                | 100g      | 199   |

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# PERSONAL CARE



SKU No.

Beauty | Personal Care

Pack Size

MRP (Rs.)\*

|           |                               |                      |     |
|-----------|-------------------------------|----------------------|-----|
| 215358IDM | Persona Talc                  | 350g                 | 215 |
| 119606ID  | G&H Nourish Body Lotion       | 60ml                 | 140 |
| 118101ID  | G&H Nourish Body Lotion       | 250ml                | 440 |
| 119607ID  | G&H Refresh Body Wash         | 60ml                 | 140 |
| 118109ID  | G&H Refresh Body Wash         | 250ml                | 440 |
| E2184IDM  | Nature Shower Creme Hand Soap | 250ml                | 440 |
| 254287IDM | Dynamite Face Wash            | 100ml                | 285 |
| 254288IDM | Dynamite Whitening Cream      | 50g                  | 345 |
| 254282IDM | Dynamite Shaving Foam         | 200g                 | 320 |
| 254283IDM | Dynamite After Shave Splash   | 100ml                | 385 |
| 254284IDM | Dynamite Hair Cream           | 150g                 | 90  |
| 254285IDN | Dynamite Shaving Cream        | Pack of 2 - 70g each | 100 |
| 271578ID  | Dynamite Deo Earth            | 150ml                | 260 |
| 271576ID  | Dynamite Deo Fire             | 150ml                | 260 |

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# PERSONAL CARE



SKU No.

Beauty | Personal Care

Pack Size

MRP (Rs.)\*

|          |  |                  |     |
|----------|--|------------------|-----|
| 271577ID | Dynamite Deo Ice                       | 150ml            | 260 |
| 277811ID | Dynamite Deo Air                       | 150ml            | 270 |
| 277810ID | Attitude Deodorant Fantasy             | 150ml            | 260 |
| 277810ID | Attitude Deodorant Enchant             | 150ml            | 260 |
| 277810ID | Attitude Deodorant Spell               | 150ml            | 270 |
| 246163ID | Satinique 2-in-1 Shampoo & Conditioner | 4ml - One Sachet | 7   |
| 246159ID | Satinique Glossy Repair Shampoo        | 4ml - One Sachet | 7   |
| 246160ID | Satinique Glossy Repair Conditioner    | 4ml - One Sachet | 7   |
| 246161ID | Satinique Hairfall Control Shampoo     | 4ml - One Sachet | 7   |
| 246162ID | Satinique Anti Dandruff Shampoo        | 4ml - One Sachet | 7   |

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| SKU No.    | Home Care & Cookware                      | Pack Size | MRP (Rs.)* |
|------------|---|-----------|------------|
| 112532IDN  | SA8 Liquid Concentrated Laundry Detergent | 1L        | 885        |
| 112532IDN  | SA8 Liquid Concentrated Laundry Detergent | 500ml     | 520        |
| 112532IDN  | SA8 Liquid Concentrated Laundry Detergent | 200ml     | 210        |
| 1165131IDM | SA8 Delicate                              | 500ml     | 460        |
| 110488IDM  | Dish Drops                                | 1L        | 645        |
| 116512IDM  | Dish Drops                                | 500ml     | 381        |
| 272157ID   | Dish Drops                                | 200ml     | 160        |
| 116516ID   | Dish Drops Sachet                         | 8ml       | 7          |
| E0001IDM   | L.O.C. Multi Purpose                      | 1L        | 494        |
| 116511IDM  | L.O.C. Multi Purpose                      | 500ml     | 300        |
| 272156ID   | L.O.C. Multi Purpose                      | 200ml     | 125        |
| 116515IDJ  | L.O.C. Multi Purpose Sachet               | 8ml       | 7          |
| E8393IDM   | Zoom                                      | 500ml     | 280        |
| 239815IDM  | Pursue Disinfectant Cleaner               | 5L        | 2079       |

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**SKU No.**
**Home Care & Cookware**
**Pack Size**
**MRP (Rs.)\***

|           |                              |             |        |
|-----------|------------------------------|-------------|--------|
| E7506IDM  | Pursue Disinfectant Cleaner  | 500ml       | 299    |
| E8967IDM  | Silicon Glaze Auto Polish    | 500ml       | 555    |
| E4111IDM  | Car Wash Concentrated Liquid | 500ml       | 285    |
| 239814IDM | APSA-80 Adjuvant Spray       | 5L          | 5,045  |
| E3417IDM  | APSA-80 Adjuvant Spray       | 1L          | 1,183  |
| 100949IDM | APSA-80 Adjuvant Spray       | 500ml       | 726    |
| 121390ID  | Amway Queen Cookware Set     | 5 piece set | 30,000 |
| 121392ID  | Amway Queen Lid              | 1N          | 2,800  |
| 121391ID  | Amway Queen Steamer Set      | 1N          | 4,000  |

Images shown in this book are for illustrative purposes

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