

# BEC@USE

it's for you

DECEMBER 07



## Diamonds Shanker and Mia Bala

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**Amway®**



# TAKE ADVANTAGE OF THE AMWAY BIG TICKET BONANZA!

• NO DEPOSIT • PAY NOTHING UNTIL MARCH 2008\* • UPFRONT PV • 10% CASHBACK REBATE



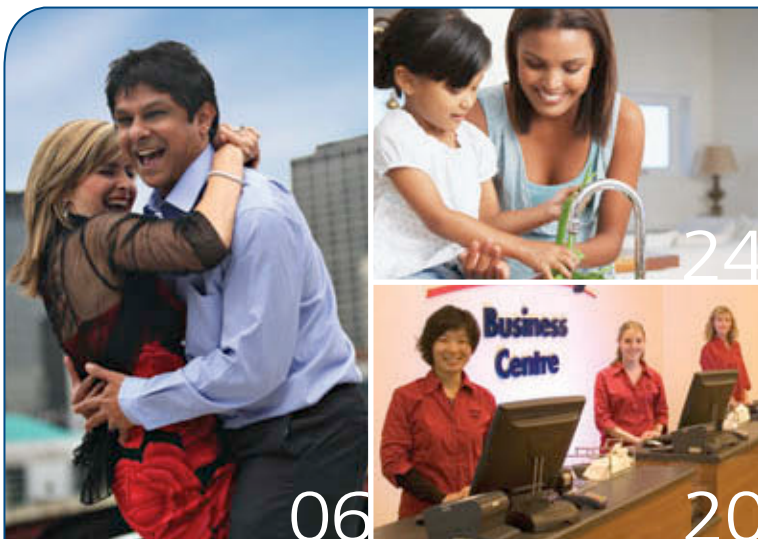
**DISCOUNT BONUS** With every Atmosphere purchase, receive a 15% discount.

**DOUBLE BONUS** With every eSpring purchase, receive a 15% discount and a FREE Italian Carafe.



For promotional information, including pricing, instalments, PV/BV and order forms visit the Amway website.

**Terms and Conditions:** Purchases by fax or mail only. View via the Amway website/downloads for order forms. Credit policy and approval applies to all purchases. Offer cannot be extended to customers on ezi pay payment plans and therefore applies to IBOs only. \*No deposit and twelve equal repayments plus postage and handling. Valid from 15th November 2007 to 31st December 2007. \*First payment is payable on 10th March 2008, followed by 11 monthly instalments. The Christmas 10% Cashback rebate also applies.



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# SEASONS GREETINGS

As another year draws to an end and the festive season takes hold, it's the perfect time to celebrate the achievements of new Diamonds, Shanker and Mia Bala. In only a year after they went Emerald, Shanker and Mia have done the unexpected and achieved Diamond. The couple have touched the lives of many people as they continue to build their business to even greater heights. We hope their story inspires you this holiday season.

You could also have the best Christmas ever by taking advantage of incredible specials that are available for a limited time only. There is a 10% cash rebate on purchases, a bonus qualifying month towards Achievers in Mauritius, big discounts on Emma Page jewellery and an extended Big Ticket Bonanza promotion. For full details, see page 12.

Don't forget that the offers contained in *Inside Scoop: Summer Sensations* are still available. Each copy came with retail cards containing the offers which you can send directly to your customers. If you would like to order more of these retail cards, you can order a pack of 13 on VS 209881 for \$2.00.

This is a wonderful time to look back at all of your achievements in the past year and set new goals for the year to come. We hope you have a merry Christmas and a successful new year.

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Additional copies of this *BECAUSE it's for you* are available on VS 206890



John Haines

**John Haines**  
Head of Business Relations  
Australia/New Zealand

## LIVE UPDATE

## NEW YEAR BOOST

NUTRIWAY® DOUBLE X® uses only pure plant extracts to capture the nutrients of the whole plant, for a more potent supplement. It assists the metabolism of fat, carbohydrates and protein, supports vital energy production and helps relieve stress. There's no better way to start the New Year than with a sustained release of energy.

*Always read the label. Use only as directed. If symptoms persist see your healthcare professional.*



## SUMMER OFFER

Purchase the range of AQI-CLEAR® products (Foaming Facial Wash 150ml, Clarifying Toner 125ml, Oil Free Balancing Lotion 150ml and Purifying Facial Scrub 100g) and receive the Tutti Frutti range from Euphoria by EMMA PAGE® (which includes a necklace, bracelet, and earrings valued at \$67.00) absolutely FREE!

*Inside Scoop: Summer Sensations offers commence 15 October 2007 and end 31 January 2008. While stocks last. See [www.amway.com.au](http://www.amway.com.au) for full terms and conditions.*

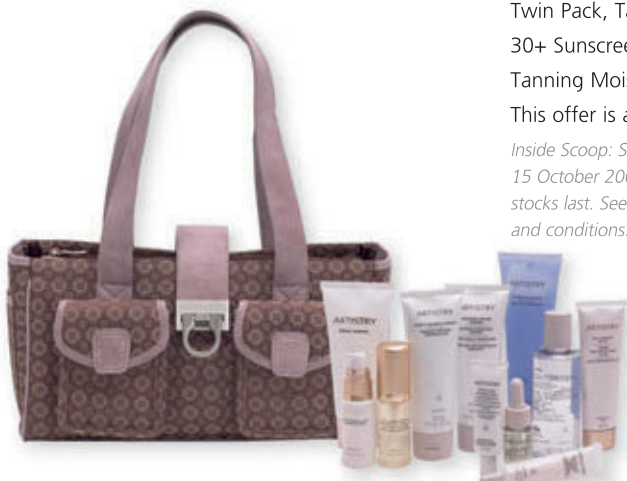


## ARTISTRY® EXCLUSIVE

Don't forget to take advantage of the great ARTISTRY offers available in *Inside Scoop: Summer Sensations*. There are three offers available and each comes with an exclusive designer ARTISTRY bag. Here is an example of the fabulous offers available:

Purchase \$200.00 RRP worth of ARTISTRY supplemental skincare products and receive a FREE limited edition designer ARTISTRY handbag valued at \$60.00.\*

*Valued by Amway of Australia. Offer commences 15 October 2007 and ends 31 January 2008. While stocks last. See [www.amway.com.au](http://www.amway.com.au) for full terms and conditions.*



## SUN KISSED

Take care of your skin as you enjoy the sunshine this summer with SUNTIME®. Purchase the SUNTIME range which features a Lip Balm 12g Twin Pack, Tanning Mousse 125ml, and SPF 30+ Sunscreen 150ml, and receive the Gradual Tanning Moisturiser 150ml for FREE.

This offer is available on VS 209862.

*Inside Scoop: Summer Sensations offers commence 15 October 2007 and end 31 January 2008. While stocks last. See [www.amway.com.au](http://www.amway.com.au) for full terms and conditions.*

## SLIM SUMMER

Are you keen to lose some extra kilos this summer? Then, reacquaint yourself with the delicious range of POSTIRIM® Protein Bars. These great tasting snacks are low in fat, low in carbohydrates, and contain 22 grams of high quality complete protein. They are available in five great tasting flavours: Roasted Peanut, Fudgy Brownie, Mixed Berry Smoothie, Strawberry Crème\*, and Caramel Vanilla. This summer, snack your way to a slimmer, trimmer you.

*\* While stocks last.*



## BIG TICKET BONANZA

Take advantage of the Big Ticket Bonanza to help you increase sales during the Christmas period. When you or your customers purchase eSpring™ water purifiers or ATMOSPHERE™ (VS 209874) Air Purifiers, you will only need to pay a 10 per cent deposit. You will also get upfront PV and won't need to pay anything more until 31 January 2008. After that, the balance will be paid off by monthly instalments. As a double bonus, when you purchase an above sink eSpring model on VS209873 or a below sink model on VS209872, you will receive a 15 per cent discount and a beautifully crafted Italian carafe in conjunction with the October Product of the Month offer.



## NUTRIWAY PACK

The NUTRIWAY Pack contains DOUBLE X, Concentrated Fruits and Vegetables plus Omega-3 Complex, for half price. The three supplements provide you with vital vitamins, essential minerals, phytonutrients, antioxidants and essential fatty acids from ocean fish, to help maintain your wellbeing and give your energy levels a lift. Order today on VS 209809 or visit the Amway website for further information.

*Always read the label. Use only as directed. If symptoms persist see your healthcare professional.*



The most important person in this business is the new person – the one who joined your business today... and the person that's going to join your business tomorrow.

They need to experience success to see the value in this business. And the easiest way for them to do so is by selling our products and making some extra income.

But they also need to be shown how. Because success in this business doesn't just happen – it takes hard work, perseverance and understanding of our products.

And new people are willing to put in the work. But if they don't know the way to build their businesses, they're not going to succeed. That's why teaching and training them is so important.

It's your special role – teaching your downline how to build balanced, successful businesses.

And you don't have to do it alone, because we're here for you. We have training resources to help you all around the world. There's Quixtar University in North America, Amway China Training Institute in China, Amway Business Seminar in Japan...just to name a few.

So take advantage of the opportunity to learn the best way to build this business. And then pass it on.

The person who joined your business today will thank you.

**Doug DeVos,**  
President

**Steve Van Andel**  
Chairman

# Diamond Shanker and Mia Bala

SHANKER AND MIA BALA HAVE GONE FROM STRENGTH TO STRENGTH BY ACHIEVING THEIR DIAMOND PIN ONLY A YEAR AFTER REACHING EMERALD.

The first time that Shanker and Mia met was five years ago at a home presentation of the AMWAY Business Plan. All eyes were on Shanker that night as he presented the business opportunity to a group of people which Mia was a part of. When the couple tell this story, more often than not, they are asked "was it love at first sight?" "No," Shanker chuckles as he shakes his head. He says, "Everyone asks that, but it didn't happen at that stage. Mia was just excited about the business opportunity presented."

Finding love was the last thing on Mia's mind that night. As she listened to the plan unfold, the only thing she could think about was how this business could change her life. For a long while, Mia had been searching for a way to gain control back over her life and hadn't found anything that could help her out of her unhappy situation. She felt like she was stuck with no options. But that night, something awoke in her. It was the first time in years that she felt hope as she realised that the business could give

her everything she needed to overhaul her life.

"All I was looking at that night was the whiteboard and how the business was going to be the key to my freedom," Mia says.

With the mentorship of Shanker and the support of the group, Mia's confidence began to build. The two eventually became good friends, talking for hours about the shared values of their different cultural backgrounds (Shanker comes from an Indian background and grew up in Malaysia; Mia's family is from Italy) and the goals they wanted to achieve in the business and in life. "Our friendship became more when we realised that our spirituality was connected," Mia says. "Our purpose in life was something greater."

"We found that we share the same vision: the way we wanted to live our lives and what we wanted to do for other people," Shanker says. "We both believe that you have to give selflessly to people. When people need you, they need you. If you will be there for them, then they will be there for you."



"WE WANTED TO BECOME DIAMONDS, NOT BECAUSE OF THE PIN OR BECAUSE OF THE STATUS, BUT BECAUSE OF THE PEOPLE THAT WE COULD BECOME ALONG THE WAY"



When the two decided to become partners in the business they became unstoppable. Shanker says that they “went from strength to strength”. Their dear friend William Mar says, “The minute Mia partnered with Shanker, she brought in energy, passion and a synergy. They are both very giving people. Shanker is very loyal, persistent, has a strong work ethic and a big heart. Mia has a very giving heart as well. She quickly grew and changed in such a short time to become the person and the leader she needed to be.”

Mia admits that one of the biggest challenges she had to face when she and Shanker partnered was stepping up to the leadership role. “It was somewhat overwhelming to step up to the leadership role very quickly,” Mia says.

“It puts a bit of pressure on you. But being the person that I was, I wanted to become better. Personal development is very important to me. I decided I was going to become good at learning the business.”

The Melbourne couple made the decision to reach Emerald and did that within a year of setting the goal. Their close friends Andrew and Veenita Menon, who describe the couple as their soul mates in the business, were ecstatic when the Balas achieved their goal. “I cried my heart out,” Veenita says. Then, only a year after becoming Emeralds, the couple surprised everyone by achieving the Diamond pin. Veenita says, “We knew they would eventually

reach Diamond, but to do it so quickly!” William adds, “My wife and I were one of their Platinum legs for Emerald and we could see that they weren’t stopping at Emerald. We knew it was just a matter of time before they became Diamonds.”

Shanker and Mia decided to celebrate the occasion the only way they knew how – by hiring out an indoor play centre for a party. These two are definitely big kids at heart and spend a lot of time playing soccer and football with Mia’s 12-year-old daughter Annie and 10-year-old son Anthony, both of whom Shanker treats like his own. They can already see the positive effect that being in the business has had on the two children.

“We wanted to become Diamonds, not because of the pin or because of the status, but because of the people that we could become along the way,” Shanker says. “We wanted to be people that others can look at and say, ‘I can rely on them not only for my business, but for my family – they are people who will be there for me no matter what.’”

Mia adds, “Unleash the dreams that have been suppressed for years and unleash unstoppable attitudes and a mindset of ‘I can’ as opposed to ‘I can’t’. Despite what we have been through, we didn’t look at ourselves as victims. If we can change our lives, then others can do the same.”



## SUCCESS TIPS

Shanker and Mia Bala give you tips on building your business to Diamond.

### PATIENCE IS THE KEY

We make a living by what we earn and we make a life by what we give. What you sow is what you reap and the sowing is the most important part. You don’t always see the results straight away, but they do come.

### REACHING DIAMOND

Just make the decision to do it. Life’s going to throw a lot of things in your way. If you have made a decision that it is going to happen, then, no matter what, make it the number one priority in life.

### GET THE RIGHT ADVICE

Mia says, “Be careful who you listen to. For example my mother, who really loves me and was worried about me, didn’t understand what the business was about. She thought that I was already overworked. She thought that it would ruin my life. She is now grateful that I didn’t listen to her advice. She has seen how the business has turned my life around.”

### TRUST YOUR MENTORS

We are eternally grateful for the support we have received from our upline Founders Executive Diamonds Gad and Melissa Ghabrial. Stay close to your mentors and listen to their advice. You can trust them and you can trust your line of sponsorship.



# forever young

## Capture the romance

What if you could capture all the fun and romance of being young and in love? You can't turn back time, but you can look younger and feel younger every day with a little bit of help. Diamonds Shanker and Mia Bala are a couple who are naturally young at heart. The playful pair can be found at the park playing soccer or football with the kids, running around indoor play centres celebrating becoming Amway's newest Diamonds, and having a great time building their AMWAY® business. So, what is their secret to looking young? ARTISTRY® TIME DEFIANCE®.

"I've done lots of things wrong to my skin," says Mia who cites sunbathing as one of the things that has damaged her skin. "What I love about TIME DEFIANCE is that it repairs and reverses the damage that I've done."

It's not just Mia who loves the products either. Shanker is a huge fan of the TIME DEFIANCE range and uses the products every day. The couple adore TIME DEFIANCE Vitamin C & Wild Yam Treatment and apply the TIME DEFIANCE Intensive Repair Serum at the beginning of each season.

But what is the greatest benefit of the ARTISTRY TIME DEFIANCE range according to the Balas? "It fools Shanker and I into believing that we are as young as our minds think we are," Mia laughs.

*"...ARTISTRY TIME DEFIANCE repairs and reverses the damage that I've done."*

– Mia Bala



## ARTISTRY®

# Leading the way

Australian IBOs 15% and above and New Zealand IBOs 9% and above were invited to the AMWAY® End of Year Leadership meetings that took place in capital and regional cities around Australia and New Zealand. Peter Williams, Regional Vice President for Australia/New Zealand and South Africa, announced AMWAY's global goal to become a \$12 billion business by 2012 and explained key initiatives to support the goal.

General Manager Operations Michial Coldwell updated IBOs on the current progress of the AMWAY Business Centres and how these centres support your business. Michial also updated attendees on FREEDOM WHEELS®. He explained how IBOs can contribute to this worthwhile cause and in doing so positively impact the image and reputation of IBOs and AMWAY in the marketplace.

Head of Marketing Rod Taylor previewed new certification training, product promotions, and launch initiatives. Head of Business Relations John Haines unveiled the 2008 Sales Incentive Plan which covers both One Time Cash Awards and the various trips on offer – all available in addition to the monthly bonuses paid out from the AMWAY Sales and Marketing Plan. Sally Cunningham from the EMMA PAGE® design team, showcased the new collection from Euphoria. AMWAY is on the move in 2008 with incredible drivers to support significant growth in your business.





# Looking back

It is amazing that so many generous, kind-hearted people have helped to get AMWAY®'s charity program, FREEDOM WHEELS®, really moving.

Under the global One by One initiative, the whole aim of our Australian FREEDOM WHEELS program has been to provide joy to the lives of children with disabilities by giving them the opportunity to do something they never thought would be possible – ride a bike.

Looking back on the year since AMWAY first donated \$100,000 to the Technical Aid to the Disabled who develop the modified bikes, we have collectively raised \$49,516 (donations, sponsorship, promo item sales and fundraising) for FREEDOM WHEELS. This money has enabled the TAD team to finance a new prototype bike, which has streamlined the assembly process meaning that more disabled children can ride bikes sooner. We have also seen the first of many FREEDOM WHEELS branded vehicles on the road, designed to spread this fantastic service across Australia.

We need your help to raise more money for the cause. Our target is \$500,000 to change more lives. Hold a fundraiser, sponsor a child, donate online, and spread the word to family and friends.

For information on how you can get involved, visit the AMWAY website and click on the 'FREEDOM WHEELS' link or contact AMWAY directly on 1800 45 46 47 and speak to Deborah Campbell or Nadia Zeaiter. You can also email [freedomwheels@amway.com](mailto:freedomwheels@amway.com).

Together we change more lives... one by one.



## All your Christmases come at once!

Make 2007 your best Christmas ever! Get in quick and take advantage of these incredible specials from Amway. These offers are available from 15 November 2007 for a limited time only, so rush in today and make this Christmas one that is truly unforgettable.

### Christmas Cash Back!

You will receive a 10% Cash Rebate for every dollar you spend after 15 November 2007 and shipped before the close of operations on 23 December 2007! For example, if you spend \$100 wholesale you will receive \$10, for \$500 you will receive \$50 and so on. This Cash Back Rebate will be paid with your January bonus!

*\*Excluded from the Christmas Cash Back Rebate offer are EMMA PAGE, Business Packs, Product Packs, Partner Stores and Renewals. Cash Back Rebate applies only to IBOs who have renewed by 31 December 2007. Applies to IBOs only.*

### Bonus Qualifying Month

Every IBO who qualifies with an Achievers month in December will receive a bonus qualification month towards Mauritius! That's two qualifying Achievers months in December.

### Big Discount on EMMA PAGE®

Every EMMA PAGE and Euphoria item you purchase (customer and host offers excluded\*\*) between 15 November 2007 and shipped before close of operations on 23 December 2007 will have a 20% discount applied plus full PV/BV!\* Our goal is to help you reach 10,000 new EMMA PAGE customers by Christmas. This offer will never be repeated!

*\*While stocks last.*

*\*\*EMMA PAGE kits will not be further discounted but will have the PV/BV uplifted to match the offer on single pieces.*

### Extended Big Ticket Bonanza

You can now purchase ATMOSPHERE™ and eSpring™ with no deposit and no repayments until 10 March 2008, upfront PV/BV, plus 15% off the normal purchase price!\* Not only that, but the Christmas Cash Back rebate also applies to Big Ticket purchases to give you and your customers additional savings.\*\*

*Special Big Ticket training has been scheduled for the end of November, see [www.amway.com.au/www.amway.co.nz](http://www.amway.com.au/www.amway.co.nz) for more information.*

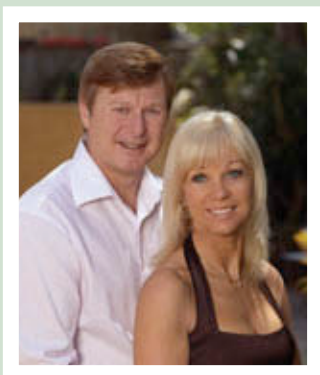
*\*Offer commences 15 November 2007 and ends 31 December 2007. If you've already purchased an eSpring water purifier under the Big Ticket Bonanza during October or early November, your first payment, which was due in January 2008, has automatically been deferred until 10 March 2008.*

*\*\* To take advantage of both the no deposit, 15% discount and the Christmas cashback rebate, goods will need to be shipped before close of business on 23 December 2007.*

# The Best Christmas

# ever!

**Amway®**



## JERRY AND SUE SMART NEW SOUTH WALES, AUST.

OCCUPATION – GRAPHIC ARTS STUDIO OWNER/HAIR AND BEAUTY SALON OWNER

"We were trying to run two full-time businesses with four children and no help," Sue Smart laughs. At the time, Sue was running a hair and beauty salon, while her husband Jerry was running his own graphic arts studio. "It's very stressful owning two traditional businesses." Sue continues, "We'd be putting washing on 11:30pm or midnight – we were doing things like that because it was the only way we would get anything done." Sue can laugh about the lack of time she and Jerry previously had now that they are enjoying the spoils of being Emeralds.

"We were looking for ways that we could get more time," Says Sue. We wanted time and money. That's why we looked at this business."

The couple, who came to Australia from England because they love the hot weather, are enjoying the lifestyle that their Amway business has given them thus far. They are ecstatic that they are able to be home for their kids and take them to all their extracurricular activities, including football and dance lessons. "Life is much less stressful," Sue says.

Jerry and Sue Smart aren't stopping at Emerald either. Their goal is to go all the way to Diamond. "Our kids can't wait till we're Diamonds," says Sue. "We wanted our kids to be proud of us and they are. They just think it is amazing." One of the drives behind their ambitious goal is the desire to see their family in England. They want to be able to build their business there and spend some time there.

Sue says, "I think I've always wondered what the purpose of life is and I've always known it's not just to work. People get up in the morning, go to work, go home, do the washing, ironing, cooking, then go to bed. I've always thought there is more to life. We're been put on this earth for a purpose. I really think that it is good to find something like AMWAY® where people do get time and money. You can change people's lives through this. I think that so many people don't realise that there is another way out there."

SUCCESS TIP You have to persevere.





# Jet-setting with ARTISTRY®

Earlier this year, ARTISTRY rewarded a handful of IBOs for generating the highest PV by selling products from this world-leading beauty brand in a six month period. Barb Mason, Vanessa Moulston, Susan O'Connor, Claire McCormick, Margaret McPherson, Helen Gong and Grace Kim were flown to the United States for four days and were treated like royalty as they visited the ARTISTRY Beauty Institute in Grand Rapids and Amway Headquarters in Ada, Michigan. Straight from the airport and to the doors of ARTISTRY's luxurious home, the ladies were treated to a relaxing massage. After going through beauty training, NUTRIWAY naturopaths talked to them about the relationship between health

and beauty. They were then spoilt with gifts including a black ARTISTRY bag, TIME DEFIANCE® Intensive Repair Serum, and ARTISTRY white coats which aren't available for purchase. At Amway Headquarters in Ada, the ladies met the scientists behind the products and were amazed to discover the product development process from conception of a product to its launch. They also had their skin tested and were given the opportunity to make their own lipstick shade. As the group was made up of people from Australia and New Zealand, they decided to name the pinkish shade, Pacific Rose. The trip was an experience they recommend to every serious ARTISTRY fan.



## ALEJANDRO AND VIKI PEREDA NEW SOUTH WALES, AUST.

OCCUPATION – KARATE INSTRUCTOR/FULL-TIME MOTHER

"The reason I really enjoy this business is because I get to do it with my husband," says Viki Pereda. Before she and Alejandro joined the business, he was working full time as a karate instructor, while Viki stayed at home to run their household and look after their son Antonio. "When Alejandro is working as a karate instructor we don't get to work together. But with this business, we get to bond as husband and wife and work towards a common dream."

When the Sydney couple were introduced to the business, they were both on the search for something that would enrich their lives. They attended a weekend seminar where they met their future sponsors. They initially joined because they wanted to save money on the products they were purchasing, but found themselves getting more involved in the education system. Putting those two factors together, Viki says that it only seemed logical to then build the business from there.

Alejandro and Viki have got their sights set on Diamond and would eventually love to go all the way to Crown Ambassador. "This is what I want to do for the rest of my life," says Viki. "It is the perfect business. I love every minute of it."



## FRANCO AND SUSAN RANDAZZO WESTERN AUSTRALIA, AUST.

OCCUPATION – RETAIL ENTREPRENEURS

Franco and Susan Randazzo had already experienced great success running their own business before they joined AMWAY®. In the 1990s, they created a franchised chain of stores across Australia that were turning over a huge profit annually. When they were first introduced to the business, they were in the process of developing another business based on ongoing income.

"First we joined for the shopping," the couple say, "but as soon as we were halfway through the plan we realised that this was an incredible business concept. With our background in franchising, retail and systems, we realised that this was the perfect business. In fact, having been in business for 15 years, we had already told ourselves we would never fall into the trap of creating a business that involved staff and dealing with manufacturers. So AMWAY was exactly what we were looking for and we didn't even know it was out there."

"We are so confident and optimistic about our future. Our lives are so full of activity and exciting conversation. Where other couples may have little to share with each other, we are talking all the time about what is happening in the business. It really has become a major part of our daily lives. Without AMWAY, there would be a gaping hole in our lives."



PLATINUM

**ALEXANDER AND EVELYN SINGH** NEW SOUTH WALES, AUST.

OCCUPATION – SOLICITOR/CONVEYANCER

"I was way too cool and sexy," Alexander Singh jokes when he explains why he initially didn't get into the AMWAY® business. His wife, Evelyn, was the one who first saw the plan. At the time, she was pregnant with the couple's second child and was looking for a way to earn a part-time income. Alexander was happy for her to do that, but wasn't very interested in getting involved himself. It was only when he started meeting some of the people involved that his eyes were opened up to the possibilities that the business could bring.

Two years later, the Tamworth couple are grateful for the extra income that the Platinum pin has brought them. It has meant that they have been able to finance the treatment of their three-year-old son's mild autism. Not only that, but they were surprised when a doctor they went to prescribed their son half a dose of NUTRIWAY® DOUBLE X® to help with his condition. Alexander says it just goes to show how great the products are.

Alexander and Evelyn say that they will continue to build the business until they reach Founders Crown Ambassador. It's the type of lifestyle that they dream of achieving for their family – one where they have all the time in the world to spend with their kids and have the ability to financially support them whenever anything arises.

**FIONA ZIDAN** NEW SOUTH WALES, AUST.

OCCUPATION – SALES EXECUTIVE

Fiona Zidan was working as a sales executive for an international software company and had no time for herself or her two kids. She says she had very little time to be a mum. She felt like she had no direction in life, even though she was very successful in her role. The lack of control she had over her life was causing her to be very unhappy.

"I initially joined because of health," Fiona says. "I was feeling poorly, going to bed at 8:30pm every evening when my young son went to bed. It got to be a joke with the family. With NUTRIWAY®, I now feel fantastic and full of energy, waking up at around 6am and not really going to bed til around 11 or 12am."

She adds, "This business has given me back control in my life and the belief that I can become who I want."

Fiona relishes the fact that she doesn't have to be a prisoner to her job, especially since being in the business has given her a lot more time to spend with her 17-year-old daughter April and her 12-year-old son Zach. She is also appreciative of the support she has received from her husband Bashar while she has been building the business.

She has learnt: "If you truly want to achieve your dreams, the only person stopping you getting there is you. Persistence, patience and a resilient attitude always wins – any day."



PLATINUM



## The diamond path

There are 100,000 more reasons to build your business to the Diamond pin. When you qualify as a new Diamond in FY08 or FY09, you will receive a \$100,000 One Time Cash Award and automatically qualify for the 50th Anniversary trip to Las Vegas. This is money above and beyond the Amway Sales and Marketing Plan. Not only that, but if you repeat the New Diamond qualification in the subsequent year of FY08 or FY09, then you will receive a further \$100,000 One Time Cash Award. That adds up to a potential \$200,000 in cash to reward you for the incredible work you are putting into your business. So what are you waiting for? Go ahead and exceed your expectations. Take the path to success today and let Amway open up a whole new world of opportunity. For more information download the Business Seminar and Incentives Brochure from the Amway website or speak to your State Sales Manager today.



# SELL INTO SUMMER



SUMMER IS DRAWING PEOPLE OUT OF THEIR WINTER HIBERNATION. LONGER DAYS AND BALMY NIGHTS MEAN PARTIES AND GET-TOGETHERS, AND THAT MEANS OPPORTUNITIES FOR YOUR BUSINESS. TAKE ADVANTAGE OF THE UPBEAT MOOD OUT THERE AND START FILLING YOUR DIARY WITH ARTISTRY® DEMONSTRATIONS.

#### ATTITUDE IS ALL

When calling a customer, introduce yourself confidently – prepare a phone script in advance if it helps. Smile, even over the phone. A smile comes across in your voice and

makes a big difference to people's reaction to you.

First check that it is convenient to talk, then introduce the purpose of the call and excite your prospective customer about the session that you want to invite her to. Establish a convenient time and book it. Tell her you will call and confirm closer to the time. Make sure the whole process is kept simple and easy.

#### PLAN FOR SUCCESS

Prepare a check list that includes all the requirements of your session. Arrive on time and make sure you keep within



the time that your customer has allocated. You are a walking advertisement for your products, so make sure you are well groomed. Turn off your mobile phone so that you can concentrate fully on your customer.

Your first task is to set the scene. You need to make your customer feel totally relaxed. You want to establish a relationship that will allow your customer to trust you. Smile and establish and maintain eye contact. Engage your customer in a conversation about their day and share experiences. Once you have established a connection, talk about your passion for ARTISTRY.

### KNOW YOUR BEAUTY BUSINESS

The first point you need to get across concerns ARTISTRY's position in the skincare and cosmetics market. Describe the brand's position in relation to competitors, and talk about current consumer demands. Point out that ARTISTRY is in the top five prestige cosmetic brands in the world. Keep up to date with what competitors are doing and keep abreast of special offers from Amway. Don't forget to promote the fabulous ARTISTRY offers available with *Inside Scoop: Summer Sensations*. For more details about these offers see your copy of *Inside Scoop: Summer Sensations* or visit the Amway website.

In order to be able to sell to your customer, you need to understand her wants and needs. Ask open-ended questions such as: "How would you like your skin to feel and look?" and "What is your main concern about your skin?" Listen to her answers and provide ARTISTRY skin solutions to her problems. Diagnose her skin using Sebutape, D-squame and the ARTISTRY Skin Diagnosis Guide.

You need to be able to match the product to the customer – in other words, to provide her with the product that solves the problem she has, or that gives the desired result. Make sure you convert the features of the products, such as the key ingredients, to benefits so that the customer understands what the product is going to do for her.

For example, one of the features of the ARTISTRY Delicate Care Daily Skincare System is that it contains a natural complex of Calendula, Linden and Chamomile, known for its soothing properties. The benefit of this feature is that the product is safe for sensitive skin and your customer can use it knowing it won't irritate her skin. Let your customer take ownership – demonstrate the product and place it in her hands.

You also need to link sell. Recommend partner products to the ones your customer is interested in. If you are selling skincare products, make your customer aware of something that will suit her in the ARTISTRY cosmetic range. This is a good way to rebook another session on cosmetics. Make sure you introduce new product launches and promotions to add more excitement and urgency and to whet her appetite for further sessions.

### OVERCOME OBJECTIONS

Emphasise ARTISTRY product performance and value. All the products are tested by third party testing, with performance based on clinical results. The popularity of ARTISTRY is based on consumer use, not advertising. Empathise with your customer, saying you had the same concerns, and then tell her what you have found. Point out to the customer the benefits of having a beauty advisor in her own home.

If you have followed the above steps and fulfilled your customer's requirements, you can safely assume the sale is made, so complete her product chart, prescription pad and order form. Now is the time to lock in the next session. Find out the best time to call the customer and book that session you tempted her with earlier. Smile sincerely and tell her that people will notice the change in her skin. Remind her that you are there for all her beauty needs.

Ongoing success with your customers depends on your relationship with them. You will also get referrals if they trust you. Work hard to maintain the rapport you have built – it will take you far on your road to success.

# ARTISTRY®

# EXPAND YOUR BUSINESS!

## BUSINESS CENTRES – TAKING OFF

The new Amway Business Centres are taking off all across Australia and New Zealand. The Sydney and Auckland centres have already opened, with ones in Brisbane and Perth coming next year. Here is a glimpse of what you can expect at these amazing business facilities!

### YOUR COMMUNITY

#### CAFÉ

The chic and casual vibe of the Amway Business Centre café is the perfect place to bring people for an informal chat. The full service café offers a range of beverages and treats to indulge in while you talk business or pleasure. The Gloria Jeans café in Sydney seats 50 and the Q café in Auckland can fit 40. Simply drop in and enjoy the relaxed atmosphere.

### Your Community



### Your Opportunity

### YOUR PERSONALISED TRAINING

#### ARTISTRY®

Learn more about ARTISTRY from one of the ARTISTRY consultants. There are a variety of different workshops on offer – for both groups and individuals – including make-up lessons, mini-facials, and an anti-ageing health and beauty workshop. There are also free services on the shop floor including skin diagnosis and merchandising tools. Contact Sharen (Sydney), or Rachel (Auckland) today to find out more and to make an appointment.

#### NUTRIWAY®

Visit one of the naturopaths at the NUTRIWAY consultation rooms. There are a number of services on offer, from risk assessments and live blood screenings, to basic health checks and anti-ageing workshops. There are also free services on the shop floor including an introduction to iridology, TRIM BODY® meetings, blood sugar checks and healthy heart lifestyle checks. Contact Rowena (Sydney), or Rochelle (Auckland) today to find out more and to book in an appointment.

## Your Business

### YOUR MEETING PLACE

#### TRAINING ROOMS

For any of your training requirements, simply book one of the fully equipped training rooms at the Amway Business Centres. The training rooms are perfect for your regular group meetings, are able to seat up to 150 people and are available during operating hours.

Bookings are required. To reserve a training room, all you need to do is contact Michael or Cathy, (Sydney – seats 150) or Margaret or Karen (Auckland – seats 55).

#### MEETING ROOMS

Meet with important people in your business at these professional meeting rooms. There are several rooms in Sydney and three in Auckland for you to use. The rooms are available during operating hours and require a booking in advance. To reserve a room for your next important meeting, simply contact the Business Centre Manager.



### YOUR PLACE TO SHOP

#### PRODUCT SELECTION AREA

The state-of-the-art product selection area displays all the items from the Amway catalogue. From health and beauty, to the heritage range cleaning products, all of your favourites are available for you to purchase. There are also a number of information kiosks available for you to learn more about the world-leading brands, plus regular live product demonstrations. See store opening times below.



#### SYDNEY\*

Closed Monday  
Tues – Fri: 8am – 7pm  
Sat: 9am – 5pm  
Sun: 10am – 4pm

#### AUCKLAND\*

Closed Monday  
Tues – Fri: 9am – 8pm  
Sat: 9am – 5pm  
Sun: 10am – 4pm

*\*Effective 1 December 2007.*

**Amway**  
**Business  
Centre**

Your Community, Your Business, Your Opportunity



Don't forget: if you or your customers spend \$180.00 RRP, you will receive the EMMA PAGE Infatuation Gift Set absolutely FREE! It includes a beautiful cubic zirconia necklace and ring set, (pictured left) wrapped in a convenient gift box (pictured below). It is the perfect package to put under the tree this Christmas. See the Amway website for full promotion details.



## Pick up the perfect Christmas Gift from EMMA PAGE®

Christmas is just around the corner, so why not pick up a couple of EMMA PAGE pieces for those last minute gifts?

Give someone a splash of colour with the Mermaid bracelet, necklace and earrings, or for a more dramatic look, package up the bold Sunrise earrings and necklace.

For a formal affair give the dazzling Bijou necklace with matching earrings. Couple this with an Obsession or Gala bracelet for a gift that really sparkles.

For classic style, try the Regency Pearls (one strand of Cream and one of Grey) with the matching Jackie earrings.

And for the men, why not pick up a stunning Stainless Steel ID bracelet. Available in three sizes, this is the perfect accessory for a casual summer shirt or formal evening suit. You can even engrave the face plate for a truly memorable gift.



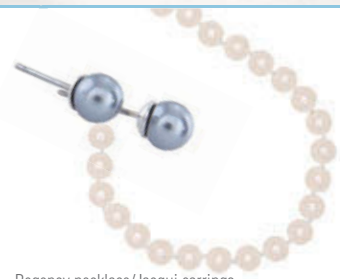
Bijou necklace/earrings



Mermaid bracelet/earrings



Sunrise necklace



Regency necklace/Jacqui earrings



A. Gala bracelet B. Obsession bracelet



ID bracelet



**EMMA PAGE®**  
JEWELLERY

# Star Dust



Transform yourself into a shimmering body of celestial light with E. FUNKHOUSER™ New York Sparkling Body Powder. Touch your skin with the soft and delicate glow of light-reflecting pigments and let the sensual fragrance of apricot, peach and amber transport your look from the everyday to the otherworldly.

E. FUNKHOUSER™  
NEW YORK

# KID'S SUPPLEMENT SOLVERS



POOR NUTRITION IS A SIGNIFICANT CONTRIBUTOR TO CHRONIC DISEASE AND PREVENTABLE DEATH IN AUSTRALIA AND NEW ZEALAND.

Good nutrition, along with regular exercise in childhood, is vital to reducing the threat of childhood obesity, adult obesity, diabetes, some cancers, high blood pressure and heart disease in later life. Sound eating habits can also improve cognitive development and educational outcomes for children and young adults.

## IMPROVING CHILDREN'S HEALTH

Children can be fussy eaters and because of this, may be missing out on important nutrients essential for good health. Supplement your child's diet with NUTRIWAY® multivitamins to ensure they are getting the right amounts of essential vitamins and nutrients.

To strengthen your children's immune system, improve their diet. Include a variety of fresh fruit and vegetables (raw and cooked), legumes (such as beans, peas and lentils), raw nuts



and seeds, eggs and seafood of all varieties. Lean meat, fish and poultry are also good sources of protein and iron. NUTRIWAY IRONIX® provides the iron that children need. This mineral is essential for the transport of oxygen in the blood. Oily fish such as salmon, sardines and tuna supply essential fatty acids, which are vital to good health and brain development for children. NUTRIWAY Omega-3 Complex is the answer if your young ones don't like fish. For younger children, pierce the capsule and add contents to juice.

Protein is also essential for the healthy development of muscles and brain function. Research shows that children who eat a breakfast containing protein are able to concentrate and perform better at school. Start your child's day with NUTRIWAY Protein Powder sprinkled onto cereal or made into a delicious breakfast smoothie.

Prepare freshly squeezed citrus juices daily to augment vitamin C, which is one of the most important vitamins for the immune system. Vitamin C also improves the absorption of iron. NUTRIWAY Chewable Natural C is an easy and tasty way for children to boost their vitamin C intake.

Offer your children plenty of cereals, preferably wholegrain. These foods are good sources of energy, B vitamins and fibre. NUTRIWAY Vitamin B Complex and NUTRIWAY ACTIVE 8® are perfect supplements for energetic little bodies. Include milks, yoghurts and cheese in the diet as a good source of calcium. NUTRIWAY Calcium Magnesium can assist by promoting healthy bones, muscles and nerves.

Children's immune systems are immature which makes them susceptible to common infections such as measles, mumps, whooping cough and chicken pox, and a host of respiratory viruses. Dietary changes and the appropriate use of nutrients reduces the risk of disease and is becoming increasingly important in the treatment of illness.

If you are concerned about your child not getting enough vitamins and minerals overall, NUTRIWAY Children's Chewable Multivitamin (1 tablet daily ages 1-4, 2 tablets daily ages 4-8), NUTRIWAY Daily Multivitamin (1 tablet daily ages 8-15) and NUTRIWAY DOUBLE X® (3 tablets twice daily ages 15 and above) provide the recommended daily allowance of key essential vitamins and minerals as well as antioxidants and natural plant nutrients. Choose the supplement to suit your family's needs.

Teenagers often have unhealthy diets because of skipping meals, concerns about their body image and unusual eating habits.

## SMART EATING STRATEGIES

Supplements can play a role in establishing a healthy diet for your child, but they should form part of a healthy eating pattern.

- Have regular family meals and a schedule for meals and snacks so that healthy eating and healthy eating patterns become part of your way of life.
- Serve a variety of healthy foods and snacks. Stock healthy foods as kids will eat what's at home. You control the food supply.
- Fast food and lollies should be an occasional treat.
- Be a role model by eating healthy food yourself. Kids will follow your lead.
- Avoid battles over food and don't use food as a threat, bribe or a reward, or as a way of showing love or approval.
- Involve the kids in making meal decisions. Talk to them about making choices and planning a balanced meal. Some children may even want to help shop for ingredients and prepare the meal.

Teenagers need enough calcium so their bones can be properly mineralised. Iron-deficiency or anaemia is also a concern for teenage boys and girls.

With the correct nutritional, lifestyle and supplementation program, you can set the foundation for a lifetime of good health for your child. For more information about how you can make a huge difference to the health of your child, contact one of the NUTRIWAY Naturopaths by emailing [naturopath@amway.com.au](mailto:naturopath@amway.com.au) or [naturopath@amway.co.nz](mailto:naturopath@amway.co.nz). Don't forget that you can also book a consultation with one of our naturopaths at the new AMWAY Business Centres in Sydney and Auckland. Visit the AMWAY website for more details.



**NUTRIWAY®**  
BEST OF NATURE. BEST OF SCIENCE.

*Always read the label. Use only as directed.  
If symptoms persist, see your healthcare professional.*

# Welcome to home hints



WELCOME TO HOME HINTS, WHERE YOU'LL FIND ANSWERS TO YOUR MOST FREQUENTLY ASKED QUESTIONS CONCERNING AMWAY PRODUCTS AND HOW THEY CAN HELP YOU MAINTAIN A CLEAN AND COMFORTABLE HOME. THIS MONTH WE LIST SOME SHORTCUTS TO CLEAN LIVING IN THE KITCHEN.

## THE BEST OF THE REST

How many good glasses have you smashed in your sink? When hand washing delicate glassware, always cushion the bottom of the sink with a towel or rubber mat. Ease the glassware into the water rim first and you'll get to use it on your next special occasion.

## I CAN SEE CLEARLY NOW

Enjoy the summer with clear, clean windows that allow the sunshine to stream through. Spray L.O.C.® Plus Window Cleaner or mix L.O.C. Plus Glass Cleaner 1:3 with water and apply with Amway Pistol Grip Sprayer (you don't have to worry about L.O.C. dripping onto your bench or floor). Working on one small section at a time, wipe with a clean, lint-free cloth or paper towel while still wet. Use L.O.C. Plus Window Cleaner in any weather. It works just as well on plastic windows, chrome, porcelain and ceramic tiles. L.O.C. Plus Window Cleaner aerosol also has a special steam barrier which prevents fogging so you can cook up a storm.

## METAL STUNNER

The easy to use L.O.C. Plus Metal Cleaner removes rust, corrosion and tarnish from solid brass, copper and stainless steel (not suitable for mirror-finish, highly polished or lacquered surfaces). It is ideal for cleaning the inside and the base of your iCook cookware but not the mirror-finish exterior surface.

## TOP OF THE POTS

Renew a burnt saucepan with 1 teaspoon of SA8® Laundry Concentrate and water. Bring to the boil, turn off stove and leave overnight. Empty saucepan and clean the inside with L.O.C. Plus Metal Cleaner.

## HANDS FREE

By using DISH MAGIC® Automatic Dishwasher Concentrate or DISH DROPS® Concentrate, you only need one third of the amount of ordinary dishwashing liquid. DISH DROPS Concentrated Dishwashing Liquid cuts through grease and protects precious skin, plus 1 litre makes up to six litres of dishwashing solution. Save again with the film-free formula that lifts grease and food particles so that there is no need to scrub first, or machine wash more than once.

## A NEW CHINA PLATE FOR THE KITCHEN

No dishwasher? If you went to bed and left the dishes (and let's face it, it can happen), DISH DROPS® will come to your rescue with long lasting suds that cut through tough, dried on mess, ensuring sparkling clean china.





## YOUTHFUL LOOKING SKIN

Over time, gravity can take a toll on your skin. Whether your level of defence is proactive or preventative, start right now with ARTISTRY TIME DEFIANCE® 3D Lifting Serum. It contains proven Derma Cell Exchange that results in immediate and long-term skin improvement. You will feel the difference in just 20 minutes, as skin becomes visibly firmer and more youthful looking. Order today.

VS	DESCRIPTION	PV	BV	W'Sale	RRP
103426	ARTISTRY TIME DEFIANCE 3D Lifting Serum	27.74	94.61	\$104.07	\$140.50
209891	ARTISTRY TIME DEFIANCE 3D Lifting Serum Brochures (Pk 5)	N/A	N/A	\$3.50	\$3.50
QO	DESCRIPTION	PV	BV	IBO/Member	RRP
103426	ARTISTRY TIME DEFIANCE 3D Lifting Serum	29.50	102.94	\$115.81	\$150.55
209891	ARTISTRY TIME DEFIANCE 3D Lifting Serum Brochures (Pk 5)	N/A	N/A	\$3.50	\$3.50



# Rehydrate. Reinvigorate. Rejuvenate.

Water makes up 92% of the blood and 75% of the muscle in your body. To keep your blood flowing with vitality and your muscles feeling powerful, your body requires a constant supply of pure water.

Make sure you choose a source of water that you can rely on to be as pure as possible.

The eSpring Water Purifier provides the world's best source of water to give your vitality a boost. It uses UV light to destroy more than 99.99% of micro-organisms in your tap water and its patented carbon-block filter removes more than 140 possible contaminants.

Isn't it time you gave your body the vitality it thirsts for?

Purchase an eSpring Water Purifier before 31st December 2007 and receive a 15% discount plus a Free Italian Carafe.

For more information, visit [www.amway.com.au](http://www.amway.com.au) or [www.amway.co.nz](http://www.amway.co.nz)



## Tap into pure vitality.



eSpring™



BABY RACHELLE COLOR BASE  
KEYBOARD WITH MIC



RRP: \$90.00  
IBO PRICE: **\$79.00**

iPOD NANO 8GB



RRP: \$279.00  
IBO PRICE: **\$274.00**

BABY RACHELLE KIDS JAM-  
PIANO, GUITAR & STAGE MIC



RRP: \$169.00  
IBO PRICE: **\$149.00**

UNFORGETTABLE PLACES  
TO SEE BEFORE YOU DIE



RRP: \$49.95  
IBO PRICE: **\$39.00**

★  
Order by  
**7 DEC** for  
Christmas  
delivery  
★

ASTONE PORTABLE  
INFLATABLE MULTIMEDIA  
MASSAGE CHAIR



RRP: \$159.00  
IBO PRICE: **\$139.00**

COLEMAN 47L ULT/XTREME  
WHEEL COOL - ICE/GR -  
COL-6263A721G



RRP: \$209.00  
IBO PRICE: **\$165.00**

JVC DVD PLAYER



RRP: \$109.00  
IBO PRICE: **\$98.00**

EDIFIER IF200 ALARM CLOCK  
AND SPEAKER FOR IPOD



RRP: \$99.95  
IBO PRICE: **\$88.00**

★  
**FREE  
DELIVERY**  
for these  
items  
★

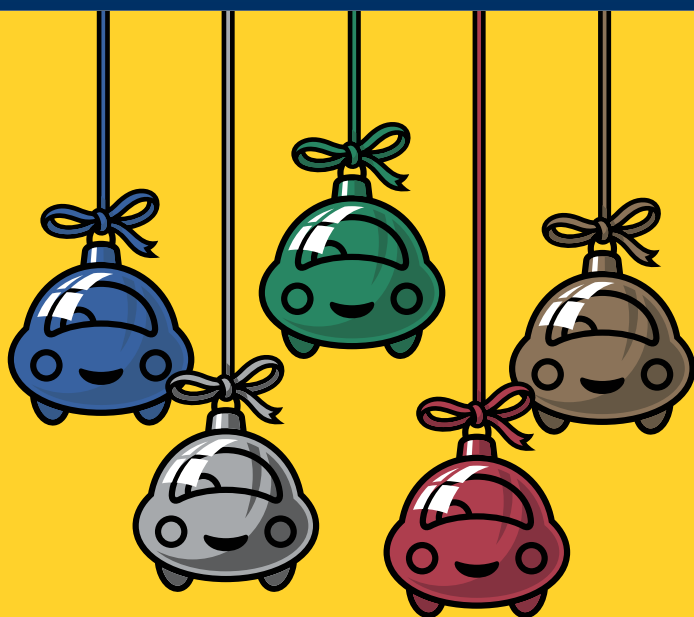
★ The Team at  
**Brand Connexion**  
would like to wish  
all IBOs the best  
of the season. ★

Brand Connexion offers IBOs an exclusive website offering a quality range of products from respected and well known brands. Avoid the last minute shopping rush and enjoy the convenience of an easy to use online store with goods delivered direct to your door. In addition to the upfront discount, you'll also receive 5% PV/BV calculated as a percentage of the product purchase price (ex GST).

Visit 'Partner Stores' at [www.amway.com.au](http://www.amway.com.au) or simply phone 1300 793 693.

**brandconnexion**  
.com.au

An Amway Partner Store



**save \$20 this festive season**

Right now, Hertz is helping Amway IBOs save on car rental. We'll take \$20\* off when you rent for four consecutive days or more between 1 December and 20 December 2007. To make a booking call the dedicated Amway toll free number **1800 780 788** or visit 'Partner Stores' at [www.amway.com.au](http://www.amway.com.au) quote the Amway CDP number **1627066** and PC number **112033**.

\*Conditions Apply. Available on selected vehicles at participating locations in Australia. Offer cannot be used in conjunction with any other offer.

**Hertz**

**We're going your way**

**Amway**

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