

(2)—yourbusiness

The eagerly anticipated UK Flagship Experience Centre opened its doors to the public on Monday 20th April, making its mark in the history of Amway UK.

As well as having a retail focus – selling a broad range of quality AMWAY™ products, or offering a designer blow-dry – the Centre also acts as a home-from-home for our Amway Business Owners (ABOs).

The UK Flagship Experience Centre can be used in a number of ways to benefit your business. The location is central, corporate and user-friendly. Trained staff are on hand to answer questions or make recommendations to both you and your customers.







MEETING ROOMS:

'De Vos' – This room holds a maximum of 100 people. It has a state-of-the-art projector and sound system, telephone, air conditioning, flipchart and network points. The room can be arranged into classroom, theatre or meeting styles.

'Van Andel' – This room holds a maximum of 12 people. It has a telephone, network points, flipchart and air conditioning. This room can be arranged into meeting or classroom styles.

Booking a room is FREE of charge, so there is no excuse not to hold your next meeting at your new, modern UK Flagship Experience Centre!

HOW TO BOOK:

There is a booking tool on the UK Flagship Experience Centre website: www.amway-experience.com

The website shows a calendar of available dates for meeting room bookings and highlights all the available training events and tours. To assist with organising your meeting, the website also has details of local hotels, lunch bookings and the facilities available in each room.

For more informal introductions and meetings with your teams and prospects, the Internet Café and Business Opportunity Training Area are available.

WE HOPE TO SEE YOU AT THE CENTRE VERY SOON!



The substance of our business

Our company headquarters in Ada stretches for more than a mile. When people see it for the first time we can almost guarantee their reaction.

Whether they are a distributor, a new employee or a visiting official or reporter, they are amazed when they begin to comprehend the depth and substance of our business. The same thing happens when they visit Nutrilite, as well as our manufacturing and distribution centers in Europe, Asia or Central America.

It's very rewarding to witness because it reminds us of how proud we are to be a global business leader. We are pleased to offer a business opportunity for distributors just like you who are living proof of the value of free enterprise. We are proud

to be an employer of choice for so many people, and to be a company whose product innovations are designed to help people live better lives.

Because you are part of this business, you get to see that reaction from people every day – whether you are working with your business group, talking with your customers or volunteering to help children in your community.

Together, our work opens doors for people and serves as a positive force in the world. You make a difference – every day.

It's a simple observation. And it's powerful inspiration. We hope it makes owning your own business even more meaningful and worthwhile.

Editorial Content news

- 3 Corporate Message The Substance of our Business
- 9 LTS 2010
- 6 50 Years of Creating Change with a Better Business Opportunity



product

- 10 E. FUNKHOUSER™ NEW YORK Colour Collection 009
- 12 E. FUNKHOUSER NEW YORK Professional Product Series
- 13 ARTISTRY™ Ideal Dual Powder Foundation
- 14 ARTISTRY Tinted Moisturiser
- 15 ARTISTRY TIME DEFIANCE™ Lifting Eye Creme
- 16 ARTISTRY Total Mascara
- 18 ARTISTRY Cosmetic Analysing Device
- 20 ARTISTRY essentials Sampler Cards
- 21 WOW Video Demonstrations
- 22 TOLSOM™ Eau De Toilette



your business

- 2 UK Flagship Experience Centre
- 4 Achievers
- 24 Think Big 09 Event Photos
- 28 London Calling
- 30 Retail Offers May 2009
- 32 New Prospecting Tools for ABOs
- 33 Amway Opportunity Meetings
- 34 Clothes Show London
- 39 Product Pricing



Achievers

The excitement and confidence generated from our Think Big Conference had a great impact on business in March, with over 600 new ABOs joining Amway and sales way above the same month last year!

I hope you experienced the same growth in your Amway business and you have a renewed confidence for the year ahead.

I know you'll enjoy reliving our day in Coventry with the many photos which capture the event.

You can also use the video footage from the day which is now on the video library on the Amway website - you'll find the key messages and a great montage of the highlights of the day! So many of you are on track to achieve the London Calling promotion, with new ABOs joining your team in April and May.

Help your new people to earn that £200 in their first month with Amway and you're well on your way to joining us in London and moving through the Performance Bonus levels at the same time!

Have a great May and make the most of the new opportunities that come your way!

Best regards,





Andy Smith General Manager & Director Amway (UK & Rol) Ltd

Privett, Andy & Val





RUBY

Man makes the choices and the right choice makes the man. Excitement develops momentum, which is great,

but character lasts. When the tough times come, you need character. Develop mental toughness because tough times don't last, but tough people do. We are blessed to have tough people in our teams.

Mukasa, Janet & Christopher





GOLD PRODUCER

We joined Amway during the best time when it had only just started opening up new opportunities. When opportunity

meets preparation the work gets easy. Our goal is to make Platinum in nine months, then go Diamond in nine months. The big reason we really want to go Platinum as quickly as possible is that we want to expand our business worldwide. We are looking for reward for the next four generations - there is no business like it. We met the best people who made a difference in our lives, our uplines - awesome Abigail and Manfred - and they made it for us. We were then blessed with the best downlines anyone could ask for. With great sponsors, a great team and a great company there is no excuse for not doing well. The road has been paved for us by those who have gone before us.

PERCENTAGE ACHIEVERS FOR MARCH 2009





Bagdonas, Arunas & Bagdoniene, Ramune





Birgeliene, Daiva Volgina, Agnija Wamaru, Ann Zubavicius, Nerijus & Zubaviciene, Danute





Hancock, Alla & Russell (qualified Dec 2008)

Gibba, Raymond & Maass, Rita Balta, lekaterina

Manoj, Beena & Menamparambath, Manoj

Jones Mukanga, Vanessa

Adeleye, Grace & Joseph Olu Folan, Maureen & Cirnici, Ion

Kirilova, Oksana & Kirilovs, Dmitrijs

Kazemekiene, Jurgita

Kasozi, Paul Nelson

Otchere, Ellen

Mirundi, Gertrude

Gudaite, Sigita & Zajarnas, Andrius





Zaborskis, Gediminas & Petkute, Simona

Orlov, Andrej & Orlova, Daiva Kaur, Arvinder & Singh, Ajitpal

Zvorwadza, Itai

Noworyta, Joanne

Galvanauskiene, Zaudita

Folta, Marcin

Runwal, Rahul & Jain, Mamta

Vindiga, Svetlana & Valdis

Adderson, Sommai

Lewkowicz, Marcin & Anna

Iloanya, Francis

Balta, Ramunas

Li, Chunhui

Pimienta, Lucita

Da Silva, Ilda & Luis

Tuazon, Eliza

McQuinn, Maire

Kliciene, Danute

Noreika, Audrius & Noreikiene, Danute

Bendikaite. Danute

Paulauskaite, Edita & Laurynas, Remigijus

Lile, Peckiene & Audrius, Peckys

Mukasa, Gertrude

RETAIL ACHIEVERS FOR MARCH 2009

HIGHEST CUSTOMER VOLUME SALES

Lubega, Florance

McCoy, Yen Tee & Michael

Wamaru, Ann

O Farrell, Carmel & Ghadimi, Abbas

Mukasa, Janet & Christopher

Jones Mukanga, Vanessa

Dzwairo, Abigail & Faessler, Meinrad

McDermott, Tanya

Bolger, Tony & Anne

Kirilova, Oksana & Kirilovs, Dmitrijs

Bullock, Michael & Maureen

HIGHEST NUMBER OF CUSTOMERS REGISTERED

Kwasny, Aneta

Kirilova, Oksana & Kirilovs, Dmitrijs

Arthur, Karen & Benjamin

Mirundi, Gertrude

Bett, Ivan & Lynne

O Farrell, Carmel & Ghadimi, Abbas

Kasozi, Paul Nelson

Wightman, Alison & Campbell, Duncan

White, Marine

Leahy, Eleanor & Coloe, John

HIGHEST NUMBER OF ACTIVE CUSTOMERS

McCoy, Yen Tee & Michael

Soni, Ravi & Deepti

O Farrell, Carmel & Ghadimi, Abbas

Mukasa, Janet & Christopher

Wightman, Alison & Campbell, Duncan

Bett. Ivan & Lvnne

Girish, C & Belur, G

Kirilova, Oksana & Kirilovs, Dmitrijs

Cox, N & Diffley, D

Leahy, Eleanor & Coloe, John

McDermott, Tanya

We would like to congratulate the following ABOs who have attended the **Amway CRC Achievement Meetings:**

Ludick, Nicolas & Denise

Swan, Susan & David

Hajnalka Keletine-Kiss & Nadarajah Udhaya Kumar

Tetyana Smolchevska & Dariusz Smolczewski

Rich, Paul

Redwood, Vivien

Constance. Valarie

Kaur, Harpreet

Ervin Beros & Szabina Beros - Hindrich

Gyemicsev, Filipp

Burrows, Ron

Slezak, Tunde

Robinson, Xujin

Nick Bower

Sved Nurazzaman

Daniel Agyemang

Kola & Adetutu Olanrewaju

Paulina Ceres

Lai, David & Lisa

Anderson, Raziyya & John

Z Zalewska & A Prusak

Anna Socha & Marcin Sobczak

Marciej Grobelny

Folan, Maureen & Ion Cirnici

Stewart, Alain

Fitzmaurice. Maria

William, Dolan

Culkin, Linda

Bogusz S & Adamski D

Mary Tipa

Kilikevicius Arturas

Zeng Lubin

Jennifer & Roger Stewart





In 1959, lifelong friends Rich DeVos and Jay Van Andel never imagined that one day Amway products would be sold in China, Russia and Vietnam.

Today, these are just three of the more than 80 countries and territories where Amway Business Owners operate independent businesses.

WITH A BETTER BUSINESS OPPORTUNITY.

Cooperation with all cultures

China is a great example of how Amway works cooperatively with regional governments to meet the specific requirements necessary whilst maintaining the essence of the Amway opportunity around the World.

business models before we reached an agreement with Chinese officials" says Steve Van Andel. "Today in China, Amway products are sold in storefronts, rather than our traditional direct-selling model."

You chose Amway for the same reason as millions of people around the World: You wanted to change your life, own an independent business and control your destiny. The Amway opportunity appeals to all cultures because the business is easy to start and easy to grow.

Furthermore, the Amway business reputation is enhanced by rules of conduct and a code of ethics designed to protect all of us; the Business Owner, our customers and Amway itself.

"The spectacular growth this company has seen in the past 50 years is evidence of people's belief in the Amway fundamentals of freedom, family, hope and reward", says Steve Van Andel, Amway Chairman.

"Our business model gives people hope and opportunity", says Doug DeVos, Amway President. "It's a tradition of caring that we look forward to continuing, as we grow our company even more during the next 50 years – and beyond."

1959

1969

1979

1989

1999

2009



MAY 09



1959

1962

979

1989

1999

2009

MAKING global connections.

Amway makes it easy for entrepreneurs to start or grow a business, serving customers around town or around the World – transcending cultures and borders. Our innovative global ordering and distribution network provides virtually limitless opportunities in more than 80 countries and territories.

It's all a result of our commitment to help people all over the World – whether they use our products or distribute them – live better. You could say that this desire to connect with people is the very thing that connects us all.





Will YOU be at LTS 2010?

Qualification period:

1st September 2008 - 31st August 2009

In 2010, the LTS (Leadership Training Seminar) will be hosted by Amway in one of Europe's most idyllic and charming locations.

The delightful island of **Sardinia** is our destination for 2010... Make sure you qualify to receive your invitation and you could be jetting off to this beautiful resort! Rest assured, from the moment you arrive and throughout your stay, Amway's hospitality will make LTS a fabulous experience to remember!

Qualification is nearing its end so... don't miss out!

LTS Qualification:

To qualify for LTS during this PY, you must meet the following requirements:

- 1 Qualify at the Platinum level
 - Reach a total Core Bonus income of £7.000/€10.500













NEWproduct



E. FUNKHOUSER™ NEW YORK Lip Gloss and complementing shade of E. FUNKHOUSER NEW YORK Lip Gloss Liner come as a set to provide the necessities for luscious lips.



SHIMMERING BODY GLITTER (2.8 g, 1.4 g) Touch your skin with the soft and delicate

glow of light-reflecting pigments for a subtle shine or amped-up glow. Two shades come packaged together.





Acclaim/Brilliance 106935



CREME EYE COLOR (5 g)

A soft, supple formula, specially fashioned by professional make-up artist, Eddie Funkhouser, to create eyes as daring as they are beautiful.



106930



Sterling 106929



Elevate 106928



Limitless



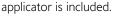
106927

NAIL LACQUER (4 x 4 ml) Complete your look with nails that deserve their own standing ovation, making you a true leading lady. Determined 2-in-1 Topcoat/ Basecoat Dedicated Enduring Everlast 106937

CREME EYE LINER (4 g)

A flawless formula loaded with metallic pigments, resulting in looks ranging from subtle to sultry but always well-defined. A specially-designed brush

ORK





Medaille 107208 OUSE

CHEEK COLOR DUO (2 g)

To complement Color Collection C009, we have the stunning Cheek Color Duo – the ideal finishing touch to your 'PARAMOUNT' look.

Eritrea/Asmara 104837



For a limited period only, during the month of May 2009, purchase the full COLOUR COLLECTION 009, order number 106892, and receive a 10% price discount (full PV/BV). Excludes Cheek Color Duo.

Please see page 39 for pricing details.



NEWproduct



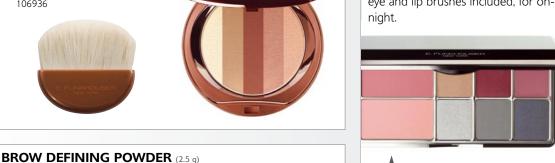
BRONZING POWDER (10 g)

With its inherently sleek design, gorgeous metallic copper tint and custom-crafted brush, E. FUNKHOUSER NEW YORK Bronzing Powder is an unparalleled

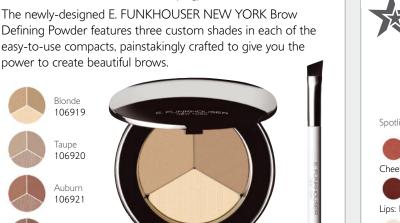


FACE PALETTE (9 g)

E. FUNKHOUSER NEW YORK Face Palettes are sleek and sexy colour palettes, exclusively inspired by make-up artist Eddie Funkhouser. These eye-catching, chrome-clad compacts, with integrated mirror, provide you with highly versatile shades and catwalk-ready formulas. Presented in a velvety pouch with blush, eye and lip brushes included, for on-the-go beauty, day and



Arclight Diva 106940 Cheeks: Ingenue/Leading Lady Lips: Encore/Bravo/Ovation Eyes: Opening Night/Debut/Premier







Eyes: Immaculate/Flawless/Illustrious

Visit the



For a full listing, please refer to the E. FUNKHOUSER NEW YORK Collection Card - order no. 233192 (single), 233193 (pack of 5). For the latest look and up-to-date information on E. FUNKHOUSER NEW YORK, visit the Brand Centre at www.amway.co.uk/ www.amway.ie. Please see page 39 for pricing details.

Brunette 106922

MO VATU TH THE S Weigh for a p natura Ideal I skin lo adjust

MORE THAN NATURAL-LOOKING THIS POWDER IS THE **GOLD**STANDARD

Available May 2009: ARTISTRY™ IDEAL DUAL POWDER FOUNDATION SPF 18 (12 g)

Weightless, silky colour self-adjusts for a perfect match and all-day natural look. Thanks to advanced Ideal Dual Powder Technology, skin looks flawless with shades that adjust intuitively to match individual skin tones. Now with SPF 18, it helps protect against harmful UVA/UVB rays.

ARTISTRY

Fantastic NEW shades!

ARTISTRY Ideal Compact (sold separately)

Order no. 104369



Pearl 106845



Chablis 106846

Bone 106849

Shell 106850 Linen 106851

Chiffon 106853

Sand 106855

Natural 106858

Plush 106860

Golden

Golden 106862

Toffee 106863

Cappuccino 106864



Espresso 106866



Mink 106867





ARTISTRY tinted moisturiser SPF 15

ARTISTRY tinted moisturiser SPF 15

Tint 5
106269

Recommended for

Available in six customer-friendly shades

Tint 1

Tint 6 Tint 7 106271

Tint 2

Recommended for all skin types

Skin-friendly SPF 15

Think of it as advanced skin care with a touch of colour. Rich, nourishing hydration, plus a protective Complexion Barrier, neutralising free radicals to further protect from environmental exposure. With smooth, lightweight coverage in self-adjusting, skin-matching shades. Please see page 39 for pricing details.



Open your customers' eyes to the latest advancement in skin care for the delicate eye area.

This luxurious rich creme will help prevent and repair the visible signs of ageing in the eye area. Containing Derma Cell Exchange technology to provide a virtual lift for eyes that will get you noticed. Nutrients work together to firm and restore elasticity and puffiness and dark circles are diminished.

Firmer, youngerlooking eyes



86% of consumers agree ARTISTRY TIME **DEFIANCE Lifting Eye Creme helps reduce the** appearance of fine lines around the eye area*.

> For more information on ARTISTRY TIME DEFIANCE products, please visit the Brand Centre at www.amway.co.uk/www.amway.ie. Please see page 39 for pricing details.

*Consumer panel testing.

A STROKE OF GENIUS FOR PERFECT-LOOKING LASHES

Available May 2009: ARTISTRY™ TOTAL MASCARA





This NEW multi-tasking mascara volumises, lengthens, separates and lifts. A brush so inventive, it evenly surrounds each lash with a formula infused with vitamin E. For long, intense-looking lashes, it's pure genius.

Buy any two ARTISTRY Total Mascaras for a special introductory price using the order numbers below. Available from 1st May 2009 to 31st January 2010.

Introductory price is equivalent to a 25% total price discount with reduced PV/BV.







ARTISTRY TOTAL **MASCARA**

Dark Brown 105616 **Black 105615** (10 g)

ARTISTRY TOTAL MASCARA WATERPROOF

Dark Brown 105614 **Black 105613** (10 g)

Please see page 39 for pricing details.

Available May 2009:

Show your expertise with the NEW ARTISTRY™ Cosmetic Analysing Device

The ARTISTRY Cosmetic Analysing Device will give you the confidence to recommend the most suitable products to your customers. It will create a professional, helpful look for your business and really build your skin care business.



What does the ARTISTRY Cosmetic Analysing Device do?

The ARTISTRY Cosmetic Analysing Device can identify the following two aspects of your customer's skin:

Moisture Levels

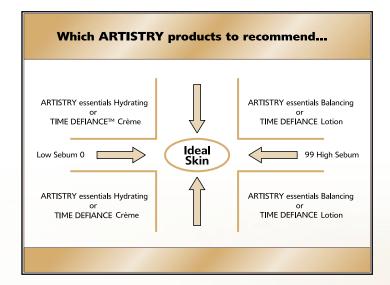
It is important to determine the moisture levels in your customer's skin to maintain, optimise and protect the skin.

Sebum Levels

It is important to determine the sebum levels in your customer's skin to balance the skin's hydration and help control shine. The ARTISTRY Cosmetic Analysing Device can also be used again later during your customer's ARTISTRY skin care regime.

You can make further appointments to re-analyse your customers' skin so they can see for themselves the reduction of sebum or increase in moisture levels.

Use the table below to recommend the most suitable ARTISTRY product. Help your customer achieve ideal skin!



ARTISTRY Cosmetic Analysing Device **Order no. 232385**

Don't forget...

The ARTISTRY Sebum Cassette will need to be replaced after 400-450 measurements. Use the following order number to replace the ARTISTRY Sebum Cassette: **232950.**

An instruction manual will be included when you purchase the ARTISTRY Cosmetic Analysing Device.

Please see page 39 for pricing details.

Amway considers the ARTISTRY Cosmetic Analysing Device useful in the building of a balanced Amway business, as it supports the retailing of Amway products to end-consumers. Please be reminded to consider the following:

- No earnings shall be generated through the rent of an ARTISTRY Cosmetic Analysing Device to downline Amway Business Owners (ABOs) or through the usage with end-consumers.
- The ARTISTRY Cosmetic Analysing Device shall not be sold to endconsumers.
- ABOs can only purchase the ARTISTRY Cosmetic Analysing Device from Amway (UK) Limited.
- Any information or results provided by the ARTISTRY Cosmetic Analysing Device cannot be of medical or therapeutical nature or content. Further it can not be used for medical or therapeutical statements of ABOs linked to Amway products.

GREAT SUPPORT FOR GREAT SKIN CARE: ARTISTRY™ essentials Sampler Cards

A great way for your customers to try the fantastic ARTISTRY essentials range!

ARTISTRY essentials Sampler Cards, consisting of foil samples of the following:

- ARTISTRY essentials Hydrating System (3 Sampler Cards cleanser, toner, lotion)
- ARTISTRY essentials Balancing System (3 Sampler Cards cleanser, toner, lotion)
- ARTISTRY essentials Soothing Creme (2 Sampler Cards)

Price: UK £1.96, J/G £1.70, Rol €2.60



Natural beauty in 3 simple steps

ARTISTRY essentials



NEW: WOW Video Demonstrations for WOW products – seeing is believing!

These unique video demonstrations have been developed and tested by our research and development department and can be used in a number of ways to promote your Home Care business.

What do WOW Demonstrations do for you and your business?

- Help you build your Home Care retail business.
- Highlight the quality ingredients and powerful performance of the products.
- Are easy and quick to conduct, memorable and have the 'WOW' factor.

When can you use WOW Demonstrations?

- During an Amway product presentation, an event or seminar to train a new ABO.
- During a customer talk, to present the product and its unique selling points to a new or existing customer.
- To prospect and acquire a new ABO or new customer.







These short WOW video demonstrations can be found online at www.amway.co.uk/www.amway.ie on the L.O.C.™ and SA8™ Brand Centres and also in the Library section.











NEW iCook[™] Brand Centre

Cook healthier. Live better. Learn more about iCook Cookware.

Visit www.amway.co.uk/www.amway.ie to see our new iCook Brand Centre. Packed full of all the usual information you have come to expect from our Brand Centres, plus so much more!

Discover the exclusive iCook technologies of VITALOK™ Cooking Method, OPTITEMP™ Slab Base and DURAMIC™ Non-Stick Coating and find out how you and your customers can benefit from these revolutionary cooking methods. Download recipes, movies and FAQs to help you give detailed information to your customers. Learn more about the amazing iCook Knives, ergonomically designed for added control and stability.



Increase your product sales by increasing your product knowledge.



L.O.C.™ Plus Glass Cleaner



Offer your customers a solution to effectively remove tough dirt from all glass surfaces, with L.O.C. Plus Glass Cleaner.

L.O.C. Plus Glass Cleaner is specially formulated to remove dirt and grime effortlessly, leaving a streak-free shine on windows and mirrors, TV and computer screens* and more.

- No-rinse formula cuts through and removes soil and grime easily.
- Cleans easily to provide a streak-free shine.
- * Not suitable on LCD/TFT computer and TV screens, as these are not made from glass.

Please refer to your Price List for pricing details.



Order no. 7485 - 500 ml









London Calling!

Win a fantastic weekend break in London in September 2009!

- 2 Nights in a 4* Hotel
- **Tour the New Flagship Experience Centre,** with Spending Money
- West End Show
- **Gala Dinner**

How can I achieve?

Step 1 – March to May 2009

- Sponsor three new ABOs
- Achieve 3,000 PV from you and your new sponsored

...and win £300 to spend in the Flagship **Experience Centre!**

Step 2 – March to August 2009

- Sponsor six new ABOs
- Achieve 6,000 PV from you and your new sponsored

...and win the London Weekend Break!

Step 3 – March to August 2009

- Sponsor 10 new ABOs
- Achieve 10,000 PV from you and your new sponsored **ABOs**

...and earn an exclusive VIP package throughout the weekend, including hotel upgrades, spa treatments and limousines!

- New ABOs must be personally sponsored with £100 registered customer volume within the first 28 days of his/her registration
- PV includes volume from you, your new ABOs and any ABOs they in turn sponsor
- All PV in this promotion includes registered customer volume only (personal volume not included)







London Calling Promotion - Q&A

What if I sponsor more than 3, 6 or 10 new ABOs during the promotional period (Mar - Aug)?

Registered customer volume from new ABOs above the qualification requirements of 3, 6 and 10 will also count towards your PV for qualification of this promotion.

What if my new sponsored ABOs in turn sponsor ABOs during the promotional period (Mar - Aug)?

The registered customer volume from your new ABO and any ABOs they in turn sponsor will count towards your PV for qualification of this promotion.

These new indirectly sponsored (2nd, 3rd level, etc.) ABOs do not have to achieve the £100 registered customer volume within the first 28 days of his/her registration for his/her PV to count towards your qualification.

When will the prizes be awarded?

All prizes will be awarded in Sept 2009, after the complete promotional period (Mar - Aug 09).

What would I be awarded if I achieve Step 2 of the promotion?

You will be awarded both Step 1 and Step 2 prizes, i.e., £300 to spend in the Flagship Experience Centre and the London Weekend Break.

Similarly, if you achieve Step 3 of the promotion, you will be awarded the prizes for all 3 Steps!

When will the Weekend Break in London be?

25th - 27th September, 2009



Summer essentials & Father's Day gifts

Take a look at this great selection of product packs which are available for May 2009 only.

TOLSOM™ Father's Day Gift Pack

Formulated especially for men, the Skin Smoothing Gel smooths and moisturises skin for a noticeable improvement in skin texture, while the Eau de Toilette complements the TOLSOM range and provides long lasting, masculine comfort... the ideal gift for Father's Day!

Buy TOLSOM Eau de Toilette for Men and get TOLSOM Skin Smoothing Gel at HALF PRICE (with full PV/BV).

SAVE

	Normally	NOW
UK	£26.73	£21.96
J/G	£23.24	£19.09
Rol	€35.30	€29.00





TOLSOM Pack contains:

TOLSOM Eau de Toilette for Men – 50 ml TOLSOM Skin Smoothing Gel – 30 ml

*Pack order no. 109402

Sun Care

Prepare yourself for holidays in the sun... Whatever level of protection your skin needs, PETER ISLAND™ water-resistant sun care products contain moisturisers and vitamin E to help protect against free radical damage.

Buy PETER ISLAND SPF 30 and SPF 15 Sun Lotions and get FREE After Sun Lotion.

PETER ISLAND Pack contains:

PETER ISLAND Sun Lotion SPF 30 – 250 ml PETER ISLAND Sun Lotion SPF 15 – 250 ml PETER ISLAND After Sun Lotion – 250 ml

* Pack order no. 109403

Pack price:

UK **£28.63** J/G **£24.89** Rol **€37.80**

[†]FREE product worth:

UK **£6.75** J/G **£5.87** Rol **€8.90**









To order packs of the May 2009 retail offer leaflets, please use order no. 233878 (pack of 10). Please see page 39 for pricing details.

New **Prospecting Tools** for ABOs

NEW **PROSPECTING**

Support your prospecting activity with this helpful, leave-behind leaflet that explains the benefits of the Amway Business Opportunity.

Order no. 234076 (pack 10)

Price: £2.50



ADVERTISING TEMPLATES

To help you advertise the Amway Business Opportunity in your local press, you now have a choice of six advertising templates to download from:

www.amway.co.uk/www.amway.ie > Business Information > Library > Advertising Templates

An example of one of the templates is shown here at actual size.

There is space on each advert for you to add your contact details.

Interested in a new opportunity?

- Amway a Global Leader in direct selling
- No initial outlay
- · Great earning opportunity
- Take control be your own boss
- Full time or part time flexibility to suit you

To find out more, contact:

Amway ABO Prospecting Advert **Version 1**

Amway



Amway

Amway Opportunity Meetings

Amway is pleased to announce the Amway Opportunity Meetings being held across the UK and Republic of Ireland during May 2009. These meetings are open to all ABOs and their prospects in the UK/ROI and will include a presentation of the Amway Business Plan. An Amway corporate member of staff will also be present.

In an effort to protect the integrity of our business, please be reminded that ABOs are not allowed to interfere or attempt to interfere with another ABO's business, which includes seeking a prospect's participation in the Amway Business Plan.

5th May 2009

Red Cow Moran Hotel Naas Rd Dublin 22 Republic of Ireland Tel: +353 (0)1 459 3650

Amway Representative: **Robyn Crewe**

The format of the meetings will be as follows:

- Amway Sales & Marketing Plan Presentation.
- Leader Testimonials.
- Corporate Information and Updates.

We look forward to seeing as many of you there as possible. Dates and venues are listed below. All meetings start at **8pm.** Please come along and bring your prospects with you.

Your Amway Sales Team.

5th May 2009

Holiday Inn Cromer Road Norwich Norfolk, NR6 6JA Tel: 01603 410544

Amway Representative: **Robyn Crewe**

Holiday Inn Bristol

> Amway Representative: Anne Pester

5th May 2009

Buckerall Lodge Hotel Topsham Road Exeter Devon, EX2 4SQ Tel: 01392 221111

Amway Representative: **Anne Pester**

5th May 2009

The Park Royal Hotel Stretton Road Stretton Warrington, WA4 4NS Tel: 01925 730706

Amway Representative: **Maggie Hoyland**

5th May 2009

Novotel **Bostock Lane** Long Eaton Nottingham, NG10 4EP Tel: 0115 946 5111

Amway Representative: **Shirley Marelli**

6th May 2009

Filton Road **BS16 1QX** Tel: 0117 9564242

6th May 2009

Amway Training Centre Caldecotte Lake Drive Caldecotte Milton Keynes, MK7 8JU Tel: 01908 629400

Amway Representative: **Kevin Denham**

6th May 2009

Premier Inn Wakefield Road **Brighouse** HD6 4HA Tel: 0870 990 6360

Amway Representative: Shirley Marelli

6th May 2009

Best Western Premier Leyland Way Leyland **PR25 4JX** Tel: 01772 422922

Amway Representative: **Maggie Hoyland**

6th May 2009

Lamon House Hotel 41 Gransha Rd. Comber **Newtownards** N. Ireland, BT23 5RF Tel: 028 90448631

Amway Representative: Robyn Crewe

7th May 2009

Amway London Flagship Centre - 1pm/4pm/7pm Southampton Row Russell Square London, WC1B 4BH

Amway Representative: **Kevin Denham**

7th May 2009

Holiday Inn Express **Tempus Drive** Walsall **WS2 8TI** Tel: 01922 705250

Amway Representative: **Maggie Hoyland**

7th May 2009

Holiday Inn Eastleigh Leigh Road Eastleigh SO50 9PG Tel: 0870 400 9075

Amway Representative: **Anne Pester**

7th May 2009

Best Western Hilcroft Hotel East Main Street Whitburn, West Lothian Tel: 01501 740818

Amway Representative: Shirley Marelli

12th May 2009

Athlone Springs Hotel Monkstown, Athlone Co. Westmeath Republic of Ireland Tel: +353 906 444444

Amway Representative: **Robyn Crewe**

18th May 2009

Holiday Inn West Bawtry Road Rotherham South Yorks, S60 4NA Tel: 01709 786005

Amway Representative: **Shirley Marelli**

34—yourbushess

It's coming! The Clothes Show London, with special guest appearances by EDDIE FUNKHOUSER and JOHN GILLESPIE! CLOTHES
SHOW
LONDON
29-31 MAY 2009 EXCEL LONDON

The doors will soon be open for this exciting event debut in the capital. The Clothes Show London experience will embody a fantastic fashion and beauty extravaganza as masses of eager shoppers are expected, to see what this year's event has to offer. Even more exciting news is that Eddie Funkhouser and John Gillespie are now confirmed to attend the show on both Saturday 30th May and Sunday 31st May!

In conjunction with the E. FUNKHOUSER™ NEW YORK brand, Amway UK will be the official show bag sponsor for the event and Eddie Funkhouser will be making a special appearance on the Expert Stage, to offer expert make-up advice to the beauty-savvy crowd, with John Gillespie making a guest appearance to provide expert styling advice.

The Amway stand will be situated opposite the Vintage Village, near to the main stage, and will offer makeovers and hair styling to visitors to the stand.

Andy Smith, UK/Rol Branch Manager/Director, comments: "The Clothes Show is a wonderful event for Amway to be part of and is perfect timing for the launch of the UK Flagship Experience Centre and for exposure in London for our brands and the business opportunity we offer. It's a great chance to engage with potential customers and our ABOs and to invite them to the new UK Centre.'

Congratulations to the winners of the London Calling incentive promotion! Five pairs of tickets to the Clothes Show London will be awarded to the top five ABOs with the highest registered customer volume in the month of April.

Congratulations also to the following winners of tickets from the UNICEF raffle draw at the Think Big Conference in March: ROMIT BHATT
PAUL AND AMANDA YOUNG
PAUL AND LORNETTE HEWLETT
KUMAR ABHIJITH GUDURU
LYDIA KOTINI

Tickets will be with you very shortly!

The raffle at the Conference raised over £600 for UNICEF and proceeds have been given to the charity - thanks to all of you who bought tickets on the day! Winners can look forward to the following experiences at the show:

- Celebrity make-up/stylist advice at the Expert Studio
- Pampering sessions
- Catwalk show and hair styling sessions
- Learn about fashion and beauty trends for 2009 on the Style Stage
- The UK Beauty Awards 2009! Find out if Creme LuXury is the winner of Best New Skin Care Product of the Year Award. The Awards will take place at 12:00pm in the Fashion Theatre and will be hosted by Erin Conner and George Lamb.

For those who have not been lucky enough to win a ticket to attend the show, you can book tickets for Friday 29th, Saturday 30th and Sunday 31st May on telephone booking number 0844 209 1724, or visit www.clothesshowlondon.com. Amway will be there each day!

Look out for the special Eddie Funkhouser show bags which will be carried by hundreds of thousands of visitors to the show. Each bag will include a special incentive to encourage people to visit the UK Flagship Experience Centre. They will also be displayed in the windows of the Centre – so keep an eye out for them when you visit!



Available exclusively from Amway for UK and Rol Business Owners:

The Optimal Health Revolution, by Dr. Duke Johnson M.D.

Get cutting-edge insights into nutrition and healthy living from one of the foremost preventive healthcare practitioners in the USA.

Amway is delighted to offer this book at a very attractive price only to Business Owners in the UK and Rol.

Dr. Duke Johnson has been an advisor to the Nutrilite Health Institute for over five years, as well as serving as an advisor to Amway Japan Ltd. and as a wellness speaker for their ABO events.

Available in a limited quantity only!

The Optimal Health Revolution

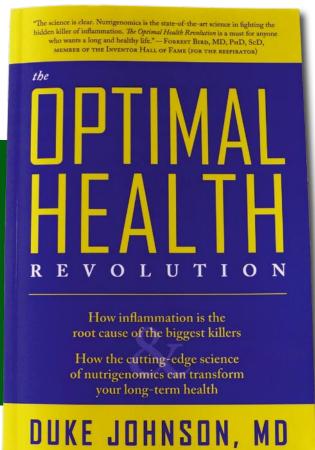
Order no. 233876 Price: £9.95/€12.44



ARTISTRY

NUTRILITE

RETAIL



Amway Academy Online in 2009

Amway

New online training from the Amway Academy for all ABOs!

Amway Academy Online is a web conference service that enables users to meet and collaborate from anywhere. It is a free of charge, instructor-led training.

What do I need to get started?

Only a PC (Microsoft Windows operating system) with a broadband internet connection and a set of earphones.

What does the Amway Academy offer?

The possibility to join live training sessions on different topics:

- ARTISTRY™
- NUTRILITE™

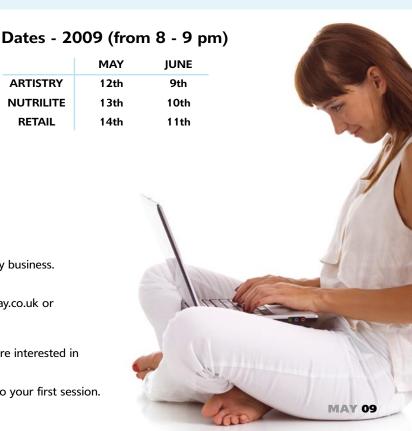
To support you in both 'getting started' and growing your Amway business.

How do I join?

- To join an online training session, follow the link at www.amway.co.uk or www.amway.ie
- Click on 'My e-office' then on 'Amway Academy'
- There you will find the scheduled sessions. Choose what you are interested in and click on your choice.

First time users: Please follow instructions at least one day prior to your first session.

Academy



Amway UK Rules of Conduct

The Amway UK Rules of Conduct have been developed to protect the interests and benefits of all Amway Business Owners (ABOs). In order for all ABOs to better understand these, we will be publishing a series of articles concerning the rules.

We hope that this series will enable ABOs to realise the importance of compliance with the Amway UK Rules of Conduct, thus securing a long-term and profitable Amway business.

Objectives:

The objectives of the Amway UK Rules of Conduct are to:

- Serve as guidelines for ABOs
- Protect all ABOs and help them build a business with security.
- Ensure a fair and equal business opportunity for every Amway Business Owner.
- Ensure a healthy and ethical business environment.
- Maintain the professional image of both ABOs and the Company.

Amway on eBay and other online auction platforms

We would like to bring to your attention Amway's concerns regarding the increasing number of listings and entries on different online auction platform sites such as eBay. Please note that the offering of Amway products and services for sale via these sites is an infringement of Amway's intellectual property and also a violation of your contractual obligations with Amway UK.

Specifically, Rule 4.3 of the Amway UK Rules of Conduct states that 'No ABO shall permit Amway products or services to be sold or displayed on the internet whose main purpose is the sale of products or services to the public'; and Rule 9.1 states that 'ABOs shall not misuse or misappropriate Amway's trademarks or other intellectual property or proprietary information'.

Amway UK Ltd. is a member of the eBay VeRO (Verified Rights Owners) Programme, and we work closely with eBay on a regular basis to remove listings and entries offering Amway products or services for sale. We also review and monitor other sites to ensure a consistent policy is applied.

For additional information on the above subject, please refer to the Amway UK Rules of Conduct, or please contact the Contract Administration & Compliance Team on 01908 629400 or via CA-C@amway.com.

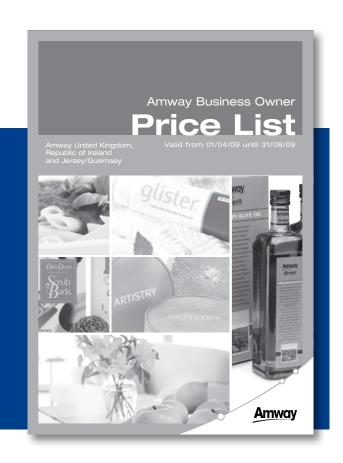
Updated Price List - available now!

A new, updated Price List came into effect on 1st April.

As of 1st April, 2009, product prices have been reduced in the Republic of Ireland as a result of a decrease in the Pound/Euro exchange rate. (Please note that the retail prices include UK and Rol VAT and, accordingly, will not convert at the new Pound/Euro exchange rate.)

A complimentary copy of the new Price List is included with this issue of Amagram.

Additional copies at a price of £0.70/€1.25 can also be ordered using order no. 0013.



Great News!

New additions in the Movie Library!

As of 8th April, 2009, additional 'People are Talking' testimonial clips have been uploaded in the Movie Libraries of both the ABO and the public Amway websites.

Moreover, these will be added to the next revision of the Opportunity Out There DVD.

We would like to take this opportunity to thank everyone who took part in putting these additional clips together. Please visit our websites and share their testimonials with your prospects.



Product **Discontinuances**

We are constantly trying to introduce new and exciting products which are innovative and on trend to support you in building your business in an increasingly competitive environment. As we strive to evolve the product portfolio in order to maximise opportunities, we also need to identify and eliminate products which have come to the end of their life cycle and play only a minor role or no role within the business.

Please find details of products in the table below which we will be discontinuing and removing from our portfolio offering. The expected run-out dates for the remaining stock of these products is expected to be April 2009 for the E. FUNKHOUSER™ NEW YORK products and end of June/July 2009 for the ARTISTRY™ and iCook™ products.

Order no.	Product Description	Comments					
0144	iCook Egg Cups and Rack	No replacement					
2780	ARTISTRY AHA Body Refiner Moisturiser	No replacement					
100776	ARTISTRY Spa Collection Foaming Body Wash	No replacement					
100777	ARTISTRY Spa Collection Sugar Scrub	No replacement					
100778	ARTISTRY Spa Collection Moisture Soufflé	No replacement					
3887	ARTISTRY Body Definer Refiner Gel	No replacement					
8323	ARTISTRY Jumbo Lip Pencil, Adobe	No replacement					
7791	ARTISTRY Jumbo Lip Pencil, Vintage Wine	No replacement					
8324	ARTISTRY Jumbo Lip Pencil, Chablis	No replacement					
7794	ARTISTRY Jumbo Lip Pencil, Clove	No replacement					
103441	E. FUNKHOUSER NEW YORK Contour Powder, Level I - light	Replaced by new Bronzing Powder "Golden Glow", order number 106936					
102590	E. FUNKHOUSER NEW YORK Contour Powder, Level II - medium	Replaced by new Bronzing Powder "Golden Glow", order number 106936					
103442	E. FUNKHOUSER NEW YORK Contour Powder, Level III - medium-dark	Replaced by new Bronzing Powder "Golden Glow", order number 106936					
103443	E. FUNKHOUSER NEW YORK Contour Powder, Level IV - dark	Replaced by new Bronzing Powder "Golden Glow", order number 106936					
103438	E. FUNKHOUSER NEW YORK Highlighting Wand, Level I - light	No current replacement					
102589	E. FUNKHOUSER NEW YORK Highlighting Wand, Level II - medium	No current replacement					
103439	E. FUNKHOUSER NEW YORK Highlighting Wand, Level III - medium-dark	No current replacement					
103440	E. FUNKHOUSER NEW YORK Highlighting Wand, Level IV - dark	No current replacement					
102588	E. FUNKHOUSER NEW YORK Brow Defining Pencil & Highlighting Wand, Blonde	Replaced by new Brow Defining Powder					
102083	E. FUNKHOUSER NEW YORK Brow Defining Pencil & Highlighting Wand, Brown	Replaced by new Brow Defining Powder					
102082	E. FUNKHOUSER NEW YORK Brow Defining Pencil & Highlighting Wand, Brunette	Replaced by new Brow Defining Powder					
102587	E. FUNKHOUSER NEW YORK Brow Defining Pencil & Highlighting Wand, Charcoal	Replaced by new Brow Defining Powder					

Discontinuance: ARTISTRY™ Mascara 200 and Flawless Powder Foundation + Compact



Please see shades and order numbers of discontinuing products below.

Flawless Powder Foundation

Shades	Order no.
Porcelain	101264
Cameo	101266
Buff	101267
Linen	101268
Parchment	101269
Sand	101272
Fawn	101270
Almond	101274
Caramel	101277
Cocoa	101279

RISIR)

Refillable Foundation

Compact

Order no. 101280

Waterproof Mascara 200

Shades	Order no
Black	4916
Brown	4918

Smudgeproof Mascara 200

Shades	Order no.
Black	4920
Brown	4922



eSpringTM Product Discontinuance

The eSpring Glass Carafe and the eSpring Plastic Bottles are being discontinued, with estimated run-out dates as given below.



until approximately May 2009 Order no. 102595



eSpring Glass Carafe - available eSpring Plastic Bottle & Sleeve - available until approximately July 2009 Order no. 102598

pricing details

	/ /			UK / / / £			/	J/G / £				Rol / €				
Page No.	Order No	Description	Unit Si-	Points L	Retail	Business Volum	Retail Cost	Rebate 2	Retail	Business Vol	Retail Cost	Rebate 2	Retail	Business Volum	Retail Cost	Rebate a
13 13 14 17 17	104369	ARTISTRY™ Colour Ideal Dual Powder Foundation Compact Ideal Dual Powder Foundation SPF 18 Refill Tinted Moisturiser SPF 15 Total Mascara Total Mascara Waterproof Total Mascara Introductory Price Offer	10 g 10 ml 10 g 10 g 10 g	4.96 10.50 11.53 11.03 11.03 16.55	15.08 15.96 17.53 16.76 16.76 25.14	4.92 10.41 11.43 10.93 10.93 16.40	13.30 5.84 16.76 16.76 12.57	3.28 3.47 3.81 3.64 3.64 5.46	13.11 13.88 15.24 14.57 14.57 21.86	4.92 10.41 11.43 10.93 10.93 16.40	11.57 5.08 14.57 14.57 10.93	3.28 3.47 3.81 3.64 3.64 5.46	19.90 21.10 23.15 22.15 22.15 33.23	6.14 13.03 14.29 13.67 13.67 20.51	17.58 7.72 22.15 22.15 16.61	4.10 4.34 4.76 4.56 4.56 6.84
15	105532	ARTISTRY Skin Care TIME DEFIANCE™ Lifting Eye Creme	100 g	13.28	20.18	13.16	134.53	4.39	17.55	13.16	117.00	4.39	26.65	16.45	177.67	5.48
19 19	232385 232950	ARTISTRY Sales Aid Cosmetic Analysing Device Cosmetic Analysing Device - Replacement Sebum Cassette			138.84 41.25				120.73 35.87				183.35 54.50			
11 11 10 11 11 11	* * * 106937 106935 104837 106892	E. FUNKHOUSER™ NEW YORK - Collection 009 Creme Eye Color Creme Eye Liner Lip Color Set Lip Gloss Set Nail Lacquer, Everlast Shimmering Body Glitter, Acclaim/Brilliance Cheek Color Duo, Eritrea/Asmara Colour Collection 009 Promotional Bundle	10 g 10 g 10 ml 10 g	9.13 7.30 11.59 11.34 9.18 12.67 9.21 118.83	13.88 11.10 17.62 17.24 13.95 19.26 14.00 162.59	9.05 7.24 11.49 11.24 9.10 12.56 9.13 117.80	27.76 27.75 8.72 70.00	3.02 2.41 3.83 3.75 3.03 4.19 3.04 35.35	12.07 9.65 15.32 14.99 12.13 16.75 12.17 141.37	9.05 7.24 11.49 11.24 9.10 12.56 9.13 117.80	24.14 24.13 7.58 60.85	3.02 2.41 3.83 3.75 3.03 4.19 3.04 35.35	18.35 14.65 23.25 22.75 18.40 25.45 18.50 214.70	11.32 9.04 14.35 14.04 11.35 15.71 11.42 147.20	36.70 36.63 11.50 92.50	3.78 3.02 4.79 4.68 3.79 5.24 3.81 44.22
12 12 12	106936 * *	E. FUNKHOUSER NEW YORK - Professional Product Series New Additions Bronzing Powder, Golden Glow Brow Defining Powder Face Palette	10 g 10 g 10 g	17.32 10.64 23.19	26.32 16.18 35.25	17.17 10.55 22.99	26.32 64.72 39.16	5.72 3.52 7.66	22.89 14.07 30.65	17.17 10.55 22.99	22.89 56.28 34.04	5.72 3.52 7.66	34.75 21.35 46.55	21.45 13.18 28.73	34.75 85.40 51.72	7.15 4.39 9.58
12	233192	LITERATURE E. FUNKHOUSER NEW YORK Collection 009			0.58				0.50				0.75			
12	233193	Card - single E. FUNKHOUSER NEW YORK Collection 009	1		2.74		0.55		2.38		0.48		3.60		0.72	
31	233878	Card - pack 5 May 2009 Retail Offer Customer Leaflets (pack 10)	1		0.90		0.09		0.77		0.08		1.35		0.14	
31 30 30	109400 109402 109403	PROMOTIONS - May Customer Offers NUTRILITE™ Daily Essentials Pack TOLSOM™ Father's Day Gift Pack PETER ISLAND™ Sun Care Pack		43.01 17.57 18.83	51.09 21.96 28.63	42.64 17.42 18.67		11.11 4.78 6.22	44.43 19.09 24.89	42.64 17.42 18.67		11.11 4.78 6.22	55.53 29.00 37.80	53.29 21.79 23.33		13.88 5.97 7.78

Ø - If required customer volume criteria are achieved

ABO Update: Ordering and Delivery Schedules

Please note that the Amway UK offices will be closed on both Monday 4th and Monday 25th May, 2009.

ABOs in Northern Ireland and the Channel Islands will need to place their cycle orders, including Amway online orders, a day later than usual on, or before, Tuesday 5th May (for delivery 8th/11th May) and Tuesday 26th May (for delivery 29th May/1st June).

ABO Update: Skin Analysis Machine

Please be reminded that a Skin Analysis Machine (SAM) is defined by Amway as a Business Support Material (BSM) and therefore any versions were unauthorised for use pursuant to the total ban of all BSMs.

Hence, please accept this reminder as a reiteration and reinforcement that no SAM may be used in connection with your Amway business in the UK/ROI market. Thank you for your attention.

^{*}See relevant product page for shades and order numbers

Peter Island

Summer Protection

Make sure your customers love their skin this summer by protecting it with PETER ISLAND™ Sun Care Products.

All products contain aloe vera and vitamin E to help protect against free radical damage that can lead to visible signs of premature ageing of the skin.

And don't forget our fantastic PETER ISLAND Sun Care offer for May - see page 30.



PETER ISLAND SPF 15 Sun Lotion 250 ml

Order no. 103172

PETER ISLAND SPF 30 Sun Lotion 250 ml

Order no. 103173

PETER ISLAND After Sun Lotion 250 ml

Order no. 103176

Amwav

UK ● Republic of Ireland ● Jersey ● Guernsey

The AMAGRAM magazine is published for all UK and Republic of Ireland Amway Business Owners by the Communications Department of Amway (UK) Limited, St Anne's House, Caldecotte Lake Drive, Caldecotte Business Park, Caldecotte, Milton Keynes, MK7 8JU.
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