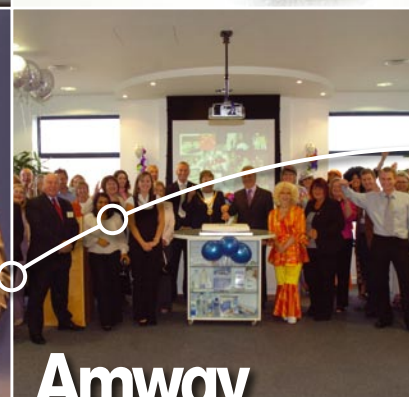
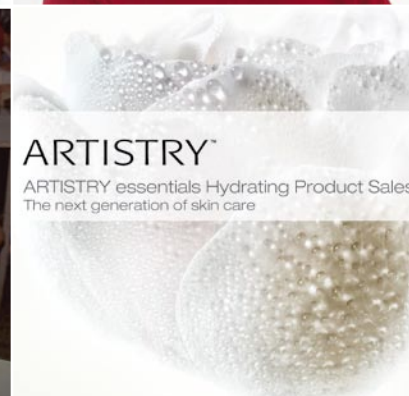


Amagram

BUSINESS BUILDING WITH CONFIDENCE

4/2008



‘Amway Out There’ Road Shows

We invite you to join Amway at a series of meetings in November.

Who’s invited?

All ABOs, Leaders and guests

What can I expect?

- Meet the new Amway management team
- Hear about the Amway opportunity
- See the new ABO support programme
- Hear testimonials from Amway’s most successful people
- Recognition for our top achievers
- Hear about an exciting incentive in November!

Dates and Venues

Date	Venue	Time
Monday 3rd November	Marriot Hotel, Preston	7.30 - 9.30 pm
Monday 3rd November	Kents Hill Hotel, Milton Keynes	7.30 - 9.30 pm
Monday 3rd November	Russ Hill Hotel, Gatwick	7.30 - 9.30 pm
Tuesday 4th November	Quality Inn, Walsall	7.30 - 9.30 pm
Tuesday 4th November	Hilton, Swindon	7.30 - 9.30 pm
Thursday 6th November	Park Plaza, Wembley	7.30 - 9.30 pm
Thursday 6th November	Holiday Inn, Doncaster	7.30 - 9.30 pm
Monday 10th November	Marriott Johnstown House Hotel, ROI	7.30 - 9.30 pm
Monday 10th November	Hilton, Edinburgh Airport	7.30 - 9.30 pm
Tuesday 11th November	Holiday Inn, Washington, Tyne and Wear	7.30 - 9.30 pm
Tuesday 11th November	Ramada, Shaws Bridge, Belfast	7.30 - 9.30 pm



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Helping you to Achieve Success!

Dear Colleague,

Welcome to your complimentary copy of Amagram!

I hope you enjoy reading this edition and that it gives you the confidence to continue building your Amway business.

As the new General Manager of Amway UK and Ireland, I'm delighted to be able to take this opportunity to introduce myself to you.

This year I'm celebrating 25 years in the direct selling and multilevel marketing industry in the UK and, like you, the business has become a way of life which has offered me great opportunities over the years - none greater than my new role here at Amway.

So, why Amway?

I joined Amway for many of the reasons I'm sure you did :

- Our company's rich heritage, with strong family values that still hold dear today, 50 years on.
- Great people! Everyone I've met in the Amway family so far are so passionate about the business and committed to its success.
- We make a real difference to people's lives, by sharing our wonderful products and the business opportunity with others.
- The huge potential for growth! If only 1% of households in the UK and Ireland bought £100 of Amway products a year, our business would be six times bigger than it is now!

My new role is simple - to help you to grow your Amway business and support you to achieve your goals.



So, how can we grow our Amway business? I think the keys to our success are :

- Partnership! Between the company and you, our ABOs and Leaders. You'll find details of how we can strengthen this critical relationship in this edition of Amagram.
- Communication - giving you the important information you need to build a successful business.
- Helping our new ABOs succeed, by training and supporting them to build a customer base and earn a good income quickly.

There's never been a better time to tell others about the Amway opportunity - we can help them beat the credit crunch!

I hope you can join us at our 'Amway Out There' meetings in November (see details opposite) - bring a guest to hear about what Amway has to offer.

I'm really proud and excited to have joined the Amway family and look forward to working with you in the future to achieve your goals!

Regards,

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



Introducing the Amway UK Team **Here to support you!**



Business Development Team

From left to right: Anne Pester, Kevin Denham, Robyn Crewe, Maggie Hoyland, Shirley Marelli



Contract Administration & Compliance Team

From left to right: Julie Dodd, Tracy Clark, Michelle Ho, Sue Cox



Business Services and Distributor Relations Teams

Standing, from left to right: Michala Allen, Kala Farmer, Nadia Moughal, Bharti Rathod, Emily Baucutt, Carly Ellis, Lee Harnett, Tracey Clarke

Seated, from left to right: Anne Gilmore, Josie Swallow, Adrienne Ansell

Not shown: Joan Williamson, Business Services Manager

Maximise your ARTISTRY™ Skin Care* sales this gift-giving season and win professional presentation material.

Phase one of this great competition ENDS on 31st December, 2008. Don't forget that your PV target for November and December is 300 PV each month.

Qualification criteria and rewards

Phase 1 1st July, 2008 – 31st December, 2008

Requirements: Achieve the following minimum personal PV targets, including customer orders, from all ARTISTRY Skin Care products, including ARTISTRY TIME DEFIANCE™, ARTISTRY essentials and ARTISTRY Creme LuXury products:

July '08	August '08	September '08	October '08	November '08	December '08
200 PV	200 PV	250 PV	250 PV	300 PV	300 PV

Reward: Professional presentation material, including an easy to assemble, light to transport ARTISTRY Product Display, perfect for use with ARTISTRY Skin Care products. Also an ARTISTRY Presentation Carry Bag, perfect to carry display material, products and literature.

Phase 2 1st January, 2009 – 30th June, 2009

Requirements: Achieve the following minimum personal PV targets, including customer orders, from all ARTISTRY Skin Care products, including ARTISTRY TIME DEFIANCE, ARTISTRY essentials and ARTISTRY Creme LuXury products:

January '09	February '09	March '09	April '09	May '09	June '09
350 PV	350 PV	400 PV	400 PV	450 PV	450 PV

Reward: A special reward for your retailing achievement.

Phase 3 1st July, 2009 – 31st December, 2009

Requirements: Achieve the following minimum personal PV targets, including customer orders, from all ARTISTRY Skin Care products, including ARTISTRY TIME DEFIANCE, ARTISTRY essentials and ARTISTRY Creme LuXury products:

July '09	August '09	September '09	October '09	November '09	December '09
500 PV	500 PV	500 PV	500 PV	500 PV	500 PV

Reward: Spa weekend and/or spa treatment up to the value of £180/€250. Simply bring your invoice and we will reimburse up to a total of £180/€250 per ABO business.

Extra Reward:

The 20 participants with the highest personal PV volume from the sales of ARTISTRY Skin Care products in Europe, over all three phases, will have a FREE three-day trip to our corporate global headquarters in Ada, Michigan, USA and will visit the Artistry Beauty Institute.

Should you, for any reason, miss one phase's qualification, you will still be able to qualify for the Extra Reward trip to Ada, by making extra PV in the other phases.

As the aim of the competition is to promote and reward retail sales of the participating products, Amway might request proof that volumes beyond usual self-consumption levels have been retailed to end customers.

* All ARTISTRY TIME DEFIANCE, ARTISTRY essentials and ARTISTRY Creme LuXury product ranges are included in this competition. Please refer to the Beauty & Grooming Product Brochure for details of ARTISTRY Skin Care products.



ARTISTRY™
Creme LuXury



ARTISTRY™
essentials



ARTISTRY™
TIME DEFIANCE

ARTISTRY™

Levels of Achievement



* Founders Crown Ambassador 60 FAA

Requires minimum of 60 points.



* Founders Crown Ambassador 50 FAA

Requires minimum of 50 points.



* Founders Crown Ambassador 40 FAA

Requires minimum of 40 points.



* Founders Crown Ambassador

Has 20 or more groups. (See below. Alternatively, 30 FAA points may be achieved).



• Crown Ambassador

Has 20 or more groups. (See below. Alternatively, 27 FAA points may be achieved).



* Founders Crown

Has 18 or more groups. (See below. Alternatively, 25 FAA points may be achieved).



• Crown

Has 18 or more groups. (See below. Alternatively, 22 FAA points may be achieved).



* Founders Triple Diamond

Has 15 or more groups. (See below. Alternatively, 20 FAA points may be achieved).



• Triple Diamond

Has 15 or more groups. (See below. Alternatively, 18 FAA points may be achieved).



* Founders Double Diamond

Has 12 or more groups. (See below. Alternatively, 16 FAA points may be achieved).



• Double Diamond

Has 12 or more groups. (See below. Alternatively, 14 FAA points may be achieved).



* Founders Executive Diamond

Has nine or more groups. (See below. Alternatively, 12 FAA points may be achieved).



• Executive Diamond

Has nine or more groups. (See below. Alternatively, 10 FAA points may be achieved).



* Founders Diamond

Has six or more groups. (See below. Alternatively, 8 FAA points may be achieved).



• Diamond

Has six or more groups. (See below).



• Founders Emerald

Has three or more groups. (See below).



• Emerald

Has three or more groups. (See below).



Founders Sapphire

Has attained 12 qualifying months at Sapphire within Fiscal Year.



Sapphire

Has two domestic groups qualified at maximum PBL in same month for six months of FY, whilst maintaining 4,000 personal group PV. Pearl month can also count as Sapphire month.



Pearl

Has three 21% groups in one month.



Founders Ruby

Has attained 12 qualifying months at Ruby within FY.



Founders Platinum

Has attained 12 qualifying months at Platinum within FY.



Ruby

Has attained at least 20,000 PV Ruby volume within one month.



Platinum

Has attained six Silver Producer months, three of them consecutively, within a rolling 12 month period.



Gold Producer

Has attained three qualifying Silver Producer months within a rolling 12 month period.



Silver Producer

Has attained for one month 10,000 personal group PV or one 21% group and 4,000 PV, or two 21% groups in the same month.



18%

7,000 Group PV in one month.



15%

4,000 Group PV in one month.



12%

2,400 Group PV in one month.



9%

1,200 Group PV in one month.



6%

600 Group PV in one month.

* Each group must qualify at 21% PBL (Performance Bonus Level) for 12 months within the fiscal year. • Each group must qualify at 21% PBL (Performance Bonus Level) for 6 months within the fiscal year. Further information can be obtained from your Business Building Guide.

October 2007 - September 2008

MCoy, Michael and Yentee



RUBY

We are very proud to be part of the "The Amway World" and "The Amway Family". We appreciate and admire Rich De Vos and Jay Van Andel and their sons, Doug and Steve, for giving

us the opportunity.

Amway's "Foundation for Excellence": Free Enterprise, Partnership, Personal Growth, Achievement, Personal Responsibility and Integrity, together with the educational system within the Business, has impacted our lives and our children's lives tremendously!

Money is not all but all is money! Therefore, the extra income we have earned through diligently building the business and helping our team to set goals and achieve their personal targets, in turn impacting their lives positively and effectively, is the second biggest reward in the business.

Rich De Vos once said at a conference in England: "In Amway, we do not build the business, we build the people and the people build the business."

Dzwairo, Abigail and Faessler, Manfred



PLATINUM

This level is the first stepping stone to our success and our team's success. We are very proud to be part of a winning team. Our sponsors are Vincent and Anna Okelo,

whom we thank so much for their unwavering faith in us. We have tried some other businesses but none of them match the quality of the Amway opportunity; this is a truly unique business.

We qualified as Silver in May 2007 and maintained this level until October 2007. We achieved Platinum level through selling our awesome products and by motivating and teaching our team to reach their goals by doing the same. The support we have received from everyone at Amway and the mentoring from Alford and Sophia Grant is overwhelming. We believe the business has unlimited potential and we are excited about our future and for our team. We have overcome challenges to achieve this level and doing so has brought out the best in us!

We are so thankful and proud of the support from our children Paula and Sean and from our downlines, our line of sponsorship and Amway staff. Many thanks to the Amway founders; what an awesome business idea. Crown Ambassador is a done deal!



SILVER PRODUCER

Zheng, J & Lai, W
Matocha, Dariusz & Anna Danuta
Rek, Zbigniew & Sophia



18%

Jamroz, K & Krukowska, E



15%

Lim, S & Chew, M
Liew, Y & La, P
Matocha, Dariusz & Anna Danuta
Christophers, William
Chew, Mei Yen
Armstrong, Malcolm
Haji, Nevin & Hussein
Girish, C & Belur, G



12%

Farrell, John & Cathy
Nikandrova, J & Rjabkov, A
Williams, T & Strike, J
Kok, C & San, C
Norris, Jeffrey John
Kaur, Rupinderjit
Taylor, Jessica
Zablocki, P & Pogrebyak, I
Chopra, Kamla & Paramjit



9%

Kagadora, Patronela
Jamroz, K & Krukowska, E
Grasmane, O & Grasmanis, I
Van Hooff, Wolfgang
Weeranitikun, Apiwat & Chonrawee
Hassana, Amin
Norris, Jeffrey John
Muronzi, Margaret
Kaczmarek, Rafal
Chimhenga, Esther Funagi



9%

Ilyina, Galina
Stuerts, Elvira & Valerie
Cox, N & Diffley, D
Bhogal, Jaimeet Singh
Komon Ngoli, J & Ikaka Etame, S
Jacob, M & Fidalgo, L
Okonyaia, Charles & Nneka



6%

Gibba, R & Maass, R
Ilyina Galina
Aishling O'Reilly
Stepniece, I & Izotovs, M
Lee Sau-Chun
Wisniewska, H & Klimek, A
Dupper, Leonard & Anita
Dilip Kuma, Ritesh Kumar
Lubega, Elizabeth Persis
Pearce, Des & Eva
Lee, Helen
Clarke, Victor & Shirley
Wallis, Barbara
Lupu, Marius
Chua, Kok Lim
East, Natasha
Rajakanna, S & Allirajah, T
Gudukaite, Danute
Wu, Jian Hui & Hui
Brinner, Victoria
Okoye, Raphael
Dityatev, Ivan
Volgina, Agnija
Carpenter, Sheila

Achievers

RETAIL ACHIEVERS FOR APRIL 2008

HIGHEST CUSTOMER VOLUME SALES

Hardy, Ingrid & Justin
Dzwairo, Abigail & Faessler, Meinrad
Christophers, Paul & Hinako
Wightman, Alison & Campbell, Duncan
McCoy, Yen Tee & Michael
Farrell, John & Cathy
Cvetkova, Olga
Nikandrova, Jelena
Cox, Nigel & Diffley, Dara
Carter, Caroline-Hazel

HIGHEST NUMBER OF CUSTOMERS REGISTERED

Wightman, Alison & Campbell, Duncan
Brinner, Sally & Juergen , Brenda Wills
Manning, DA
Lawes, Chew-Yeen
Christophers, Paul & Hinako
Helyer, Sue & Robert
Farrell, John & Cathy
Keogh, Siobhan & Ollie
O Meara, Gerard & Claire
Cox, Nigel & Diffley, Dara
Connolly, Lisa & Fitzgibbon, Shane

HIGHEST NUMBER OF ACTIVE CUSTOMERS

Wightman, Alison & Campbell, Duncan
Manning, DA
Kirk, Walter & Jean
Brinner, Sally & Juergen , Brenda Wills
Christophers, Paul & Hinako
Shillabeer, Edmund & Barbara
Cass, Margaret
Cox, Nigel & Diffley, Dara
Carter, Caroline-Hazel
Farrell, John & Cathy
O Farrell, Carmel & Ghadimi, Abbas
Connolly, Lisa & Fitzgibbon, Shane

RETAIL ACHIEVERS FOR MAY 2008

HIGHEST CUSTOMER VOLUME SALES

Dzwairo, Abigail & Faessler, Meinrad
Christophers, Paul & Hinako
McCoy, Yen Tee & Michael
Hardy, Ingrid & Justin
Zheng, Jian & Lai, Wain Fui
Carter, Caroline-Hazel
Nikandrova, Jelena
Cvetkova, Olga
Farrell, John & Cathy
Sandys, Mary & Paul

HIGHEST NUMBER OF CUSTOMERS REGISTERED

Wightman, Alison & Campbell, Duncan
Soni, Ravi & Deepti
Dzwairo Abigail & Faessler, Meinrad
Coldwell, Derek & Angela
Helyer, Sue & Robert
Carter, Caroline-Hazel
Farrell, John & Cathy
Okoye, Blessing & Christian
Tin, Daisy Nwe Lay
Kenny, Antoinette

HIGHEST NUMBER OF ACTIVE CUSTOMERS

Wightman, Alison & Campbell Duncan
Dzwairo, Abigail & Faessler, Meinrad
Coldwell, Derek & Angela
Helyer, Sue & Robert
Milnes, Jay & Eilidh
Carter, Caroline-Hazel
Farrell, John & Cathy
Cox, Nigel & Dara
Okoye, Blessing & Christian
O Reilly, Aishling

RETAIL ACHIEVERS FOR JUNE 2008

HIGHEST CUSTOMER VOLUME SALES

McCoy, Yen Tee & Michael
Dzwairo, Abigail & Faessler, Meinrad
Matocha, Dariusz & Anna
Kok, C & San, C
Christophers, Paul & Hinako
Farrell, John & Cathy
Connolly, L & Fitzgibbon, S
O Farrell, C & Ghadimi, A
Nikandrova, Jelena
Colleran, Martin

HIGHEST NUMBER OF CUSTOMERS REGISTERED

Soni, Ravi & Deepti
Wightman, Alison & Campbell, Duncan
Dzwairo Abigail & Faessler, Meinrad
Helyer, Sue & Robert
Gibba, R & Maass, R
Christophers, Paul & Hinako
O Farrell, C & Ghadimi, A
Leahy, E & Coloe, J
Farrell, John & Cathy
McCloskey, John & Pauline
Hartnett, Hannah
O'Brien, Willam & Margaret

HIGHEST NUMBER OF ACTIVE CUSTOMERS

Wightman, Alison & Campbell Duncan
Soni, Ravi & Deepti
McCoy, Yen Tee & Michael
Short, Graham & Christine
Dzwairo, Abigail & Faessler, Meinrad
Farrell, John & Cathyl
O'Farrell, C & Ghadimi, A
Cox, Nigel & Dara
Colleran, Martin
Okoye, Blessing & Christian

RETAIL ACHIEVERS FOR JULY 2008

HIGHEST CUSTOMER VOLUME SALES

Bolger, Tony & Anne
O Farrell, C & Ghadimi, A
Cox, N & Diffley, D
Farrell, John & Cathy
Tin, Daisy Nwe Lay
McCoy, Yen Tee & Michael
Matocha, Dariusz & Anna Danuta
Jamrox, K & Krukowska, E
Dzwairo Abigail & Faessler, Meinrad
Ezheng, J & Lai, W

HIGHEST NUMBER OF CUSTOMERS REGISTERED

McCloskey, John & Pauline
O Farrell, C & Ghadimi, A
Moyle, Michael & Paula
Murphy, J & Olonde, I
Hickey, Ursula & Richard
Farrell, John & Cathy
Leahy, E & Coloe, J
Bergin, Rita
Christophers, Paul & Hinako
Chaudhry, Munawar Hussain & Tanveer Hussain
Mirza, M & Wasim, A
McCoy, Yen Tee & Michael
Short, Graham & Christine

HIGHEST NUMBER OF ACTIVE CUSTOMERS

McCloskey, John & Pauline
O Farrell, C & Ghadimi, A
Farrell, John & Cathy
Cox, N & Diffley, D
Leahy, E & Coloe, J
McCoy, Yen Tee & Michael
Wightman, Alison & Campbell Duncan
Mirza, M & Wasim, A
Short, Graham & Christine
Helyer, Sue & Robert

RETAIL ACHIEVERS FOR AUGUST 2008

HIGHEST CUSTOMER VOLUME SALES

O Farrell, C & Ghadimi, A.
Cox, N & Diffley, D.
Okoye, Blessing & Christian
Colleran, Martin & Joan
Mc Guirk, Caroline & Dermot
Wightman, A & Campbell, D.
McCoy, Yen Tee & Michael
Christophers, Paul & Hinako
Manning, DA
Dzwairo, A. & Faessler, M.

HIGHEST NUMBER OF CUSTOMERS REGISTERED

O Farrell, C. & Ghadimi, A.
McCabe, Patrick
Njoku, Chidiebere & Silas
Byrne, Eric & Grace
Ugochukwu, Stalla & Ikechukwu
Mirza, M. & Wasim, A.
Jallow, Jaye
Intuah, Prince & Bridgette
Chan, W. & Wong, A.
Matey, Kofi & Margaret
Carpenter, Sheila & Paul Raymond

HIGHEST NUMBER OF ACTIVE CUSTOMERS

Bolger, Tony & Anne
Grasmane, O. & Grasmanis, I.
Colleran, Martin & Joan
O Farrell, C & Ghadimi, A.
Wu, Jian Hui & Hui
Christophers, Paul & Hinako
McCoy, Yen Tee & Michael
Tatham, Bee & Charles
Dzwairo, A & Faessler, M.
Kapronczai, Adrien

RETAIL ACHIEVERS FOR SEPTEMBER 2008

HIGHEST CUSTOMER VOLUME SALES

Bolger, Tony & Anne
Nikandrova, J. & Rjabkov, A.
O Farrell, C. & Ghadimi, A.
Jevdokimova, L. & Jevdokimovs, J.
Cassells, Nicola & Declan
Noor Jahan Khanam, B. & Bin Hassan, D.
McCoy, Yen Tee & Michael
Mukasa, Janet & Christopher
Jamroz, K. & Krukowska, E.
Mc Cay, Moni & David

HIGHEST NUMBER OF CUSTOMERS REGISTERED

O Farrell, C. & Ghadimi, A.
Bolger, Tony & Anne
Fedane, J. & Fedans, M.
Dubinova, O. & Gorochoy, A.
Kilcullen, Marie & Edward
Lickus, M. & Vanseviciene, N.
Murphy, J. & Olonde, I.
Varnai, Zoltan
Gwozdz, Marek & Anita
Wightman, A. & Campbell, D.
Zeng, Jin Xiong & Min Sheng
Zegalska-Cholewka, Anna
Crentsil, Jake Ekow
Bett, Ivan & Lynne

HIGHEST NUMBER OF ACTIVE CUSTOMERS

O Farrell, C. & Ghadimi, A.
Carter, Caroline-Hazel
Cox, N. & Diffley, D.
Bolger, Tony & Anne
Kilcullen, Marie & Edward
Wightman, A. & Campbell, D.
Mirza, M. & Wasim, A.
Cass, Barry & Margaret
Mukasa, Janet & Christopher
Carpenter, Sheila & Paul Raymond
Wadey, Gordon & Ruth
McCoy, Yen Tee & Michael
Shillabeer, Edmund & Barbara
Viyazhante, D. & Manyinga, T.
Mc Cay, Moni & David

Leadership Training Seminar 2007/2008

Congratulations to all those of you who have achieved LTS and will be celebrating in Antalya, Turkey, in May 2009! Our achievers have qualified at the Platinum level and reached a core bonus income of £7,000/€10,500:

Lowe, Trevor & Jackie
Logan, Joseph & Mary
Elliott, Peter & Lorraine
Barkataki, Sheila
Dodge, Brian & Jan
Butler, Denise
Wills, B. & Brinner, S. & J.
Bovill, Bris & Kerry
Lowe, Trevor & Jackie
Privett, Andy & Val

Gee-Pemberton, Ron & Ann
Stranney, Patrick & Eileen
Beasley, Diana
Mc Cay, Moni & David
Sandys, Mary & Paul
Kurian, Y. & Paul, H.
Gulick, Bert & Jackie
Dias, Hubert & Antonieta
Chheda, Pravin & Madhubala
Smith, Geoff & Lynda

Parker, Neville & Anne
Coldwell, Derek & Angela
Kostoris, Michael & Victoria
Lawson, Ian & Jean
Grant, Alford & Sophie
Ellesmere, Mike & Mandy
Christophers, Paul & Hinako
Dzwairo, Abigail & Faessler,
Meinrad

Great news!

In an effort to support your business as we begin full sponsoring, we are happy to announce some additional criteria that will make it possible for you and your ABOs to still qualify for LTS. This criteria is very simple and applies to all ABOs at the CRC and BC level who have not already qualified.

From September 2008 to February 2009, achieve three Silver Producer months and reach £3,500/€5,250 of income and you qualify. (Income includes CVR, Performance, Leadership, Foster, Ruby and Pearl bonuses). In addition, any Silver Producer months earned during these six months will also count for the 2008/2009 trip to Sardinia!

Leadership Training Seminar 2008/2009 Will be held in Sardinia, Italy!

To qualify for LTS in 2008/2009, ABOs must meet the following requirements:

1. Qualified at the Platinum level
2. Reach a total core bonus income of £7,000/€10,500.
(Income includes CVR, Performance, Leadership, Foster, Ruby and Pearl bonuses).

Exclusive Travel

Aloha! Hawaii

In **2010**, Amway Europe's Diamonds and above will travel 'executive style' to the colourful shores of Hawaii! With this invitation, our top leaders will experience their very own 'Luau' and much, much more besides.

European Executive Diamonds - Around the World!

In 2010, all new and re-qualified Executive Diamonds and above will be invited to travel to Hawaii with a **First Class 'Round the World' Ticket!**... stopping in any city they've ever dreamed of. But that's not all – they will also receive an additional bonus amount of **£6,700/€10,000** per business to spend along the way!

These really are 'Wow!' events and are the opportunity to mix Amway business with pleasure - in true VIP style!

For more detailed information on all incentives and special events and to receive full qualification criteria, please refer to your upline Platinum or your local Amway office and website.





Diamond Conference 2008 'Le Paradis' Mauritius

How can we describe 'Le Paradis' resort, Mauritius? An exclusive, luxurious, supremely relaxing hotel and golf resort surrounded by stunning, lush natural beauty and idyllic beaches... does this start to set the scene?

As with all European Diamond Conferences, important information on Amway's 2007 sales performance and strategic goals for the coming years was presented by Mark Beiderwieden and Peter Strydom during the business meeting. During the meeting, product presentations were made and, of course, important ABO recognitions made before this exclusive leadership group. During the event, senior Amway management from across Europe and ABOs were also involved in over 50 group and individual meetings to discuss the strategic goals in more detail.

For the first time at a Diamond Conference, Amway Europe held an exciting product launch to introduce the new ARTISTRY™ Creme LuXury to the European Market. A breathtaking display was set up on the beach, with professional models presenting the new product. An elegant dinner then followed, themed to the Creme LuXury brand, all held under a Bedouin-style tent, settled on the soft, white, sandy beach. That evening, our leaders received a special gift of the original Creme... A truly, exclusive event!

Throughout their stay, our leaders were pampered and entertained VIP-style. Staying in spacious rooms, they received the best service and facilities available. With business concluded, they experienced the joys of swimming with dolphins, the thrills of jungle-surfing (gliding via ropes through the rain forest) and had time to relax on a boat trip to a secluded island, where they enjoyed live music and a seemingly never-ending lobster buffet.

"No wonder our Diamonds want to qualify for Las Vegas next year and Hawaii in 2010 - wouldn't you?"

Welcome your new Retail Consultants to the business with our new and improved Literature Starter Kit

Encourage your new Amway Business Owners to become motivated and well-informed about the Amway Business with our improved and comprehensive Literature Starter Kit.

Available completely free of charge to you, the kit is designed for you to present to your prospects when they join the business. The kit contains a range of support materials about our Amway products and about how to retail, designed to educate and motivate your new Retail Consultants.

The Literature Starter Kit contains:

- An introduction to the complete Amway product range, with the **'Home & Living'**, **'Health & Wellbeing'** and **'Beauty & Grooming'** Product Brochures
- A **Business Information Guide** - Important information to assist you in developing your Amway Business
- The **Active Retailing Workbook** - An exciting and motivating workbook, focusing on retailing tasks, along with many useful hints and tips on successful selling
- A **Retail Starter Pack Flyer** - Featuring a range of special introductory offers only available to new Retail Consultants

Limited to five Literature Starter Kits per order.

Go online at www.amway.co.uk or www.amway.ie to place your Literature Starter Kit order, using **order number 100568**.



Exclusive offer on Retail Starter Product Packs with free Sales Support Literature

When your new Amway Business Owners are ready to place their first order, why not encourage them to purchase one of our five starter packs of products? Our range of **Retail Starter Packs includes a huge saving of 50% on the normal retail product prices**. Plus, we've added **free sales support literature** worth over UK £10, J/G £10, RoI €12, so that starting to retail is made even simpler!

The Retail Starter Packs have been designed for new ABOs to choose a business line which may interest them, to grow their product knowledge and selling skills and to become a specialist in their chosen line.

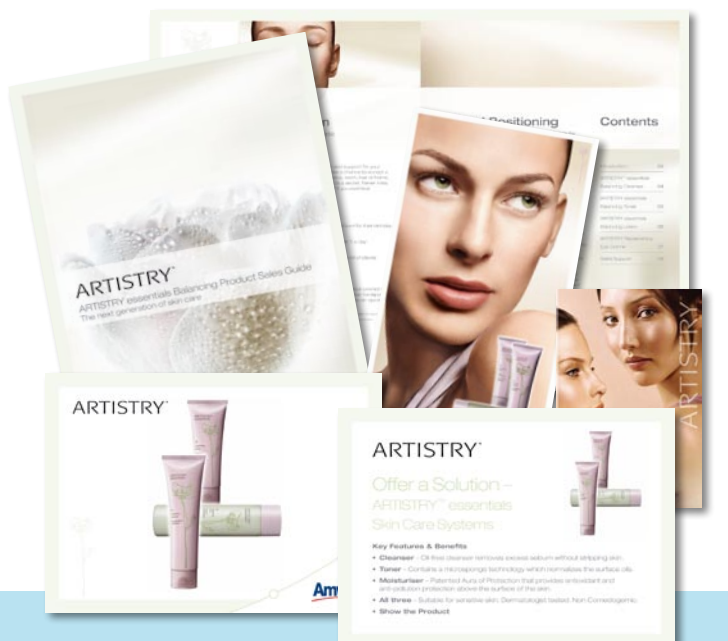
Retail Starter Packs available are ARTISTRY™ Hydrating, ARTISTRY Balancing, NUTRILITE™, Personal Care and Home Care. In addition to a range of products, each pack contains the following free literature: Product Sales Guide, Prompt Cards, Pack of Customer Leaflets and a Sales Aid*.

Each Retail Starter Pack (including literature) is available as a one-time offer to all new Amway Business Owners, within six months of joining Amway.

*Excluding Personal Care

These packs are also available to purchase as an ongoing offer, excluding the literature. These **Product Only Packs have 20% off** the normal retail price.

Each Product Only Pack (excluding literature) is available as an ongoing offer for twelve months from joining Amway and is available at www.amway.co.uk or www.amway.ie.



START!

Programme for New Retail Consultants

>> 10% more rebate for you

Especially for you, as a new Retail Consultant, we offer a unique promotion to encourage you in your retailing activities and to reward your commitment.

The conditions:

Achieve an average retail volume per month of £150/€225 with a minimum retail volume per month of £100/€150 during your first full six months with Amway*.

This will result in a total retailed volume of a minimum of £900/€1,350. For this fantastic achievement, you will receive an additional rebate of 10% (Retail Volume, excluding VAT) as a credit on your account.

You can redeem this credit with your next purchase(s) of Amway products.

>> Another 2.5% on top

If every order from yourself and your customers is placed online, this will also result in an additional rebate of 2.5% (Retail Volume, excluding VAT) as a credit on your account, which you can redeem with your next purchase(s) of Amway products.

* the entry month when you signed the contract with Amway is a 'grace month'. This means your retailed volume of your entry month will be added to the total retail volume at the end of the promotional period.



NEW Professional Sponsoring Materials

Announcing an all-new set of materials to help you maximise your Amway business success. Developed together with a select group of UK ABO leaders, they're designed to get your business to new levels.

NEW Amway Plan Presenter 'Take Control of Your Future'

A powerful presentation tool you can use to show people what Amway can do for them. We've called it 'Take Control of Your Future' and it starts with simple issues many people aspire to in their everyday lives: extra money, more free time, greater financial independence, helping others. It shows how direct selling can satisfy these aspirations, then introduces Amway as a direct selling global leader.

We show the products, the plan, Amway online and partner stores. Throughout, we use our strongest claims, reinforce the quality always associated with Amway and finish with suggested next steps.

For those who want more, there are detailed plan examples at the back. Plus examples of income earnings you can achieve. The format is a compact A5. Designed to stand up on a flat surface, it works like a flip chart. Every page is full colour (23 in total).

Order no. 232482B (UK and J/G)

Price: £1.00 (UK), £0.85 (J/G)

Order no. 232482Z (Rol)

Price: €1.50

NEW Amway Brochure 'Your World of Opportunity'

A beautifully presented brochure for leaving with prospects once you've introduced Amway and the opportunity you can offer.

It takes the content of the Amway Plan Presenter and, in 24 pages of full colour, informs the reader in more detail about the Amway world of opportunity.

As well as covering the products and the plan, we talk about Amway's support of Unicef and our environmental credentials. Simple-to-understand diagrams show how you can earn an income from £100 a month up to £50,000 plus per year.

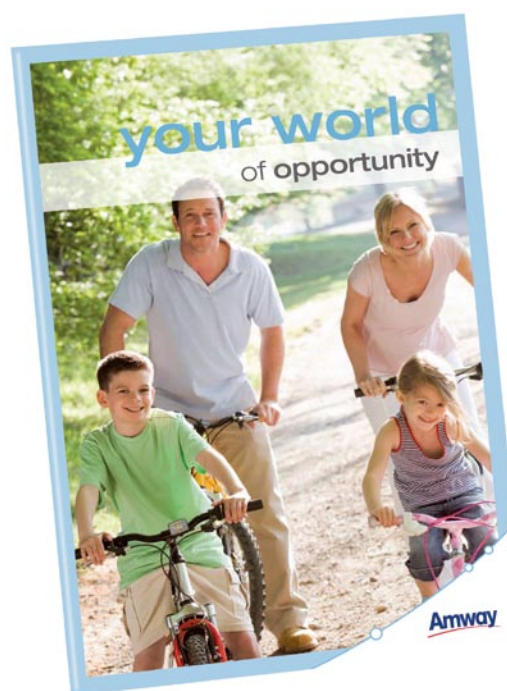
We finish with the chapter 'Realise your potential'. It's all about showing people what Amway can help them achieve.

The format is A4 portrait.

Available in packs of five.

Order no. 232483

Price: £3.00 (UK), £3.00 (J/G), €4.35 (Rol)



Tip:

Don't forget you can also use other literature, such as the three Product Brochures, to impress prospects, or why not also refer them to Amway Online at www.amway.co.uk/www.amway.ie? Watch out too for more new support material coming soon to help you build your Amway business.

NEW Amway DVD 'A World of Opportunity'

In five dynamic sections we cover it all: first we put Amway in the context of today's hectic world, then we show Amway's global presence and experience, next we go into the business opportunity in detail.

That's then followed by the superb products. Last, but not least, we show how Amway makes a difference to the lives of thousands of children around the world.

Each section can be shown on its own and you can choose in which order you show them. Simple, but very effective.

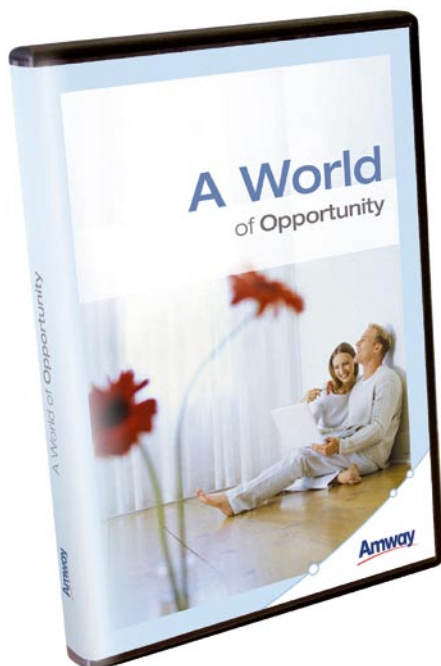
Format is standard DVD.

Included in the Retail Consultant Kit.

Available in packs of five.

Order no. 104696

Price: £7.00 (UK), £5.96 (J/G), €10.45 (Rol)



NEW Amway DVD 'Opportunity Out There'

We have put together a fantastic new DVD, **perfect to give to your prospects**, comprising of the following sections:

- Opportunity Out There - The Amway Business Opportunity - an opportunity for you!
- By the Numbers - Around the World of Amway in 70 seconds.
- Exclusive Products - Putting world-leading brands at your fingertips with a wealth of choice in Health & Wellbeing, Beauty & Grooming and Home & Living products.
- People are Talking - Amway has already helped over three million people start on their path to success. See a selection of Amway Business Owners talk about their experiences.
- Partner Stores - Extended benefits and rewards of shopping online, with links to thousands of high quality products available on our partner sites; the perfect complement to the Amway product range.
- One by One - Amway's continued support of UNICEF's One by One campaign.
- Founders Fundamentals - Hear what is at the centre of Amway's corporate philosophy.
- World of Opportunity - Take control of your future with the Amway Business Opportunity.

Available in packs of five.

Order no. 108441

Price: £3.00 (UK), £2.55 (J/G), €4.45 (Rol)





How to use your prospecting support materials for your next steps in the Amway business

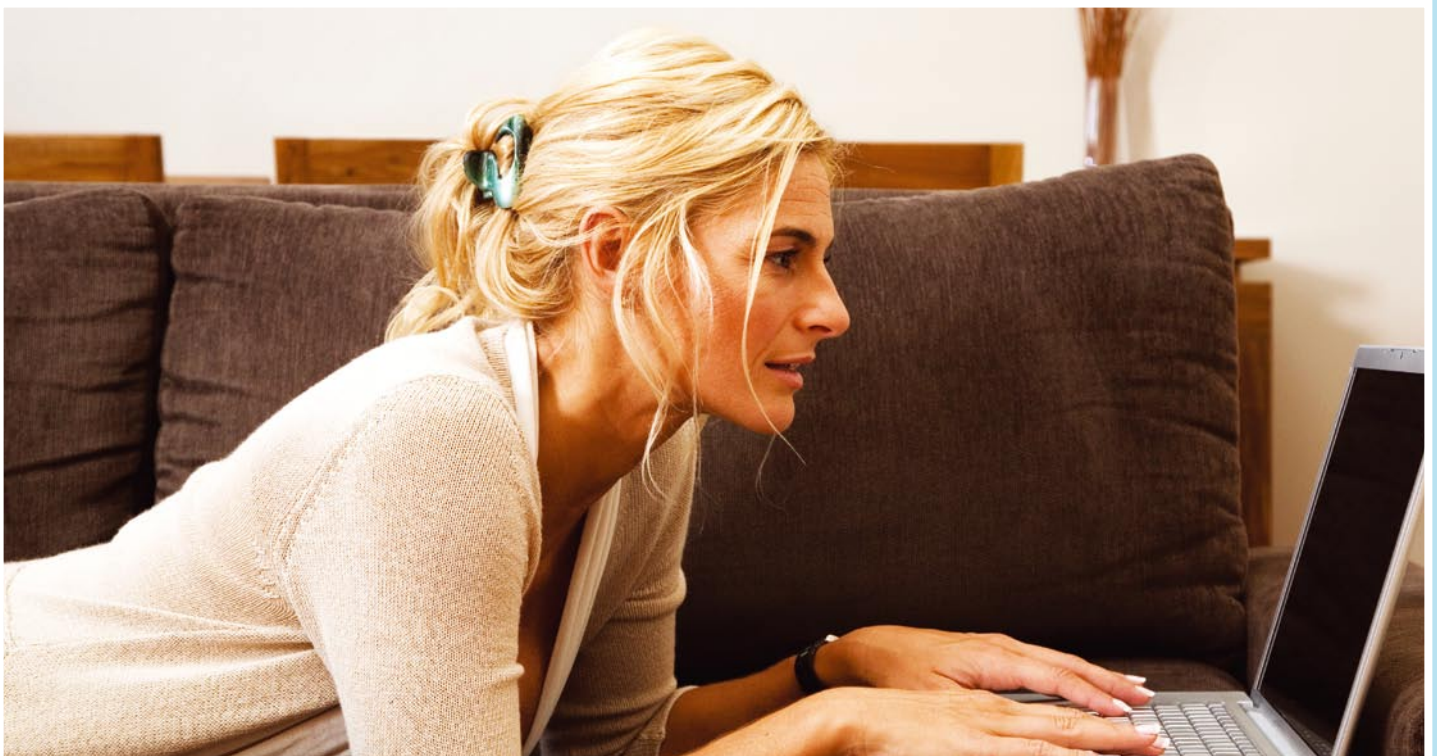
In the CRC kit you will find:

- The 'Take Control of Your Future' flip chart presentation. This is the main presentation that you will give to your prospect to explain the Amway Business Opportunity.
- The 'Your World of Opportunity' leave-behind brochure. Once you have completed your presentation you must give this brochure to your prospect.
- The most recent, one page 'Earnings Disclosure Statement', provided to you by Amway. Please remember that a critical part of your presentation to your prospect is the showing and explaining of the most recent Earnings Disclosure Statement, which you must leave with your prospect.

- The 'Opportunity Out There' DVD. This is an optional support tool that you can show to or leave with your prospect to watch at his/her own convenience.

The next mandatory step in the Amway business is:

- Properly register your prospect as an Amway Business Owner in the Retail Consultant (RC) category by requesting that your prospect review, complete and submit the original, signed ABO Contract for Retail Consultants to Amway (UK) Ltd and go through the online RC Orientation. Your new RC is now entitled to place orders and sign up customers.



Your questions answered...

How do I become a Certified Retail Consultant and be able to sponsor?

For a Retail Consultant to qualify at the Certified Retail Consultant level they are required to:

- Complete, sign and return the Addendum to Amway Business Owner Contract for Retail Consultants (the 'Addendum')*;
- Register a minimum of five ordering customers who have purchased a total of £200/€300 of registered customer sales in a rolling 12 month period;
- Provided that Amway has received the completed and signed Addendum, the following day take the Online Certification Test;
- The day after completing the Online Certification Test, the new CRC will be able to start sponsoring;
- Provide the signed Addendum within 28 days of completion of the Online Certification Test or Amway will suspend the right to sponsor until the signed Addendum is received;
- The new CRC completes the compulsory Amway Face-to-Face Orientation within 56 days of becoming a CRC or the right to sponsor will be suspended until the ABO is able to attend the Amway Face to Face Orientation.

Please note that Amway will not accept payment from a new RC exceeding £200/€300 in total within seven days of an individual's appointment as an ABO, as regulated by the Trading Schemes Regulations and, therefore, a new RC cannot move to the CRC level within the first seven days.

*If the Addendum is not displayed at the end of the Online Certification Test page, please refer to the legal document section of the online library to download a PDF version of the Addendum.

International Business Owners in the UK and RoI

I. Rule for #2 Business Owners at the CRC level in order to retain Core Bonuses

The current rule allows ABOs who have a #2 business in the market and are at the CRC level to bypass the 5 and £200/€300 customer rule for retaining Core Bonuses, as long as the ABO can maintain two legs where at least one person in each leg has met the 5 and £200/€300 requirement. This rule remains unchanged.

II. Rule for #2 Business Owners at the RC level to move to CRC level.

Currently, a new #2 Business Owner in the UK/RoI market starts out as an RC and must meet the 5 and £200/€300 customer rule in order to move to the CRC level.

This rule has been modified as follows:

- All RCs with a #2 business in the UK or RoI will be allowed to bypass the 5 and £200/€300 customer rule needed to move to the CRC level, as long as they have a Qualified Platinum business in another Amway market. If they do not have a Qualified Platinum business in another Amway market, then they must meet the regular 5 and £200/€300 customer rule.

Once an RC has reached the CRC level, then the rule for Business Owners at CRC as described in point I above, applies.

All RCs are still required to take the CRC Certification Test before they can move to the CRC level. This requirement has not changed.

These rules also apply to all Marketing Advisors.



Platinum Partnership Meetings



The Leaders at the first Partnership meeting in Milton Keynes.

A strong partnership between Amway and its Leaders will be key to the growth of the business in the future.

With this in mind, the monthly Platinum Partnership Meeting has been established, which gives a great opportunity for all involved to discuss growth plans for the future.

At our first meeting on Saturday 27th September, the topics discussed included:

- Product Trainer Programme
- New CRC Orientation
- New 'Opportunity Out There' DVD
- London Experience Centre

The dates for future meetings, on Saturdays from 11am to 3pm, are:

2008	2009	
December 6th	January 31st	July 25th
	February 28th	September 5th
	March 28th	September 26th
	April 25th	October 31st
	June 6th	November 28th
	June 27th	

35th Birthday Celebrations at UK Headquarters

Amway UK celebrated 35 years in the UK at its Milton Keynes headquarters on 18th September.

Local businesses, including the UK Chamber of Commerce, business neighbours, local, regional and beauty media, in addition to staff, attended the celebrations.

The main purpose of the event was to provide a platform for networking within the local area and to update key businesses within the industry about our company.

Turning back time to the 70s, the event was themed in the decade where the journey began in 1973. Staff joined in the celebrations by wearing 70s style costumes and by welcoming guests to Amway.

Guests were given the opportunity to sample a range of products from ARTISTRY™, E. FUNKHOUSER™ NEW YORK and NUTRILITE™ and many of those who attended complimented us on the fantastic range we have to offer.

The Mayor of Milton Keynes attended on the day and gave inspiring words to a company that has achieved a significant milestone.

Newly-appointed UK General Manager, Andy Smith, delivered a speech about the company and an industry that is continually growing and that presents us with numerous possibilities for increased growth and success, a company that offers a business opportunity to change lives and bring fantastic rewards and recognition.

“35 years is a major milestone for us and it was a fantastic opportunity to celebrate with the local community and give them the opportunity to see what we do, learn about our future growth plans and the success of the business through our staff and Amway Business Owners”.





Look out for the exciting plans for the new London Experience Centre, due to open in Spring 2009, in your next edition of Amagram...



Renew your business! Renew your opportunities!

It is time to renew your Amway Business for 2009!

This renewal requirement only applies to:

- ABOs who have signed the Transitional ABO Contract; and
- ABOs who have signed the RC Contract between July 21, 2008 and August 31, 2008

Please note that the Renewal Application Form enclosed with this AMAGRAM must be completed, signed and submitted to Amway (UK) Limited by December 24, 2008. A Business Reply Envelope has also been enclosed for your convenience. By submitting this form, you are requesting renewal of your ABO Contract with Amway which will allow you to continue operating as an ABO. This form is also available online.

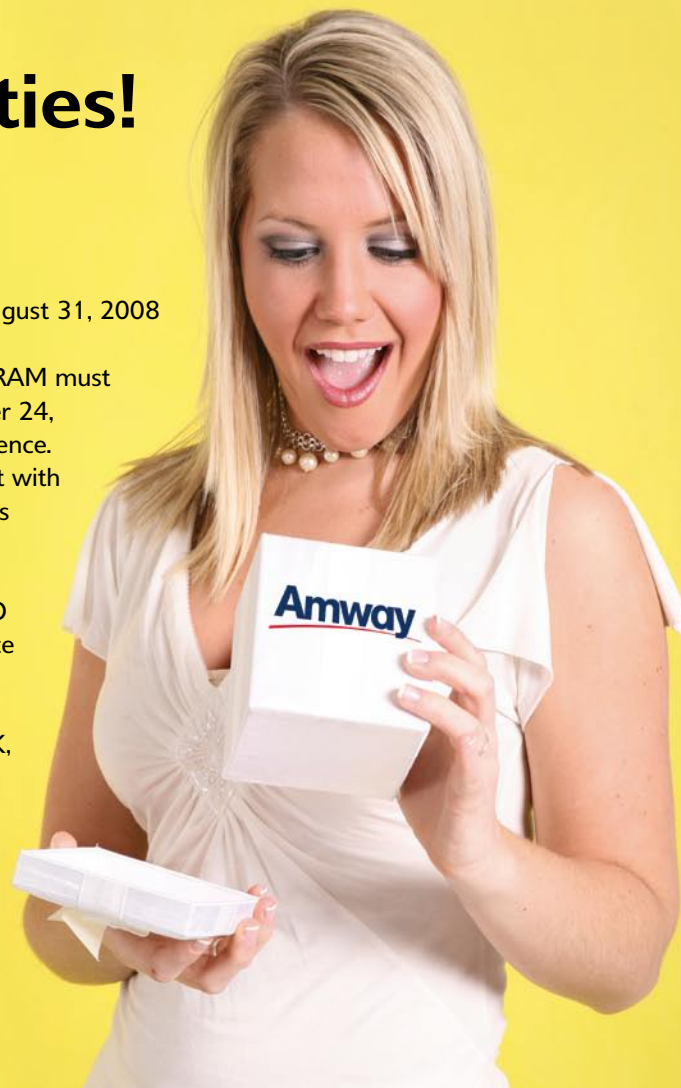
If we do not receive this form from you by December 24, 2008, your ABO Contract shall automatically expire on December 31, 2008. The acceptance or rejection of a late renewal is at Amway's discretion.

There is no cost associated with renewing your Amway Business in the UK, additionally, it has been agreed that all ABOs will maintain their current level of RC, CRC or BC until the end of the 2009 Performance Year (August 31, 2009)*.

Don't forget to renew your Amway Business and be in control of your own destiny!

4/2008

*In order to keep these levels for the Performance Year of 2009/2010, an ABO must meet the requalification requirements as clearly stated in the ABO Contract.



Christmas and New Year Ordering and Delivery Schedules

WEEK COMMENCING MONDAY 15TH DECEMBER 2008

Normal Order Day	Revised Order Day	Delivery Days	Direct Debit
Monday 15th December	Unchanged	18th/19th Dec	31st Dec
Tuesday 16th December	Unchanged	19th/22nd Dec	2nd Jan
Wednesday 17th December	Unchanged	22nd/23rd Dec	5th Jan
Thursday 18th December	Unchanged	23rd/24th Dec	6th Jan
Friday 19th December	Unchanged	24th/29th/30th Dec	7th Jan

WEEK COMMENCING MONDAY 22ND DECEMBER 2008

Normal Order Day	Revised Order Day	Delivery Days	Direct Debit
Monday 22nd December	Unchanged	30th/31st Dec/2nd Jan	8th Jan
Tuesday 23rd December	Unchanged	30th/31st Dec/2nd Jan	9th Jan
Wednesday 24th December	Unchanged	31st Dec/2nd/3rd Jan	12th Jan
Thursday 25th December	Offices closed		12th Jan
Friday 26th December	Offices closed		12th Jan

WEEK COMMENCING MONDAY 29TH DECEMBER 2008

Normal Order Day	Revised Order Day	Delivery Days	Direct Debit
Monday 29th December	Offices closed		13th Jan
Tuesday 30th December	Offices closed		14th Jan
Wednesday 31st December	Unchanged (EOM)	6th/7th Jan	15th Jan
Thursday 1st January	Offices closed		15th Jan
Friday 2nd January	Offices closed		16th Jan

WEEK COMMENCING MONDAY 5TH JANUARY 2009

Normal Order Day	Revised Order Day	Delivery Days	Direct Debit
Monday 5th January	Unchanged	8th/9th Jan	19th Jan
Tuesday 6th January	Unchanged	9th/12th Jan	20th Jan
Wednesday 7th January	Unchanged	12th/13th Jan	21st Jan
Thursday 8th January	Unchanged	13th/14th Jan	22nd Jan
Friday 9th January	Unchanged	14th/15th Jan	23rd Jan

End of month orders will be processed and delivered as per normal delivery schedule.

All posted orders received no later than first post on Wednesday, 31st December, will be processed and delivered as per normal schedule.

Online end of month orders should be placed before 22:00 on Wednesday, 31st December, for PV/BV to be credited to December business volumes. Online orders should be placed as per above schedule.

Please note: the offices will be closed on 25th/26th/29th/30th December 2008 and 1st/2nd January 2009.

The ideal gifts to buy your loved ones this Christmas...

Inspire your customers, or treat yourself with these lovely offers for the festive season...

**Free
ARTISTRY
Gift**



Buy ARTISTRY™ TIME DEFIANCE™ Intensive Repair Daily and get ARTISTRY TIME DEFIANCE Wrinkle Relax FREE.

Order no. 102006

Price: UK £70.80, J/G £60.26,
Roi €105.55

**25%
Discount**



Buy TOLSOM™ Facial Cleansing Foam, TOLSOM Refreshing Toning Lotion and TOLSOM Facial Moisturising Lotion with SPF 15 and receive 25% discount on total price of bundle*.

Product Bundle

order no. 107837

Price: UK £31.91, J/G £27.16,
Roi €47.59

**25%
Discount**



Buy PERMACLEAR™ Windscreen Wash, AMWAY™ SILICON GLAZE™ and L.O.C.™ Mini Wipes and receive 25% discount on total price of bundle*.

**Product Bundle
order no. 106959**

Price: UK £13.13, J/G £11.17,
Rol €19.58

**50%
off Brush
Set**

Buy any of the following three sets of SATINIQUE™ products and get the SATINIQUE Brush Set, medium to long hair, at half price*.

Bundle 1: Coloured Hair



Color Care Shampoo, Color Care Conditioner, Intensive Repair Masque
Product Bundle order no. 107838
Price: UK £35.43, J/G £30.14, Rol €52.75

Bundle 2: Normal/Dry Hair



Gentle Daily Hair Cleanser, Moisturising Detangler, Intensive Repair Masque
Product Bundle order no. 107839
Price: UK £32.23, J/G £27.42, Rol €48.05

Bundle 3: Fine Hair



Volumising Hair Cleanser, Volumising Detangler, Intensive Repair Masque
Product Bundle order no. 107840
Price: UK £32.23, J/G £27.42,
Rol €48.05



**50%
OFF!**

All offers are available from 3rd November - 31st December 2008, while stocks last.



GIVE SOMEONE YOU LOVE THE ULTIMATE GIFT

ARTISTRY™ Creme LuXury is the definitive present for the woman who desires a youthful appearance and the benefits of a luxurious creme. This rich, elegant creme has been clinically tested to help skin act up to 15 years younger.



Receive an ARTISTRY Creme LuXury Travel Size Pump FREE when you or your customers purchase £179.90/€268.15 of ARTISTRY Skin Care products in one order.*

ARTISTRY Creme LuXury

Experience the truth of transformation

Visit the ARTISTRY Brand Centre online at:
www.amway.co.uk / www.amway.ie

*Offer valid from 1st October until 31st December 2008, while stocks last.

ARTISTRY™

Amway
UK • Republic of Ireland • Jersey • Guernsey

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Tel. +44 (0)1908 629400.

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