

Achieve

OCTOBER 2008



ZBIGNIEW & SOPHIA REK

Executive Diamond

TURN RETAIL SALES INTO XSESSIVE PROFIT

Energize event sales with XS

AMWAY GLOBAL: COMING TO YOUR COMMUNITY

Use events and sponsorships in your business

IT'S TIME FOR A SHOPPING MAKEOVER

Filling your bag with the right foods

CELEBRATING 50 YEARS





SET NEW GOALS – create new markets



Soccer is the most popular sport among Hispanic Americans, with **Ronaldinho** being one of the sport's most marketable players. He's a two-time FIFA World Player of the Year and a proud member of Team NUTRILITE®.

Nutrilite is a part of Ronaldinho's training regimen that he relies on to help him perform better. So why not introduce your customers to the world's leading brand of vitamin, mineral, and dietary supplements*, for the energy, endurance, and focus they need.

*Based on 2007 sales.



NUTRILITE®
BEST OF NATURE. BEST OF SCIENCE.

Features



Fall makes an appearance at Amway Global headquarters.



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Energize your XS profits

Retailing XS® Energy Drinks has never been simpler. The experts at XS share their strategy for selling at events.



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Healthy shopping made simple

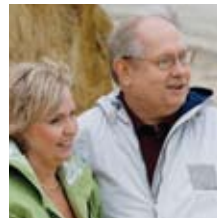
Here are some tips on freshening up your shopping list and making healthier choices that pack a nutritional punch.



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Amway Global is coming to you – live

Read about how new collaborations and sponsorships are bringing our brands to you and how to use these opportunities in your business.

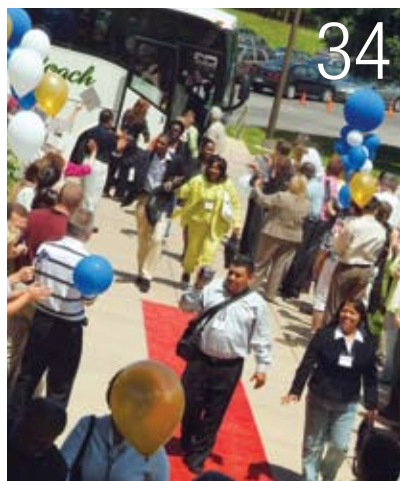


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Redefining Success

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Let us know what you think. Send comments, questions, and suggestions to editors@achievemagazine.com



Quixtar North America joins the Amway Global family in 2008–09.
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Our continuing investment in advertising, promotions . . . and you

For more than two years, we have been immersed in an aggressive initiative to promote our name and the business opportunity, and to drive business prospects and potential customers to you. We've pulled out all the stops, employing direct response advertising, brand advertising, athlete endorsements and event sponsorships, and product promotions. And you can't miss us, because we're everywhere: TV, the web, newspapers, magazines, and mailboxes.

We will continue to invest in our future and your business.

- This summer, we announced that we're joining forces with the YMCA of the USA to support its efforts to build healthier communities across America (see page 21). The nation's YMCAs serve 21 million people each year, which means we'll reach millions of Americans with the Amway Global name. We'll be funding a consumer-education campaign designed to empower people to improve their well-being. And we'll work with the YMCA to, among other things, create targeted initiatives for teens and offer online wellness tools for adults and families.
- At about the same time, we announced that Amway Global will be a presenting sponsor of the "Tina Turner Live In Concert" 2008 North American tour, which kicks off at the beginning of this month. As presenting sponsor, the Amway Global name will appear on tickets, in advertising, and on signage at arenas and concert centers. Thirty-six concerts. More than 20 cities in the U.S. and Canada. That's a lot of exposure.
- In conjunction with the Tina Turner concert sponsorship, we have launched what we're calling the "mobile brand experience" (see pages 22–23). Hitting the highways will be an ARTISTRY® bus and a NUTRILITE® semitrailer outfitted with interactive touch-screen kiosks, spa stations, touch-sensitive science desk, and video and audio presentations, fully immersing visitors in a compelling and memorable brand experience.

These are the just the latest examples of Amway Global's investment *in you*, by helping to raise public awareness of our business, opportunity, brands, and products in North America.

STEVE AND DOUG ADDRESS THE CURRENT ADVERTISING AND PROMOTION CAMPAIGN, AND HOW THIS INVESTMENT IS GEARED TO HELP YOU GROW YOUR BUSINESS.

Steve Van Andel
Chairman

Doug DeVos
President

The LOS Tree

IBO and customer tracking made easy:

www.amwayglobal.com > Manage My Business > View & Manage Line of Sponsorship

As your business grows, so will the number of downline and customers you'll need to manage. Good thing there's a place on AmwayGlobal.com where you can do that quickly and easily. It's called the LOS Tree.

This helpful tool allows you to view and manage your Line of Sponsorship from your desktop. The simple interface offers options to create IBO or customer lists, set criteria through a drop-down menu, and manage your lists once they've been created.

The LOS Tree will generate lists, like these, that you can use to make business decisions and initiate communications with your group and your customers:

- View new IBOs or customers who signed up within a specified time period (from seven to 90 days) and touch base with them to answer questions or offer guidance.
- Get a list of IBOs who are within a specified amount of PV of their next bracket, then contact them to suggest some ways to increase sales and up their PV.

- Monitor IBOs who have zero volume in a current business month and target a message toward them.

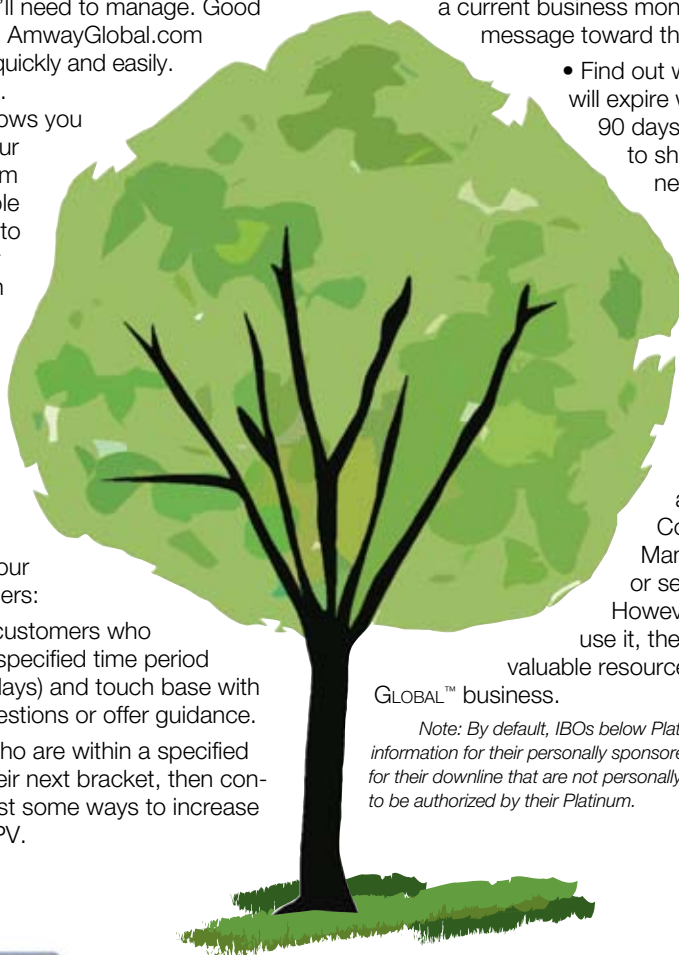
- Find out which customers will expire within the next 90 days and make contact to share some of the newest products.

- Create lists by city, state, IBO or customer number, or language preference.

There are several other parameters you can select for your lists, too. You can also explore the Communications Manager to print labels or send group emails.

However you choose to use it, the LOS Tree is a valuable resource for your AMWAY GLOBAL™ business.

Note: By default, IBOs below Platinum will only see personal information for their personally sponsored IBOs. To see information for their downline that are not personally sponsored, they will need to be authorized by their Platinum.



The "It" List: Who's renewed?

We're in the midst of renewal season right now, so it's a good time to use the LOS Tree to track IBOs in your downline who haven't yet renewed. Simply flag "Have not renewed" in the drop-down menu. Then take a few minutes to contact these people to remind them of the benefits of an AMWAY GLOBAL business. The renewal deadline is **December 31, 2008.**

www.amwayglobal.com > Manage My Business > View & Manage Line of Sponsorship

No time like the present.

Ribbon.



Everyone loves watching someone open a gift. There's the moment of anticipation or surprise. And there's a feeling of love or friendship, pride or thanks, or "just because." It becomes a total experience shared between people, before the gift is even opened.

The *Ribbon* Gift & Incentive Program helps the world become a better place by offering new ways to make people happy. With the holidays just around the corner, now is the time to show them how easy it is to give *Ribbon* Gift Cards, including the remarkably versatile new *Celebrate* Collection.

So, start selling *Ribbon* to friends and neighbors! You'll soon be checking off their lists with fun solutions for people they love. And then sell to busy companies, with employees to honor and customers to thank. You'll lighten their load, and brighten your own holiday cheer. **Happy selling this season.**

Ribbon
THE GIFT OF CHOICE

Turn Retail Sales



XS® Energy Drinks are a great product to retail at booth and event sales.



Into essive Profit

Since bursting onto the Amway Global scene six years ago, XS Energy has been an innovative leader in equipping and empowering IBOs to achieve great retailing success. That support has been a key element in the product's top-selling status with Amway Global. Now, with the Booth and Events Sales rule, retailing XS Energy Drinks has never been simpler or more immediately profitable. Take a look at how you can tap into the potential of event sales.

XS Event Strategy

Look the part

Consider pooling resources with other IBOs for a "time-share" XS® tent and be sure to outfit yourself and anyone else working your booth with XS shirts. These simple things will deliver a professional image to customers and bolster XS branding.

Have product on hand

A good rule of thumb is having 10 cases of XS on hand per IBO for sampling and selling. You can never have too much. What you *don't* want to do is run out.

Have help on hand

Be sure to have three to six IBOs at an event to staff the booth and help with sales and sampling.

Provide samples

Recent research shows that product samples would persuade 73% of consumers to try a new product or brand. Pour several different XS Energy Drink flavors into sample-size cups, and invite customers to a taste test.

Go for the sale

Selling one or two cans at events should be relatively easy after sampling. And remember: At many of the larger venues you can command a higher retail. Try \$3 per can, with cases "discounted" at \$24. Many IBOs are selling 15–20 cases of XS per event, and getting the names of 30–40 new people who have purchased and want more information.

Follow up

Now that you've made tons of sales and gotten contact information for all your new customers, make sure to follow up. When calling new customers, remind them of who you are, and how much they enjoyed the XS Energy Drinks they purchased at your booth. Then ask which four flavors they would like to buy. Why four? Because four cases triggers free delivery. You could also offer incentives for becoming a 12-month DITTO® customer. Consider giveaways like free product, discounts, or samples of other products they may enjoy.



Healthy Kids



Happy Moms



Retail Income



The Nutrilite Kids Advantage

Do you like to give your kids added artificial colors, flavors, preservatives, or sweeteners? Most parents don't. That's why none are added to any of the four NUTRILITE® Kids products. Make sure you tell your customers early and repeat it! It's part of how parents decide on the best supplements for their children.

Another concern your customer probably has is whether or not her children will actually take what she buys. That's where your sampler cards come in – offer her a taste test right then and there. Then let her hand the supplements to the kids.

Here are the key selling points for each supplement in the line and how they can address a parent's specific concerns:

New MultiTarts – Chewable Multivitamin (coming soon)

- Tangy sweetness is a total hit, according to kids who tried them.
- Packed with 19 vitamins and minerals and four all-natural and unique concentrates, some of which are grown on Nutrilite certified organic farms.
- Includes vitamin C and zinc for a healthy immune system, betacarotene and vitamin A for eye health, and calcium and vitamin D for strong bones.

MultiTarts™ – Chewable Multivitamin Sample

★ P000B000Y699 10-3805 8-card pack \$6.99

MultiTarts – Chewable Multivitamin

★ P468B1356Y1356 10-4276 60 chewable tablets \$16.95



Many American children and adolescents don't get all the vitamins and minerals they need from their meals, alone – something most moms already know!

The good news is, a recent study concluded that more than 30% of children in the United States are already taking dietary supplements regularly, most often multivitamins and multiminerals.

The better news is that there are still 70% of children who could use a nutritional leg up – and moms who have not yet committed to any brand. What can you offer to moms with children from ages 4 to 12? The new chewable **MULTITARTS™**, Chewable Concentrated Fruits and Vegetables, **BRAINIUMS DHA®** gummies, in two flavors, and Chewable Natural C (see box).

Mother knows best

Moms are the primary household purchasers of supplements for their families. So finding your target customer is easy. She's everywhere you go, too:

- Parent-teacher conferences.
- Work.
- Park or playground.
- Day care.
- Sporting events.
- Grocery store.
- Groups or organizations you volunteer with.

Bringing up supplements

Starting a conversation about **NUTRILITE® Kids** can be as simple as giving your child their supplement "treat" in front of other moms. If you don't have children of your own, get testimonials from moms whose kids love the taste and take their supplements regularly.

Another tip? Offer your targeted mom a sampler card so she can try it first and then let her child taste it. That will increase her confidence in you – and the supplement – immediately.

Listen for clues when you're talking with any mom you interact with on a regular basis and try to assess her concerns about her family's health and eating habits. Is someone a picky eater? Is someone else more interested in sweets than fruits and vegetables? These concerns can be your cue about which product she might like to start out with.

Building blocks

After a customer has made her purchase, and you've built a trusting relationship with her, bring over some more samples. The mom with a picky eater might be interested in Chewable Concentrated Fruits and Vegetables, but let her try the **BRAINIUMS DHA** gummies, too. After all, her picky eater is probably not eating fish! A parent who orders Chewable Natural C might also like the convenience of antioxidant-rich drink additives, such as **NUTRILITE ROC₂O** drink mixes or **SIMPLY NUTRILITE™** Twist Tubes in Strawberry Kiwi for Immunity flavor. (Twist tubes will convert to the **NUTRILITE** brand in January 2009.)

Follow up by reminding Mom when she needs to place her next supplement order, or by calling to make sure she received her order on time. This special attention is why she's buying from you – and it's something she won't get from a food or drugstore chain.

Always be on the lookout for other nutritional needs she may have, as your relationship develops, and be sure to ask her for a referral – and a testimonial too – if she's very satisfied with you and your products.

Concentrated Fruits and Vegetables – Chewables

- Gives your child the phytonutrient power of five-plus servings of concentrated fruits and vegetables.
- Helps your child meet the minimal daily nutritional requirements.

Concentrated Fruits and Vegetables – Chewables Sample

★P000B000Y699 **10-5730**
8-card pack **\$6.99**

Concentrated Fruits and Vegetables – Chewables

★P1025B2970Y2550 **10-0346**
60 chewable tablets **\$32.20**



Brainiums DHA – Gummies

- Provide the key omega-3 fatty acids that your child's growing mind needs to support focus, concentration, and learning.
- Picky eaters will love the fruity flavor of these **BRAINIUMS** gummies.

BRAINIUMS DHA – Gummies Sample

★P000B000Y699 **10-5732**
8-card pack, fruit punch only **\$6.99**

BRAINIUMS DHA – Gummies

10-4282 Fruit Punch Flavor
10-1789 Lemon Flavor
★P980B2840Y2835
112 gummies **\$35.50**



Natural C – Chewables

- An all-natural chewable C, sourced from acerola cherries grown in Nutrilite orchards.
- One acerola cherry has about the same amount of vitamin C as four oranges!
- Your child gets more vitamin C for healthy bones, teeth, gums, and cartilage.

★P1320B3825Y2795 **A-5353**
180 chewable tablets **\$40.20**





ARTISTRY®

12 DAYS TO BRIGHTER, MORE LUMINOUS-LOOKING SKIN

Restore skin's natural luminosity with ARTISTRY® TIME DEFIANCE® Illuminating Essence. Its advanced formula boasts six patents and the latest skin-brightening technology to deliver benefits beyond what more invasive laser treatments provide. Offering results to help repair the appearance of current and prevent future discolouration in just 12 days, Illuminating Essence gives you and your customers the answer to luminosity without lasers*! Let your customers try it before they buy it with TIME DEFIANCE Illuminating Essence Sampler Cards (40-0892), available on AmwayGlobal.com.

ARTISTRY TIME DEFIANCE Illuminating Essence
★P1783B5170Y4190 10-5711 1 fl. oz. \$62.85

*Results not equivalent to professional procedures. Visit AmwayGlobal.com for more information.



DEFY AGE BEYOND PROCEDURES

RETAILING PAYS – GIVING A 3D LIFT TO YOUR BUSINESS AND CUSTOMERS

Focusing spring sales on Time Defiance 3D Lifting Serum proved that retailing could be a very rewarding way to build your Artistry business!



Retail. Reward. Repeat.

Three little steps that led to big rewards for you and your customers! As if instantly firmer skin weren't enough of a reward, ARTISTRY® offered an extra incentive for selling TIME DEFIANCE® 3D Lifting Serum from March through May 2008. Simply put, the more you sold, the greater your rewards. And month-after-month, qualifiers experienced success not only in added profits but also in new customers and the potential for future sales. Just look at the uplifting benefits and business growth that retailing can bring*!

*Based on data from IBOs who participated in the TIME DEFIANCE 3D Lifting Serum Promotion from March through May 2008 and qualified to receive a promotion reward.

- Total customer revenue increased:
 - 193% for 3D Lifting Serum.
 - 53% for the TIME DEFIANCE skin care category.
 - 43% for ARTISTRY skin care overall.
- Monthly average customer counts increased by 71%.
- Average total monthly revenue was five times higher than the non-promotional period.
- Total customer revenue increased 58%.

Success stories

ARTISTRY® marketers asked qualifying IBOs what helped them to reach retailing success during the 3D Lifting Serum Promotion. Here's just a little of what they shared.

What helped to sell customers on TIME DEFIANCE® 3D Lifting Serum?

Personal testimonies – Many of you said that sharing your personal experience about how well the product worked was what really sold it to customers. When you believe in a product and know your customers will love it just as much as you do, your enthusiasm will show and that's sure to lead to sales.

Samples – By giving customers a sample and letting them experience the instant results offered by 3D Lifting Serum, following up was the only thing needed for a sale.

Demonstrations – Whether sharing a clip from the 3D Lifting Serum DVD or showing a customer the before-and-after pictures included in the No-Tox Party Kit, the results were easy to see and led to a customer purchase.

Listening to customer needs – Picking up on cues in your customer conversations, like someone expressing concerns with their skin and looking for instant results, is another retailing tip that led to success in selling 3D Lifting Serum.

Experience your own rewards

While the 3D Lifting Serum Promotion is over, qualifying IBOs shared that their retailing efforts are still paying off! The key to their continued success is customer follow-up. They knew customers would love the results they experienced and by following up they built their customer relationship and their profits. Here are a few examples of follow-up success.

- Just one week after selling 3D Lifting Serum, a customer follow-up call led to an even bigger order! The customer was so happy with her results that she purchased **\$700** worth of TIME DEFIANCE products!
- Another follow-up call found a customer so impressed with the product that she ordered two more just to make sure she wouldn't run out. Admitting that the 3D Lifting Serum Promotion provided the extra incentive to start retailing, this IBO said she may not have sold the initial product or the follow-up products if she weren't trying to stretch herself to reach the incentive goal.

If you've tried the ARTISTRY Skin Care Sales Kit (40-0687), you already know how easy it can be to start retailing, so why not throw a No-Tox Party and keep your profits going? You'll have everything you need to start selling TIME DEFIANCE skin care, and with the addition of TIME DEFIANCE Illuminating Essence (featured on the back cover) you can expect even bigger sales success.



ARTISTRY TIME DEFIANCE 3D Lifting Serum
★ P2605B7560Y6490 10-3426 1 fl. oz. \$94.50

Once Upon a Holiday

'Twas the holiday season and all was hoppin',
but all were dreading the mall-crawl shoppin'.
They wrung their hands and hoped for the best
but dawdled and fretted at the thought of the mess.

"We want to give gifts to folks who matter,
but must we be slaves to chaos and clatter?"

Luckily, nearby, just down the road
lived a busy, smart-thinking AMWAY GLOBAL™ IBO.

He heard all the fuss, and felt their dismay;
he dashed to their rescue with a better way!
"Relax, have a cookie, bring your lists to me – I've got
sweaters, gadgets, candles, and more for you to see!

PERSONAL ACCENTS™, *Ribbon*, *Choices*, so merry,
with ARTISTRY® and Body Blends, everyone's cheery.
Their shopping quickly finished, his friends on their way,
The IBO said, "Ho ho ho!" and hopped into his sleigh.

Here come

**It's the most wonderful time of the year –
to make profits! According to the National
Retail Federation, shoppers will spend
more than \$800 on gifts and other items –
plus another \$100 on themselves for
the season.**

As a holiday shopper yourself, you can relate.
But as an IBO, you're stress-free, your business
offers something for everyone – from ARTISTRY,
Ribbon, PERSONAL ACCENTS, and *Choices*! By
sharing that message, you can spread plenty of
holiday cheer. Make it your business to guide
customers to the perfect presents for everyone
on their lists, and still have time to enjoy the
season. To pull it all together, use the new fast,
festive resource to help you be the expert
shopping guide your customers need! Visit
AmwayGlobal.com to find a *Holiday Shopping
Guide* you can share with your customers.

the holidays!

Give the Gift of Choice

Consumers spend an average of \$203 on gift cards alone during the holidays. You can go one better, by showing them the thoughtful *Ribbon* Gift Cards. Try a Specialty Collection to add an extra-personal touch or a General Collection for every budget. They all make a beautiful impression with the ease of a gift card. Visit AmwayGlobal.com and click on the Resources tab to make sure you've got all the *Ribbon* materials you need to sell a sleigh-full of these welcome surprises, and free shipping for all!

Holiday Helper: The new *Celebrate* seasonal Gift Collection is an ideal answer for many gift needs at a very affordable \$40 price point.



Give the Gift of Sparkle

When jewelry, fragrance, or accessories are the wish, your customers need look no further than this. Offer the *PERSONAL ACCENTS™* 2008–2009 Catalog to browse. With an array of every kind of jewelry, including popular items for men, name-brand fragrances, handbags, and more, there's plenty to see in one easy book. Then, offer them a cookie while you write up their order!

Holiday Helper: When choosing is too hard, offer the *PERSONAL ACCENTS Ribbon* Gift Collection, to let recipients select their own jewelry items!



Give the Gift of Beauty

One of the top five largest selling prestige brands of facial skin care and colour cosmetics in the world* offers a luxurious collection of advanced skin care, colour cosmetics, and spa products to delight her senses this holiday season. Whether to stuff her stocking or tempt her under the tree, an elegantly wrapped gift from *ARTISTRY®* is sure to please.


Holiday Helper: The *ARTISTRY Beauty Book*, *Ribbon* Catalog of Gift Collections, *PERSONAL ACCENTS* Catalog, and *Choices* Fall 2008–Winter 2009 Catalog can help customers shop your “department store” with ease.



ARTISTRY®



*Based on a Euromonitor study of 2005 global retail sales.



We all know the one about eating an apple a day. Yet some of the other foods filling the grocery shelves don't pack the same nutritional punch. Making healthy choices can be a challenge. So we've got some suggestions on how you can freshen up your shopping list.

First, start by taking a closer look at your eating habits. It might help to keep a food journal for a week or two. The key? Be honest. Record your meals so you can evaluate your choices and make the necessary changes.

You'll also want to keep in mind that just because a package says a food is healthy, doesn't mean it really is. Heather Leets, a registered dietitian with Amway Global's Optimal You Fitness Facility, explains, "Low-fat foods can have hidden salt and sugar in them.

Foods that read cholesterol-free may still contain trans or saturated fats." Check the labels instead of relying on the hype on the front of the package. (See the box at right for more on how to read a food label.)

What should you avoid? High calories, fat, and

It's time for a shopping makeover

Tips on filling your bag with the right foods

sodium, of course. Also high-fructose corn syrup, partially hydrogenated oils, and other unhealthy preservatives. The higher the item is on the ingredient list, the higher the concentration. “You should be able to read everything in the ingredient list and know what it is,” says Heather. “The more natural the food the better.”

Shop happy

Now that you have some background on what you’re eating – and some ideas on what to trim back on – it’s time to hit the grocery store! Here’s your guide:

- **Make a list.** Plan your meals for the week, make a grocery list, and bring the list along to keep you on track.
- **Don’t shop hungry.** You’ll be tempted to stray from your list and make less healthy choices.
- **Shop the perimeter.** That’s where you’ll find fresh foods like produce, dairy, meat, and fish.
- **Give it 100%.** Choose foods made with real, natural ingredients, like 100% fruit juice and 100% whole grain.
- **Think outside of the box (and the can).** Many processed foods are lurking in the boxes, cans, and packaging lining the shelves. Be vigilant with label reading and keep an eye out for high sodium and sugar.
- **Avoid a snack attack.** The nutritional losers are usually those foods promoted as snacks or treats. Sugar-laden cookies and salty chips weigh in with plenty of calories and fat and zero nutrition.

Still, you don’t have to give up all of the foods you love. “Eating healthy doesn’t mean that you have to rearrange your whole lifestyle,” explains Heather. “It comes down to ‘More of the Best, and Less of the Rest.’” She suggests adding frozen carrots or broccoli to macaroni and cheese, dipping pretzels in peanut butter, or mixing raisins and a few nuts into a handful of chocolate chips. “Slowly start incorporating healthier foods into your daily routine, and it won’t feel so overwhelming.”

The foods to choose

- **Fresh fruits and veggies.** Choose produce with even coloring. Fruits like melons and oranges should be heavy for their size.
- **Lean meats, poultry, and fish.** Look out for white marbling, saturated fat, and sodium levels.
- **Low-fat dairy products.** Go with 2% or lower.
- **Whole-grain breads, pasta, and rice.** Look for at least 3 to 5 grams of fiber and watch out for saturated and trans fat (partially hydrogenated oils).
- **Nuts, seeds, and dry beans.** Look for unsalted or low-salt varieties.
- **Healthy oils like olive or canola.** Choose oils and fats that are low in saturated fat and high in mono-unsaturated fat.

HOW TO READ A FOOD LABEL

Nutrition Facts			
Serving Size 1 oz. (28 g/About 21 pieces)			
Servings Per Container About 2			
Amount Per Serving			
Calories 170		Calories from Fat 110	
% Daily Value*			
Total Fat 11 g		17%	
Saturated Fat 1.5 g		8%	
Trans Fat 0 g			
Cholesterol 0 mg		0%	
Sodium 250 mg		10%	
Total Carbohydrate 14 g		5%	
Dietary Fiber less than 1 g		2%	
Sugars 0 g			
Protein 2 g			
Vitamin A 2%		•	Vitamin C 0%
Calcium 0%		•	Iron 4%
Vitamin E 6%		•	Thiamin 4%
Riboflavin 2%		•	Niacin 4%
Vitamin B ₆ 2%		•	Phosphorus 2%
*Percent Daily Values are based on a 2,000-calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories	2,000	2,500
Total Fat	Less than	65 g	80 g
Sat. Fat	Less than	20 g	25 g
Cholesterol	Less than	300 mg	300 mg
Sodium	Less than	2,400 mg	2,400 mg
Total Carbohydrates		300 g	375 g
Dietary Fiber		25 g	30 g
Calories per gram:			
Fat 9	•	Carbohydrates 4	•
		Protein 4	

- 1 **Watch serving sizes.** (If there are two servings, that means double the calories, fat, sodium, sugar, carbs, etc.)
- 2 **Add saturated and trans fat together.** (Combined, the two fats should equal less than ½ total fat.)
- 3 **Sodium should be less than 400 mg per serving.**
- 4 **Fifteen grams of carbohydrates equals one starch serving.**
- 5 **Choose foods that have two or more grams of fiber per serving.**
- 6 **Sugar should be less than 16 grams per serving.**
- 7 **Seven grams of protein equals one ounce of meat.**

This article is one in a series of Q&As focused on helping IBOs sell to customers.

QUALIFYING YOUR PROSPECTS

Q: How do I determine if someone is a potential customer?

A: To truly know if a prospective customer is going to be interested in your products, you need to qualify that person first. You do that by determining their needs.

Think about the products you're selling and who might have the most need for them. If you focus on ARTISTRY® skin care for example, consider the women in your life: book club friends, salon patrons, fellow gym members, your children's teachers, moms you meet up with for play dates, office mates, neighbors, and friends and family too.

Ask your prospective customer what she uses to clean her face. If she uses soap, that's a clue that she's a good candidate for ARTISTRY essentials. If she's concerned about preventing or minimizing signs of aging, she'd be open to talking about TIME DEFIANCER® products. Ask questions to learn as much as you can about each person's needs and concerns before you talk about your products.

Keep in mind that it can be difficult to convince someone to change from a brand they might be loyal to. If your prospect really likes her current skin care system, you'll want to determine her number-one skin care need that may not be being met by that product. If you have a specialty product that addresses that need, talk to her about it. And be prepared to offer samples so she can try it for herself.

You'll also want to consider price when speaking with prospective customers. TIME DEFIANCER is positioned as a prestige product, so you'll want to target people who are willing to pay for higher-end, quality products.

Remember that part of the appeal of the AMWAY GLOBAL™ business model is the personal touch that you, the IBO, offer as part of each sale. And part of the value reflected in the retail prices of our products is what you add to the equation. So look for customers who value both the benefits of your products and the personal service only you can provide.

Above all, remember to offer solutions that meet customers needs. Be the expert. Your knowledge and honesty will build trust with your customers and bring value to the sale.

Did you find this article helpful? Do you have other retailing questions you'd like to ask? Please send us your thoughts at university@amwayglobal.com. Be sure to include your full name and IBO number.



Amway Global: Coming to Your Community

Amway Global is making an unprecedented investment in raising public awareness of the business, the opportunity we support, and the products we offer. It's really an investment in you: From our multimillion-dollar advertising campaign to direct response marketing to being the Presenting Sponsor of Tina Turner's 2008 North American tour, we're making this opportunity more attractive to your business prospects, and creating greater brand and product awareness among your customers.

YMCA Collaboration

As part of this commitment, we're joining forces with the YMCA to support their efforts to build healthier communities across America. The nation's 2,686 YMCAs serve 21 million people each year, so not only will

we help people take steps to improve their health and wellness, we'll also reach millions of Americans with the Amway Global name.

Through Amway Global's collaboration with the YMCA, we will support Activate America®, their response to our nation's health crisis, as well as fund a consumer-education campaign designed to empower people to improve their health and well-being.

Why the "Y"?

A relationship with the YMCA is an ideal fit for Amway Global because, as the #1 online health and beauty retailer for five consecutive years¹ and the makers of NUTRILITE®, the world's leading brand of vitamin, mineral, and dietary supplements², helping people improve their health and wellness is a very important part of our business.

Please note, however, that while our new collaboration with the YMCA

is an excellent opportunity to increase awareness of our business and our brands, the YMCA is a not-for-profit organization and is prohibited from engaging in any commercial activity. Independent Business Owners must not sponsor or retail at any YMCA location. Doing so would be a violation of YMCA regulations, as well as the Amway Global Rules of Conduct.



¹ According to research done by Internet Retailer magazine.

² Based on 2007 sales.



Teen Wellness Leader Contest

As part of the YMCA collaboration, we're specifically highlighting teens who are actively promoting healthy lifestyles in their communities. The Teen Wellness Leader Contest will recognize one teen from each of the 50 United States and the District of Columbia for actively inspiring healthier lifestyles. Each selected Teen Wellness Leader will receive a \$1,000 scholarship, a \$1,000 grant for their local YMCA, AND the chance to be featured in *Newsweek*.

The nomination period begins October 1, 2008, at 8 a.m. ET, and ends November 16, 2008, at 10 p.m. To view the official contest rules, or to nominate a teen or yourself, visit InspireWellness.com.



CELEBRATING 50 YEARS
Amway
GLOBAL™
InspireWellness.com





Mobile Brand Experiences

A new and exciting opportunity has just hit the street – are you ready to take a road trip? Destination – a city near you! Bring yourself, your customers, and anyone else you know to visit the latest ARTISTRY® and NUTRILITE® brand experiences – on wheels! Part of the ambitious plan to gain greater public awareness for Amway Global, and your favorite health and beauty brands, the new mobile experiences are sure to get people talking.

October marks the beginning of our North American tour. Traveling in two customized, state-of-the-art vehicles, the new Mobile Brand Experiences are the perfect opportunity to get your customers and prospects up close and personal with our flagship brands.

Traveling Artistry Beauty Institute

This luxury spa on wheels provides a traveling ARTISTRY brand experience that will not only help you teach your customers about the prestigious brand, but will bring the ARTISTRY “True Science, True Beauty” philosophy to life.

Bring your customers inside the motor coach and relax with complimentary spa treatments right onboard. From mini-facials to paraffin hand treatments, the ARTISTRY motor coach comes complete with professional aestheticians and makeup artists and a cozy lounge for sampling a variety of ARTISTRY products.

Nutrilite Center for Optimal Health on Wheels

Step inside the traveling NUTRILITE exhibit center and discover a total optimal health experience that conveys the NUTRILITE “Best of Nature, Best of Science, Best of You” philosophy.

This fully customized, 1,000-square-foot semitrailer offers the complete package, from a tour of the organic farms, to interactive testimonials and video displays that will walk your customers through the brand experience from seed to serving. Participants will also have opportunity to take health assessments, sample products, and speak with brand experts. Outside the trailer, individual touch-screen kiosks offer an interactive experience showcasing NUTRILITE Sport, Diet, and Nutrition products, Team NUTRILITE, and more!





Use Sponsorship Investments to Grow Your Business

The investments we're making in growing awareness and understanding are all in an effort to make building your business easier. Use these simple tips to take advantage of these and future Amway Global sponsorships.

- > **Build Awareness** – No matter how much the Corporation invests in advertising and sponsorships, if you're not out there letting your community know you're an AMWAY GLOBAL™ IBO, potential customers and prospects won't be able to find you.
- > **Develop Understanding** – Make sure you're up to date on the latest schedule for the tour, sponsorships, and advertising. Subscribe to the What's New email and check AmwayGlobal.com often for more information.
- > **Share Information** – Once you know about exciting news coming from Ada, share it with your customers, prospects, friends, and family. Let them in on all the amazing developments happening at Amway Global. Our relationships with established organizations and celebrities helps boost our credibility and yours.
- > **Capitalize** – Think of opportunities to capitalize on the investments Amway Global is making to raise awareness. For instance, check the Tina Turner tour schedule to find out if it's coming to your town. Purchase tickets to her show and offer them as a reward to your best customers. Or, bring your current customers and prospects to visit the Mobile Brand Experiences and let them learn about the brand directly from the experts.



Rollin' 'cross the country

Amway Global is proud to be the Presenting Sponsor for legendary, Grammy-winning singer Tina Turner's upcoming North American tour, promoted nationally by AEG Live. "Amway Global Presents Tina Turner Live in Concert" began October 1 and will span at least 36 concerts in more than 20 U.S. and Canadian cities. This is the first tour in eight years for Turner, an eight-time Grammy winner with seven top-10 singles who has sold nearly 200 million albums.

The Mobile Brand Experiences will travel with the concert tour this fall. Visit www.tinaturnerlive.com for concert dates and ticket information!



REDEFINING SUCCESS

Zbigniew & Sophia Rek
Executive Diamond



Name: Zbigniew and Sophia Rek

Home: Mountain View, California

Previous occupations:

Zbigniew and Sophia were both research scientists.

Hobbies: Zbig enjoys reading and solving math puzzles and problems; Sophia exercises daily and enjoys visiting museums on their travels.

Favorite family activity: Finding new places for romantic getaways.

“Looking back at the history of our AMWAY GLOBAL™ business, it hasn’t always been a smooth ride,” says Zbig Rek. “At the start, we were both fully committed to our careers, and we didn’t have much interest in spending a lot of time or energy outside of our professions.”

But according to Sophia, her husband’s zeal for mathematics and calculations wouldn’t let him stop thinking about the business model as it was presented in the (AMWAY GLOBAL Independent Business Ownership) Plan. Plus, its worldwide reach tugged on his love for travel and languages.

Sophia immediately fell in love with the products, preferring them to other retail products, and says she can’t imagine life without L.O.C.®, NUTRILITE®, ARTISTRY®, and GLISTER® products. Visiting the NUTRILITE farm impressed her even more with its earth-friendly, cutting-edge operations. As a research scientist, the quality of the ingredients and manufacturing behind the products caught her attention.

The couple, already accustomed to working long hours, soon found themselves burning both ends of the candle, but with different intensities. Sophia says, “Ever since my husband was a young man, I’ve admired how he loves people. He chose this business over his career, because it

gives him that opportunity. Today, helping others be successful is Zbig’s greatest reward – now we like to say, ‘He’s a professor of economy.’”

Built-in flexibility, individual styles

Zbig reflects, “Our AMWAY GLOBAL business has always given us plenty of flexibility to take things at our own speed. It helped us find our individual strengths and build on them. At every level of achievement, we discover more about ourselves and come to new levels of appreciation for each other.”

Sophia recalls thinking that being scientists was what defined them and their status in the community, how family members and neighbors knew them. She explains her old dilemma in detail, “Our jobs were a big part of the dream that brought us and our daughters (Dorota and Paula, both now adults with their own families) from Poland. It was hard to let go of that, but I’m glad now that my options were open.”

Sophia started by going part time at work when she and Zbig had earned their Diamond pin. Eventually, she decided it was time to put her whole heart and mind into their business. Her newfound strength, inspiration, and excitement for work were the boost she needed to fully share in Zbig’s vision and optimism.

Sharing, caring, and selling

Sophia learned from Zbig that taking risks and approaching people gets easier the minute you discover how easy it is to sell what you truly love. In his patient way, he said to her, "It's only natural to want to share everything good that this business offers. People listen when they feel how much you honestly care about them and their success."

And her confidence grew.

Today, Sophia enjoys the social aspects of owning an AMWAY GLOBAL™ business, sharing business knowledge, and working alongside IBOs to encourage them in their retailing efforts. She says, "I'm really pleased with the ARTISTRY® essentials and SIMPLY NUTRILITE™ products. They're great lines with lots of potential, because they appeal to younger people and busy families. They're helping us get new customers."

Zbig speaks seven languages fluently and is excited to be able to use his talent to connect people together in business. He loves working with others to help them find opportunities and build on their successes.

He and Sophia happily travel the globe, visiting old friends and making new acquaintances, and helping people create success. "We

have friends in every corner of the world. They greet us with flowers, welcome us into their homes, and invite us to share meals with them. They can't wait to introduce us to their friends and families. This is a wonderful way to live!"

Opportunities exist where they've never been before, here in this country and around the world – especially as international markets continue to open up. Zbig and Sophia see their business growing on both coasts and everywhere between. They also support downlines in their homeland of Poland and in other countries in Eastern and Western Europe including Russia, Germany, England, France, as well as Vietnam and India.

"We see doors opening everywhere we go – down the road, across the country, or overseas. This is a phenomenal business opportunity with products people love and an unbeatable support system. Anyone, anywhere, can do it," says Zbig.

He believes their optimism continues to grow, because enthusiasm and sincerity are contagious. "This is a global business based on goodwill, and in a sense, it's a great peace builder. When we talk about the products and the Plan, people see the spark in our eyes. It doesn't matter where we're from or what



"We see doors opening everywhere we go – down the road, across the country, or overseas. This is a phenomenal business opportunity with products people love and an unbeatable support system. Anyone, anywhere, can do it."



language we speak. We all want the same things – to provide a good life for our families – no matter what our culture is or where we live.”

Healthy lifestyle + happy family = good living

Sophia describes their life together as easier, freer, healthier, and more relaxed now that she and Zbig are full-time partners and in charge of their own schedules. “What good is having money if we don’t have the time or health to enjoy it?”

Sophia stays in shape with daily exercise, and together with Zbig when they’re not traveling, she enjoys hiking the hills near their home. Both are big fans of NUTRILITE® supplements. And when too many meals from their travels bring on unwanted pounds, the couple finds NUTRILITE® SLIMMETRY™ Dietary Supplements make it easier to get back to their regular weight. While they’re taking steps to protect their own health, they also supply their granddaughter with NUTRILITE® Kids BRAINIUMS DHA® Gummies. Sophia says, “She begs for them every morning; she absolutely loves them!”

Zbig continues, “This business gives us phenomenal products. Even more, it gives us flexibility in our schedules, the ability to spend more time together traveling, and peace of mind that we can’t imagine living without.”

Growing up in Poland, and with family still there, Zbig and Sophia feel lucky to be able to visit them as often as a few times a year.

Because life for her parents in Poland hasn’t always been easy, Sophia and Zbig wanted to do something special for them. They recently decided to give them a taste of how she and Zbig travel and took them on a trip to Hawaii and Disneyland. “It was more fun than going with the kids. It was the best gift – we all enjoyed it,” says Sophia.



Now that they’re grandparents, Sophia and Zbig are again looking at life from new perspectives. They’re at peace knowing they still have their health with lots of time and resources to go back to the places they’ve missed in their travels. They’re already planning to bring their granddaughter along with them on trips. They can’t wait to introduce her to their favorite sights and the people around the world that they’ve come to adore.



Adan & Francisca Ledezma
Arizona

A year of transformation

"We had a great fiscal year and were able to make the jump [from Emerald to Diamond]," Adan Ledezma remarks.

But it didn't just happen, and it wasn't without some challenges.

"It was a matter of determination and focus," he says, explaining that he and Francisca faced a rift in their organization toward the end of qualification. "We chose to focus on the positive: this great opportunity the Corporation offers, the tremendous products and services they provide, and our goals.

"I don't pay attention to what others say. I pay attention to what I want."

The results he and Francisca initially desired from their AMWAY GLOBAL™ business have evolved over time.

At first, it was simply a matter of paying the bills. His job as director of diversity at a mental health agency and hers as a Head Start teacher didn't provide enough to meet the needs – and wants – of their growing family. (Anthony is now 14, Christian, 12, and Emmanuel, 6.) The older

their three boys got, the more costly their stuff became. "They're still asking for expensive basketball shoes!" Adan says, laughing.

As their business has grown, so has the Ledezmas' idea of what it means to provide for their family. Athletic shoes are one thing, but life experiences and the confidence they bring are another.

"We just returned from Miami," says Francisca. "Watching the kids have such fun and visiting places I once only dreamed of made me think that every sacrifice we've made has been worth it."

"Building this business is not a piece of cake," her husband agrees. "Leaving the kids in the evenings to share the opportunity with others was hard in the beginning."

"But I do think it was harder on me than on them," she states. "They understood that we were doing it to provide a better future for them and to help other families do the same."

"Now our priority is to help our downline partners take their businesses to the next level," he says. "How many people can we help to experience this lifestyle we're enjoying?"

Proof positive

Adan and Francisca believe the Corporation is making it easier than ever to build a strong AMWAY GLOBAL business.

"The company is in the process of transformation," he says, "and we need to embrace it, too." He points to recent innovations in products, marketing, communication, and training as evidence of the commitment to IBOs.

Free from debt and the time pressures most people face, the Ledezmas are proof this business works.

"The reality is we can take our kids to school without rushing to get to work. I can take my wife out to breakfast if I want. We can go to the gym in the morning."

Sadly, though, "Most people work their entire lives without stopping to think about what they want," Adan comments. "This business gives you time to reflect and make a plan before it's too late."

"We're so grateful for that opportunity," Francisca says. "At this point it's not about what we accomplish – it's about who we become."



Mauricio & Maria Delgado
Texas

Proving that “you can build an

AMWAY GLOBAL™ business and still focus on your calling,” Dr. Mauricio Delgado oversees a full-time practice as a pediatric neurologist and is “very involved in teaching and research.” He also finds time to “help others achieve their dreams through the AMWAY GLOBAL business opportunity.”

“We have a heart for Spanish-speaking immigrants,” adds Maria, who emigrated from Mexico with Mauricio and their four children in the ’80s. “Most don’t have opportunity for advancement and find that AMWAY GLOBAL is their way out and up.”

Originally seen as a means for diversifying their income (Maria worked as a school psychologist), the Delgados’ business has changed their lives. “Through the process of building it” – which entails developing both people and leadership skills, Mauricio says – “we’ve become better people. Better spouses to each other, better parents to our kids, better children to our parents. Even if we never earned a dollar from this business, that in itself is reward enough.”

Also gratifying are the close friends they’ve made. “Getting to travel to fun places with our team is the best,” says Maria, who hopes to reach Diamond soon and travel to Peter Island and Maui.

While Mauricio can’t foresee slowing down in either his practice or his business, he adds, “AMWAY GLOBAL allows us to have options, and that’s something we appreciate.”



Dave & Jules Dornan
Georgia

Even though Dave Dornan’s

parents are among this business’s highest achievers, Dave wanted to forge his own success. He earned a master’s in religion, but eventually went into commercial real estate. And though he did become an IBO, he wasn’t very active.

Jules, on the other hand, had been the only child of a hardworking single mom. She dreamed of a career with unlimited potential that also offered flexibility for optimum parenting time. When she saw the AMWAY GLOBAL IBO Compensation Plan, she became part of Dave’s downline. Two years ago they married.

“Working with Jules changed my perspective,” admits Dave. “I realized I’d been blessed with a phenomenal network of people who shared my ideals and goals and were willing to help me succeed. Why *wouldn’t* I make the most of that opportunity?”

Today, Dave and Jules “appreciate everything about this business.”

“Our organization is amazing – representing everything from NUTRILANT® to NUTRILITE® with equal comfort and enthusiasm,” says Jules. “They’re not just part of our work, they’re part of our *lives*.”

“It’s a remarkable testimony that second and third generations are choosing this business,” says Dave. “The business becomes our legacy – something of real strength and substance, yet something personal and meaningful. That’s what we hope to pass along.”



Olivia Martinez
California

If Olivia Martinez’s life had a motto, it would be, “¡Sí se puede!”

Can an individual overcome poverty? “Yes, we can!”

Can a Spanish-speaking immigrant find success in this country? “Yes, we can!”

How about if she’s a single mother of five? “Yes, we can!”

Originally from a remote, impoverished area of Mexico, Olivia worked hard to provide stability for her children (now grown) through her food-importing business. “I sold goods my region is famous for, like cheeses and mole sauce,” she says.

But that required a lot of travel and a lot of physical labor. “I had to carry boxes that weighed 80 pounds,” she recalls.

When one of her customers suggested she start an AMWAY GLOBAL business, Olivia welcomed the opportunity to try something less taxing. “I was surprised how quickly I surpassed what I’d been making,” she says.

“I love the products, especially the NUTRILITE supplements and ARTISTRY® skin care products. Even more than the income they provide, I appreciate the friends I’ve made building this business. Plus, I get to travel and am always treated with such kindness.”

She admits, “At times I think I must be dreaming. I’m doing so many wonderful, awe-inspiring things and have overcome so much. It’s a great *attainable* reality, I tell my group. Just keep persevering.”

¡Sí se puede!

Founders Emerald



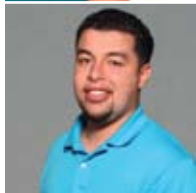
Shaju & Ramya Janardhanan
California

The Janardhanans' photo was inadvertently left out of April's ACHIEVE® Special Achievement Issue.

Platinum



Alex & Rosa Aguilar
Self-employed
(Aurelio & Fabiola Vera)
California



Rodrigo Andrade
Student & Dental Assistant
(Francisca Andrade)
Maryland



Guadalupe Anguiano-Montenegro
Shipping Clerk
(Juan & Ilda Ramos)
California



Guillermo & Carolina Arvizu
Plumbing Contractor
Homemaker
(Rosa Maria Alonso)
Texas



Primitivo Baltazar & Florentina Lopez
Construction
Housekeeping
(Isaac & Francisca Santos)
North Carolina



Fernando & Trinidad Barrera
Sales
School Cafeteria
(Adan & Francisca Ledezma)
Arizona



Rich & Becky Bennett
Window Cleaning Sales
Event Manager
(Matt & Alana Grotewold)
Minnesota



Vijay & Shailaja Buch
Engineer
Housewife
(Ramesh & Jaymala Hinduja)
New Jersey



Roberto & Rosalinda Camacho
Construction
Dry Cleaner
(Francisco & Veronica Arevalo)
Georgia



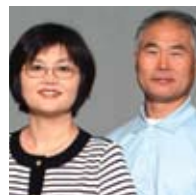
Alfredo Castro
Distributor
(Allan & Mayra Rivera)
California



Leandro Cecilio
Laborer
(Pedro Cecilio)
Georgia



Kyung Nam Choi & Young Mi You
Artist
Homekeeper
(Jongwan Pyo & Namsu Jeong)
California



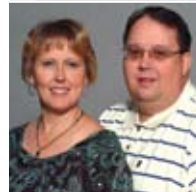
Thomas & Sook Chung
Financial Planner
Registered Nurse
(Elizabeth Song)
Texas



Juan* & Rosa Claros
Manager
CAN
(Eliot & Iris Villatoro)
California



Todd Cline
General Manager
(J. Timothy & Crystal McNeil)
North Carolina



Dook & Kamala Combs
Teachers
(Paul & Melissa Watson)
Florida



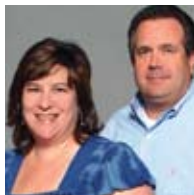
Alfredo & Elizabeth Diaz
Machine Operator
Alcohol & Drug Counselor
(Juan & Lucia Lugo)
California



Ignacio Diaz* & Niurka Caron
Maintenance
Hairstylist/Factory Work
(Blanca Nieves)
Florida

*Not pictured.

Occupations listed in the Achievers section are those on entering the business. Sponsors are named in parentheses.



Scott & Meryl Fein
Sales
Insurance Adjuster
(Toby & Mia Ayers)
Texas



Anil & Madhavi Ghanta
Software Engineers
(Murali & Sirisha Mannava)
California



Hwa Seog Go & Mi Kyong Son
Wholesale Industry
Student
(Moon-Gu Kim & Wonchul Shin)
California



Felipe Gordillo & Maria Jimenez
Cook
Machine Operator
(Javier & Sonia Vasquez)
Colorado



Evan & Rachael Grubb
Student
Executive Recruiter
(Daniel & Carrie Hafford)
New York



Jose & Maria Guillen
Welder
Secretary
(Jesus & Maria Contreras)
Texas



Dhananjaya & Anusha Gunaratne
IT
Housewife
(Chandrabhan & Mala Chandall)
New Jersey



Chang & Min Hee Han
Construction
Fashion Business
(Yong IL & Judy Kim)
Illinois



Jinsook Hwang
Registered Nurse & L.Ac
(Jong Uk Bae)
California



Vinit & Neelu Jindal
Computer Engineer
Homemaker
(Shilpa Parikh & Ashish Pandit)
California



George & Eunhong Kanchanaveerat
Application Engineer
Engineer
(Meesun & Tae Byong Chae)
Washington



Paul & Carlynn Kill
Performance Trainer
Teacher
(Dave & Jules Dornan)
Georgia



Jose & Martha Ledesma
Self-employed
(Adan & Francisca Ledezma)
Arizona



Unkyu Lee
Legal Assistant
(Jeeun Lee)
Virginia



Yoonsun Lee
Homemaker
(Soo Min & Se Joon Ok)
Virginia



De Lin Li & Xiang Lan Gao
Massage Therapist
Homemaker
(Heul Lee)
New York



Gio & Jaclyn Lopez
Customer Service
Medical Research
(Alejandro & Lani Rebollo)
Florida



Miguel & Zenaida Martinez
Carpenter
Housewife
(Roberto & Carmen Torres)
Texas



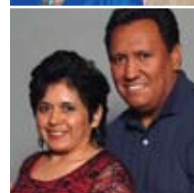
Jonathan Min Li & Isabella Nguyen
Program Analyst
Communication
Development Specialist
(Michael Kuebler)
New York



Gabriel & Sandra Mitchell
Horticulturist
Oral Surgery Technician
(Roger & Mandy Edmunds)
New York



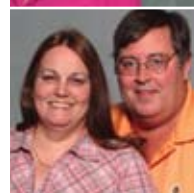
Raj Mocharla & Suvarchala Dogiparthi
Graduate Student
Engineer
(Chak & Uma Kakani)
Texas



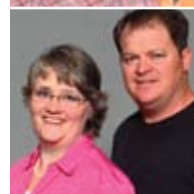
Ramon & Maria Monreal
Landscape
Homemaker
(Alfredo Monreal & Rosana Guerrero)
Texas



Heracio Moreno Rojas & Angelica Gonzalez Cruz
Satellite Dish Installation
Seamstress
(Crisanto Zarate Nolasco)
North Carolina



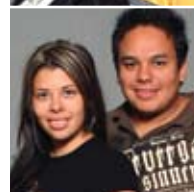
Charles & Roxanne Mundt
Business Owners
(David & Laura McWright)
Pennsylvania



Todd & Patti Newitt
Utility Work
Stay-at-home Mom
(Timothy & Linda Heaton)
Colorado



Juan Jose Ortiz & Pilar Peralta
Martial Arts Instructor
Real Estate Broker
(Juan Manuel Pena & Yaniris Castillo de Pena)
Dominican Republic



Giovanni Padilla & Arani Medina
Real Estate
Housewife
(Alfredo Medina & Danna Dyer)
California

Platinum



Gopal Krishna & Vijaya Pappu
IT Project Manager
IT Recruiter
(Omprakash & Manjula Setty)
Texas



Sun Ro
Housewife
(Kevin Kim)
California



Vernon & Mildred Roberts
Business Owners
(Joseph & Sonya Lowe)
Georgia



Joshua & Rachael Runge
Personal Trainer
Stay-at-home Mom
(Cliff Brown)
New Jersey



Miguel & Reyna Saldaña
Range Attendant
Homemaker
(Jose Luis & Teresa Gutierrez)
California



Eduardo Saleta Gonzalez & Carolina Sanchez
Business Owner/Administrator
Operations Coordinator
(Jaime Rodriguez & Yanet Inoa)
Dominican Republic



Thomas & Donna Spence
Computer Specialist
Visual Information Specialist
(Edoardo Ionni & Carol Polizzi)
Maryland



James & Nadia Stubbs
Attraction Park Attendant
(Gio & Jaclyn Lopez)
Florida



Jaiwoong & Sungae Suhr
Businessman
Cashier
(Yon Hwa & Chang Moo Cha)
Oregon



Eduardo Taboada & Marina Morales*
Construction
Factory Work
(Maria Taboada)
California



Fredy Trinidad & Bety Sanchez
Painter
Baby Sitter
(Demetrio Loya & Eulalia Mata)
California



Miguel Velazquez & Dora Ledezma
Airport Worker
Homemaker
(Jesus Nevarez & Alicia Ledezma)
Arizona



Devon & Renee Wilkins
Sr. Account Executive
Recruiter
(Don & Leila Thompson)
North Carolina



Nicholas & Melinda Winkler
Recruiter
Administrative Assistant
(Ryan & Ahren Foster)
Pennsylvania



David & Laura Winks
Sales Executive
Homemaker
(Roy & Sharon Nanz)
Maryland



Drew & Anna Witherington
Golf Caddie
Administrative Assistant
(Matt & Alana Grotewold)
Minnesota

*Not pictured.

Occupations listed in the Achievers section are those on entering the business. Sponsors are named in parentheses.

Speak Up

Want to speak directly to Amway Global's decision makers? Join the conversation on the Opportunity Zone, featuring real employees writing about anything and everything that goes on behind Amway Global's walls.

The Opportunity Zone is home to more than a dozen blogs covering topics from health and home care, to advertising and the view from the top. Visit our new beauty-focused blog, *All Dolled Up*, for tips and tricks from our resident expert. Even more blogs will be unveiled soon.

Want to influence decisions, share your opinion, and have your voice heard? Speak up at www.opportunityzone.com

www.opportunityzone.com

Opportunity
Zone 

Susan Julien-Willson, Amway Global's Communications Portfolio Manager, said:

What do you recommend to other IBOs or potential IBOs?
Do you train others to sell all products or to focus on just one product line?

Beth Doman, Amway Global's Director of Marketing Services, said: AMWAY GLOBAL™

advertising launched on websites like CNN.com, WallStreetJournal.com, Monster, and other websites and portals.

"Diamond Diva Runner" said:

Wow, I am so excited about this! ... If there is anyone I haven't told that I own a business powered by Amway Global, I'd better get my buns out there and shout it from the mountaintops!

"dig4truth" said:

Personally, when I work with a new person, I encourage them to investigate which product line excites them the most. When they find it, I tell them to study it or get comfortable talking about it.

Paula Otero, Amway Global's Bilingual Editor, said: "Estoy ansiosa por conocerlos en el próximo evento."

"Luis Curiel" said:
El evento Spotlight me causó much impresion.



NEW Platinum Conference

2008
GRAND RAPIDS, MICHIGAN

The newest leaders take Grand Rapids by storm!

Hundreds of Platinums gathered here this summer to get a close-up look at the Corporation, learn about the latest business and product trends, hear from Amway Global execs, and ultimately, to take the stage to celebrate this exciting achievement.

Oh, and they had some fun, too! Platinums enjoyed luxurious accommodations at the Amway Grand Plaza

Hotel, the city's crown jewel. And once they were settled in, it was go, go, go! IBOs visited Ada to tour the Corporation's facilities, including the warehouse, the various departments that service their businesses, and the R&D labs where scientists presented demos and answered eager questions.

During their stay, new leaders also attended business meetings with their Sales Advisors as well as a series of educational presentations where experts talked about new products

and selling strategies, giving this group plenty of great information to take home to their downlines.

Once the day's business was adjourned, though, the Platinums headed for the go-carts! From bumper boats to mini golf to video games, there were plenty of ways to get in on the fun at a local entertainment center.

Four busy days. So many opportunities to learn, grow, and celebrate. That's what Platinum is all about!





After a red-carpet welcome, these IBOs looked for their names on the Wall of Fame.



Touring the buildings put Platinums in touch with the people and products behind their business.



There was definitely time for fun and games! IBOs enjoyed an evening at play after a long day of business.



The group gathers to review the Health Sales Kit in a conference room with a view. Left to right: Diamonds Srinivas and Sheela Vemu, Founders Diamonds Pravin and Madhu Chbeda, Founders Executive Diamonds Kanti and Lata Gala, Executive Diamonds Tissa and Maithree Samaratunga, Diamonds Dave and Shanita Doodnauth, Executive Diamonds Sugeet and Kaajal Ajmani, and Double Diamonds Shivaram and Anjali Kumar.



Where business goes casual

Do you have your sights set on Diamond? Then ditch the tie and grab your flip-flops, because qualified Diamonds earn an invitation to Peter Island where they tap into an inspiring and laid-back business destination. Inspiration comes through strategy sessions with your upline, product reviews, and networking with your peers. The laid-back aspect puts you in touch with the island's renowned amenities, including sailing, snorkeling, horseback riding, spa services, and hammocks tucked among the palms. Sound like your kind of a business conference? Just keep working toward your Diamond goals!

We're saddened to announce that shortly after this trip, Pravin Chbeda passed away. He will be greatly missed by many.



CELEBRATING 50 YEARS
Amway
GLOBAL INC.
QUINTAR
WORLDWIDE

Sales Incentive Program 2009
 Are you ready to grow?

New name, same great program!

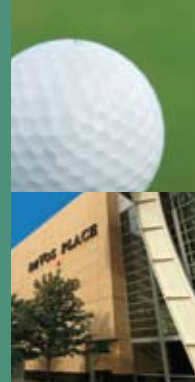
We rolled out an exciting slate of incentives for 2008 – incentives designed to help more IBOs earn more money faster.

As we promised, we're continuing the program for 2009. It's the same great program, with a brand new name. The 2009 Sales Incentive Program (SIP) kicked off on September 1 and offers a variety of rewards, from cash to invitations to our premier business conferences, including three of last year's most popular incentives:

- \$50 Cash Award for each of the first three full months (max. of \$150).

- Free Shipping on qualifying IBO orders (placed within the first three full months) and on qualifying customer orders.
- 20% Extra PV on qualifying customer orders.

Qualification is now in full swing. So set your SIP goals and work toward your most successful year yet! For complete program details, go to www.amwayglobal.com > **Manage My Business > Compensation, Awards, & Incentives**



First-time Platinum Elite

These IBOs have generated at least 12,500 Ruby PV in a month, which qualifies them to be eligible to receive a cash award of an additional 4% of their Ruby BV.

Founders Platinum

Claudio Cignola &
Luana Pennesi
Gregory Crichlow
Garrett & Jennifer Fleming
Parker & Joyce Holman
Dennis & Barbara Kendall
Thomas Louie
Richard & Sara Nearman
Lee & Kristen Thompson



Platinum

Garry & Shirley Berggren
Stephen & Kaprice Harris

Gold Producer

Todd & Stephanie Hoff
Francisco & Dinora Rivera

Silver Producer

Teck Kuwe Chai &
Kon Yin Lew

First-time Platinum Plus

These IBOs have generated between 10,000 and 12,499 Ruby PV in a month, which qualifies them to be eligible to receive a cash award of an additional 2% of their Ruby BV.

Crown

Rich & Dorothy Ossinger

Founders Executive Diamond

Howie & Theresa Danzik

Diamond

Min Chul Lee &
Soon Mi Kim
Bernie & Kathy Marble



Sapphire

Paul Pontriband &
Lucie Roberge

Ruby

Frank & Pamela Teresi

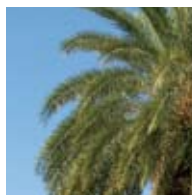
Founders Platinum

Mike & Lori Bourgeois
Yves Campeau &
Johanne Renaud
Kathleen Laughlin
Thomas Louie
James & Jennifer Martino
Richard & Sara Nearman

Hee Ae & Hyeon Bin Sohn
Stephen & Theresa Williams

Platinum

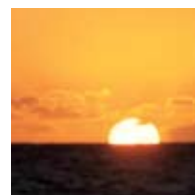
Garry & Shirley Berggren
Audrey & Dale Braun
Martin & Carmen
Odeth De La Cruz
Hector & Esperanza Gomez
Stephen & Kaprice Harris
Yan Yun Liang
Felix Lopez &
Maricela Taveras
Geoff Paynter &
Marci Detta



Alvaro Alberto Vazquez &
Minerva Gallegos
Young Jae & Hyun Yoo

Gold Producer

Gabriel Arellano &
Carmen Cedenio
Jose Humberto &
Guillermina Carchi
Todd & Stephanie Hoff
Galina &
Nikolay Popruzhnyy
Roberto & Silvia Rodriguez



Silver Producer

Edward & Mary Ganster



Amway Global Employees Walk for Easter Seals

Amway Global's very own Steve Lieberman, Vice President and Managing Director, served as honorary chairperson of the 4th Annual Michigan Easter Seals Walk With Me on July 30. He was joined by nearly 600 Amway Global employees and their families who donned their walking shoes to raise more than \$84,000 in support of the West Michigan Easter Seals center and its mission to offer help and support to children and adults living with autism and other disabilities or special needs.

The walk took place at the John Ball Park and Zoo in Grand Rapids, Michigan, where the route lead participants through green lawns and shady paths before they entered the zoo to walk alongside pink flamingos, mountain lions, monkeys, and even bears. The weather was warm and sunny as the walkers were urged on by the antics of the juggling clown and the chance to take a spin on the prize wheel.

Amway Global is proud to serve as a National Sponsor of Easter Seals Walk With Me events held in cities across the country. To learn more about your local walk, visit www.walkwithme.org



Top left: Honorary Chairperson Steve Lieberman announces the amount raised through the Walk With Me event with a group of kids who have benefited from Easter Seals services.

Bottom, from left to right: Michigan Easter Seals Child Ambassador Kennedy; participants walk through John Ball Park and Zoo in Grand Rapids, Michigan; Easter Seals Child Ambassador Ryan with the check for nearly \$85,000.



The One by One Campaign for Children calls AMWAY GLOBAL™ Independent Business Owners, employees, and customers to rally around one unified cause: improving the well-being of children.





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Designed to work together, for maximum effectiveness – but minimum complication. It's an inspired approach to beauty. Totally inspired by you.

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essentials

②
hydrating
toner

ARTISTRY
essentials

③
hydrating
lotion

SPF 15
UVB/UVA

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essentials

anti-blemish
treatment

ARTISTRY
essentials

moisture plus

ARTISTRY
essentials

soothing cream