

BECAUSE

it's for you

SEPTEMBER 08



Adam Gilchrist
Joins Team NUTRIWAY®

Amway®



Lots more Better Choices

The new 2008-2009 *Better Choices Catalogue* is out now. It features even more products, more great savings and more rewards for you!

More products

There are a whole range of new products available from brands you already know: Heinz, White Wings, Bella Italia, Orgran, Kellogg's, Smith's Chips, Weight Watchers Biscuits, Spicy Life Gravies and Spices, Praise Dressing, The Natural Confectionery Co., Nippy's Long Life Flavoured Milk Drinks, Tetra Pak Juices, and much, much more!

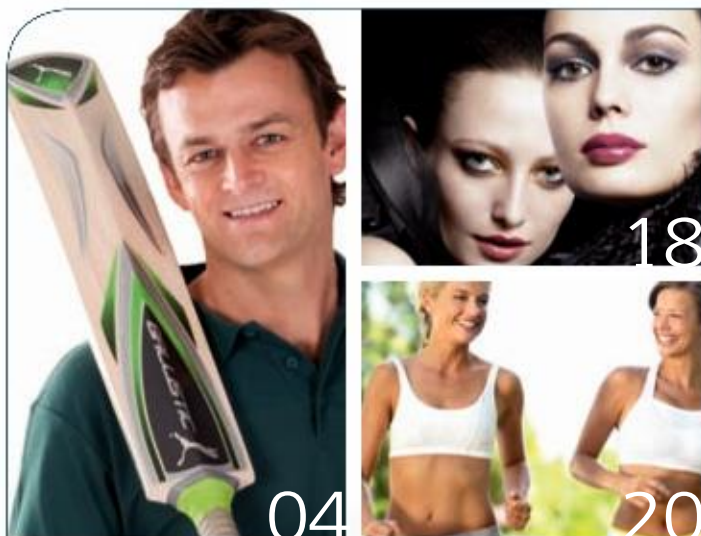
Want more?

Grab your copy of the 2008-2009 *Better Choices Catalogue* on VS 210144 for more details.



available
now

Amway®



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HITTING A WINNER

This month we welcome Australian cricket hero, Adam Gilchrist, to Team Nutriway as our new spokesperson. He is a wonderful role model for IBOs everywhere. Read about how he will be promoting Nutriway in Australia and New Zealand from page 4. During August and September, we are drawing 50 winners each month for the \$100 petrol coupons. For every \$100 you spend on any product/products, you will receive one entry into the draw. At the end of the promotion, one lucky entrant will win a year's worth of petrol to the value of \$5,000.

Receive a 15% PV uplift this month by purchasing any of the Top 20 Amway products. Visit the Amway website for the full list of products. If you would like to find out all the features and benefits of these products, you can purchase the Top 20 Amway products booklet for \$2.95 on VS 210330. Both promotions end 30 September, so get in quick.

May I also remind you that it's important that you achieve a minimum of 50PV or more from 1 September onwards, every month, in order to qualify for your Performance Bonus. Ditto Delivery can help you ensure you never miss out. Any new Ditto Delivery order set up and shipped from 1 August to 31 October 2008, will receive free delivery during these next three months.

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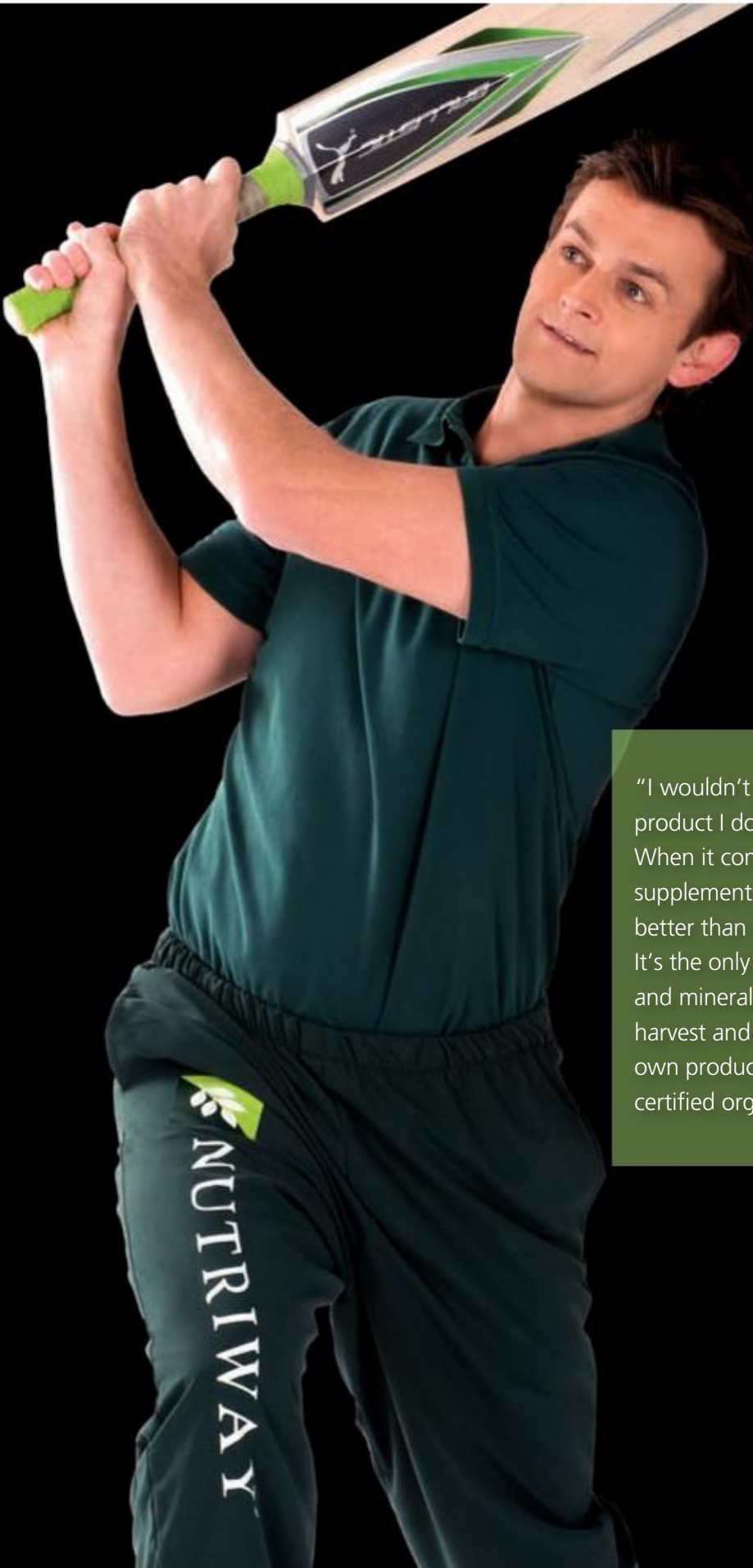
Additional copies of this *BECAUSE it's for you* are available on VS 206887



John Haines

John Haines
Head of Business Relations
Australia/New Zealand

NUTRIWAY® HITS A WINNER



"I wouldn't endorse a product I don't believe in. When it comes to nutritional supplements there is none better than NUTRIWAY. It's the only global vitamin and mineral brand to grow, harvest and process all their own products on their own certified organic farms."

ADAM GILCHRIST, AN AUSTRALIAN CRICKET HERO, IS THE NEWEST AMBASSADOR FOR TEAM NUTRIWAY.

Adam Gilchrist is a sporting legend. The 36-year-old is known to cricket fans the world over as the player who revolutionised the wicketkeeper/batsman position. He holds the record for the most dismissals in one-day internationals, is number two for the most dismissals in test cricket, and is the only batsman who has ever hit 100 test match sixes. Adam has captained and vice-captained the Australian cricket team and was the recipient of the Allan Border Medal for Australian Cricketer of the Year in 2003. Not only is Adam an amazing cricketer, but in a sport where the Australian team is widely regarded as the best and one of the showiest teams in the world, he is a down to earth bloke who gave up the game at his prime to spend more time with his family.

Since Adam retired from international cricket earlier this year, "Gilly" as he is affectionately known to his fans, has had many opportunities come his way. He played in the Indian Premier League, appeared on television screens providing commentary for matches and is writing an autobiography that is due out before Christmas. Despite Adam's busy schedule, he couldn't pass up the chance to join Team NUTRIWAY as the latest NUTRIWAY Ambassador. AMWAY® is excited and proud to welcome Adam as the ambassador for NUTRIWAY.

Adam says, "These vitamins are fantastic. Not just in the sporting field, but in general life, everyone is looking for a way to keep healthy. People are looking for an edge – especially in sports. I think that these products allow a person to maintain a balanced diet in busy times."

"Such is the pace of life these days that you don't get all the daily intakes of dietary requirements. Taking NUTRIWAY DOUBLE X or Daily, Concentrated Fruits and Vegetables and Omega-3 Complex is the perfect way to complement the meal plan that you are on. I think they are fantastic. These are only some of many, many fine products under the NUTRIWAY brand.

"I have tried other products throughout my career. Look, I think there are great products out there, but these ones in particular I've found that the coverage of vitamins and minerals that they extend to is fantastic.

"These products are a fantastic option for people out there who are looking to maintain or sustain a healthy, balanced lifestyle and diet."

GILLY AROUND TOWN

Over the next year, Adam will star in an Australian and New Zealand-wide NUTRIWAY marketing campaign that will include print advertisements and billboard placements. This is exciting news for your business as it means that the NUTRIWAY brand will be reaching a far broader audience in this region than it ever has. This is history in the making and an opportunity for you to build your business to unheard of heights.

"I'm incredibly proud to be associated with NUTRIWAY," Adam says, "And as your Team NUTRIWAY Ambassador, I'll be working hard to spread the word about NUTRIWAY."

MEET GILLY IN PERSON

Adam's work with NUTRIWAY doesn't end with the advertisements and billboard placements. You can meet the legend in person and find out for yourself why he has put his name behind the NUTRIWAY brand when he appears at AMWAY events over the next year.

"You'll see my face around quite a bit as I spread the word about NUTRIWAY to all the people of



Australia and New Zealand. As I go around the countries visiting many locations, I look forward to meeting everyone," says Adam.

FANS, FANS AND MORE FANS

AMWAY is thrilled to have Adam onboard as a NUTRIWAY Ambassador. We're the first to admit that we are big fans, but we're not the only ones. Some cricket fans even go as far to say that Australian cricket can be divided into two stages: before Adam joined, and after. At a recent production day in Sydney for the NUTRIWAY campaign, Adam was interrupted by an impromptu press conference as Fox Sports, Channel Nine and Network Ten asked him for his opinion on including Twenty20 in the next Olympics. Later, he was approached by a group of excited school kids who wanted his autograph. That footage appeared on Australian television to millions of viewers that night – and with it the NUTRIWAY brand name.

Adam is a beloved sports hero who is known by cricket fans worldwide. Even people who have no interest in sport respect him. It is because Adam has proved time and time again that he is a down to earth and honest guy. (Read the profile on page 7 for more details.) With such a well-known, Australian celebrity spreading the word, there's no limit to what you can achieve in your NUTRIWAY business.

"I wouldn't endorse a product I don't believe in. When it comes to nutritional supplements there is none better than NUTRIWAY. It's the only global vitamin and mineral brand to grow, harvest and process all their own products on their own certified organic farms.

"So keep fit, eat well and stay healthy with NUTRIWAY."

Adam being interviewed by the media at the AMWAY production Day in Sydney



THE BEST OF NATURE AND SCIENCE



Here are the products that Adam Gilchrist will be promoting around Australia and New Zealand.

- **NUTRIWAY DOUBLE X:** A high potency multivitamin/multimineral/phytonutrient supplement that gives you the energy you need to power through your day.
- **NUTRIWAY Daily:** Provides you with all the vitamins and minerals you need in a convenient, once-a-day tablet.
- **NUTRIWAY Omega-3 Complex:** Combines a balanced formula of essential fatty acids from three deep cold water fish to help maintain normal blood cholesterol.
- **NUTRIWAY Concentrated Fruits and Vegetables:** Provides you with phytonutrients equivalent to more than 10 servings of fruits and vegetables a day in just two tablets.



NUTRIWAY²
BEST OF NATURE. BEST OF SCIENCE.

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

THE MAN BEHIND THE GLOVES



TOP 6 ADAM GILCHRIST FACTS

- 1 Adam is the only Australian wicketkeeper to have captained his country in both Test and One-Day International cricket.
- 2 At the date of his retirement, Adam held the world record for the most dismissals in Test cricket (416 dismissals).
- 3 At the date of his retirement, Adam was the world record holder for the most number of wicketkeeping dismissals in One-Day International cricket (472 dismissals).
- 4 Adam has the fastest strike rate in the history of One-Day International and Test Cricket for a batsman scoring over 5,000 runs.
- 5 In 2007, Adam was voted by 39% of the 168 players to have represented Australia in One-Day Internationals as the greatest ODI player to have ever represented Australia. No other player polled more than 19%.
- 6 Adam was the first batsman in Test cricket history to hit 100 sixes.

Statistics taken from www.adamgilchrist.com.

On Australia Day 2008, Adam Gilchrist made a shocking announcement: he was retiring from international cricket. Adam was, and still is, considered to be the greatest wicketkeeper/batsman of all time. The public and media response was overwhelming. His Australian team mates were hit hard by the news, especially skipper Ricky Ponting and batsman Matthew Hayden who had played in international tests with Adam for the last ten years. The 36-year-old was still on top of his game, so why did he decide to give it all up?

Adam wanted to spend more time with his family. On the phone from his home in Perth, Adam says, "My high priority at the moment is to get as much time with my family as possible." There was no surprises there. The father of three began our phone chat by asking if the interview could wrap up before 3pm. "I have to pick up my son from school," he explained.

Adam's father Stan believes that Adam seems happier than he has been in years after making the announcement.

"[Retiring] is a relief. It's been hard work, leaving home, leaving three children, leaving a wife, hopping on an aeroplane and not being game to look back in case you burst into tears or something," Stan told reporters at the time.

"Adam wears his heart on his sleeve a little bit, so he's very, very happy, very relieved and certain that it's right."

The former captain and vice-captain of the Australian cricket team has always been one to follow his heart. Back in 2003, Adam caused a stir when he walked off the field during the World Cup Semi-Finals against Sri Lanka. Adam knew as soon as the ball bounced off his bat that he had been caught out. It was confirmed when he saw Sri Lankan player Kumar Sangakkara with the ball in his hands. But the umpire shook his head and called it "Not out". Adam followed his conscious and walked off the field – despite it being such an important international match. It was a rare display of honesty in the sports business.

Adam's integrity, family values and legendary sports status makes him the perfect Ambassador for NUTRIWAY.

WHAT'S HOT

AMWAY LEADERSHIP MEETINGS

The AMWAY Leadership Meetings will take place this September for 15% and above bonus recipients. AMWAY senior management staff will share the latest business news and future business developments. These meetings will take place in Perth (Tue 2), Melbourne (Wed 3), Brisbane (Thur 4) and Sydney (Fri 6).

Personalised invitations are now in the mail to 15% and above bonus recipients residing in these capital cities.

SPOIL DAD

Do something extra special for your dad this Father's Day. Purchase AMWAY Silicone Glaze, Car Wash, Sure Wipe Cloths and receive Tyre Shine for FREE. Then, wake up early on the morning of Father's Day and give his car a clean. You can order this Father's Day special on VS 210256 for \$41.75



Offer ends 8 September 2008

VS	DESCRIPTION	PV	BV	W'SALE	RRP
210256	AMWAY Father's Day Special	6.65	22.66	\$33.14	\$41.75

MONTHLY BONUSES

AMWAY rewards you for all the effort that you put into your business. The Performance Bonus that is paid out every month is just one example of how we reward you for buying and selling our world-leading products. From September 2008, the Performance Bonus will be paid out to all IBOs who have a personal PV of 50 or more. If you don't reach your quota in a month then the Performance Bonus will flow up to the next IBO in your line of sponsorship who has 50 PV personal. If you would like more information about how this works, feel free to contact your State Sales Manager today.



Each one of us has a healthy dose of competition in us. It's part of who we are – it's our competitive nature.

And it's true that we're a competitive company. Only there are always companies competing with us. We're successful not because we're competing with them. We're successful because we constantly challenge ourselves to be the best we can be. And the best direct sales company in the world.

Simply stated, we're competitive in the marketplace when we offer the best products for our consumers and the best opportunity for our business owners. But in the end our only real competition is with ourselves.

Think about our Team Nutrilite athletes. Who are they competing against? Not just the person in the next lane. They compete against the clock, and the height of the bar. Essentially they're competing against themselves.

It's the same for all of us. It's up to us to continuously improve and gain an even greater share of the market. We need to set our own bar high and compete with ourselves to reach our goals. If we're all committed to this challenge, we will be as successful as we can possibly be.

So let's achieve our personal best.

Doug DeVos,
President

Steve Van Andel
Chairman



**Don't chance
your future!**

**Don't chance your future with anyone but the biggest company
with the best opportunity and the brightest future.**

- A 50-year history of success and global investments that will ensure 50 years more prosperity.
- US\$7,200,000,000 global sales last year
- US\$27,000,000,000 in bonuses paid to IBOs since 1959 – more than the combined pay-outs of others in the industry.
- 500 active patents with another 350 patents pending – paving the way for future innovation.
- Nutrilite, the manufacturer of NUTRIWAY® products, has just posted a record US\$3.1 billion in sales, making it the world's leading brand of vitamins, minerals and dietary supplements.
- ARTISTRY®, is ranked among the largest selling prestige brands of facial skincare and cosmetics.

there's only one... **Amway®**



HEMANT SAHELA AND SMITHA JAIN

NEW SOUTH WALES, AUST.

OCCUPATION –ACCOUNTANT/BUSINESS EXECUTIVE

Hemant Sahela left India six years ago to study accounting in Australia. He worked odd jobs when he wasn't in class to maintain his day-to-day existence. And, with no family or friends in the country, Hemant says that it was a struggle. Three years later, Hemant was still studying and looking for a way to pay off his student debts. That is when his brother-in-law Anurag Jain and Anurag's wife Nibhi, in the United States, introduced him to the AMWAY® opportunity.

At first Hemant's dream was to make an extra \$500 a month to pay off his student loans, but once he realised that he could achieve that easily, he increased his monetary goals. Smitha Jain joined him in Australia in 2006 and her first taste of the business was a trip to Shanghai for ALS.

Besides enjoying the great trips, the couple are even more grateful for the ongoing income because it has given them more choices. Earlier this year, Smitha's father was left in a critical state after suffering a heart attack. She immediately left work and went back to India for four months to help look after her father. Smitha says that she wouldn't have been able to take such a long period of time off work if it wasn't for the income they were receiving from their AMWAY business.

Smitha says that the experience reinforced how important the business is in their lives. She says, "We used this experience as a reason to build this business stronger."

Hemant says that they want to show other young people that they don't have to struggle financially while they are studying. He wants to set an example that others can follow. Hemant and Smitha plan to be Diamonds by 2010 and are grateful for all of the support they receive from their upline Diamond IBOs Ganesh and Neha Shenoy in the United States.

SUCCESS TIP

Dream big and have clear-cut goals. And, if people laugh at you it's their vision problem.



EMERALD





TOKYO LUXURY

YOUR HOME AWAY FROM HOME DURING ACHIEVERS 2009 WILL BE IN THE FAMED TOKYO HILTON. WITH SO MANY OPTIONS AVAILABLE YOU COULD BE FORGIVEN FOR WANTING TO 'STAY IN' MOST NIGHTS.

At Achievers 2009, you will be immersed in the best that this business has to offer: invaluable training, educational previews of upcoming product launches and memorable recognitions. You will have the opportunity to learn from successful IBOs and senior AMWAY staff. This will be an event of a lifetime – and for such an event, only the best accommodation will suffice.

Firstly, let's start with your room: feel at home with large windows and a city view. Decorated in cool, calm tones with a casual mix of Japanese minimalism and Western comfort. Catch up on work at the desk or take time off in the easy chair. Naturally, high-speed or wireless internet access is a given, so you can also run your business remotely.

Look out over bustling Shinjuku from the hotel's indoor pool, or, after playing on one of two rooftop

tennis courts, relax in the jacuzzi. Spend time in the sophisticated luxury of St. George's Bar, or the 24-hour Marble Lounge in the lobby.

Savour Michelin-starred French cuisine at **Twenty One** restaurant. Or, if your tastes spread to different cuisines, enjoy Sushi, Tempura and Teppanyaki from your own chef at Musashino Japanese Restaurant. Try regional Chinese dishes at Dynasty Chinese Restaurant, or great Italian.

Shinjuku is a bustling, exciting place with a population of more than 300,000. Shopping is a main activity here with many multi-level stores selling everything you can imagine (and a few things you probably can't!).

So relax or party during Achievers 2009 in one of the truly great hotels in one of the most vibrant areas of Tokyo, while you build your business to 2010 and beyond.

Contact your State Sales Manager or see www.amway.com.au for more details.



RAMAN AND VISHAL NAIR

AUCKLAND, NZ

OCCUPATION

HIGH SCHOOL TEACHER/PERSONAL ASSISTANT

Raman and Vishal Nair arrived home from the Achievers 2007 trip to Hawaii to the great news that five people in their group had qualified as Silvers, and so the couple took their first step towards qualifying for Achievers 2008, Mauritius. A few months later the couple broke another four new Silvers. These achievements are remarkable not only because Raman and Vishal have been in the business for less than three years, but also because they moved to New Zealand from Fiji without knowing many people. It just proves that you can achieve anything with enough determination.

Raman believes that a key to building the business successfully is to talk to as many people as possible.

"It's a numbers game," Raman says. "It's just like you're shuffling a pack of cards and looking for an ace. What I believe is that if someone says no to me that person is just not the right person I'm looking for."

"New people should come into the business with the confidence that the business is for them. It's not just about signing them in. I believe in finding the right people – that's why our business grows fast."

Vishal adds, "We are enjoying the journey and focusing on the end results."

SAPPHIRE



MARGARET TOETU AND TOEOLA MAUMAGA

AUCKLAND, NZ

OCCUPATION

MSO-OFFICER/PROCESS WORKER

After only joining the business in June last year, Margaret Toetu and Toeola Maumaga are already Platinum IBOs. These raving fans of the AMWAY® business put their quick success down to the fact that they know a lot of people through work. But when you speak to Margaret, you can guess that her ability to convince others to join the business probably has more to do with her enthusiasm.

"It's not only about the money. It's about helping people out and it's about enjoying the business," Margaret says.

Margaret knows that having the support of a team is essential in making it in this business and is very grateful to her upline for their role in helping her reach the Platinum pin. "I want to thank our sponsors, especially Arun and Anita Kumar, Raman and Vishal Nair, and Joey and Monica Cordero, for their continuous help."

Margaret's advice for others who want to become Platinums is to "dream, believe and achieve".

"Always look ahead and never look back. Remember when you focus on the big picture, the little things stop being problems."

PLATINUM



Demonstrate your commitment. Rejoin the revolution.



Renew as an IBO and **WIN!** Two prizes of \$500 up for grabs every week*!

Rejoin the revolution by renewing your AMWAY independent business now. Remember AMWAY gives you the products, the income and helps you choose the lifestyle you want, so what are you waiting for?

And when you do, you'll automatically go into the draw to **win one of two \$500 cash prizes drawn every week*** until the end of September. So the earlier you renew, the more chances you have of winning.

Plus, if you renew your business for 3 years, you'll receive this handy and versatile 2GB USB memory stick/key ring valued at over \$50 **absolutely free!** Plus by renewing for 3 years, you'll receive 3 entries into the \$500 cash prize draw every week.



So stand up and be counted now. Renew your AMWAY independent business for 2008/2009 by visiting www.amway.com.au, calling **1800 45 46 47** or completing the renewal form you'll receive with the *Because* magazine.

Stand up and be counted.

*Two \$500 winners from Australia will be drawn each week for 17 weeks, commencing 1st June 2008. Renewal for 1 year entitles IBOs to one entry into each week's draw. IBOs renewing for three years receive 3 entries in each week's draw. IBOs that renewed for three years in 2007 automatically receive 2 entries into each week's draw. **Visit www.amway.com.au for Terms and Conditions and permit numbers.

Receive free renewal for 3 years on new Xplore loans lodged and settled between June 1 and September 30. Conditions apply.**



SEAS OF DREAMS

FROM THE BLACK SEA, THROUGH THE AEGEAN, IONIAN AND ADRIATIC SEAS, FOR SEVEN DAYS, OUR EMERALD PLUS QUALIFIERS SAILED ON A SHIP OF LUXURY FROM ONE WONDER TO THE NEXT. AGAINST AN EVER-CHANGING BACKDROP OF EXQUISITE SIGHTS, THE LEADERS OF OUR BUSINESS MIXED AND MINGLED WITH EXECUTIVE STAFF, SKETCHING OUT THE FUTURE WHILE DRAWING INSPIRATION FROM THE PRESENT.

DAY 1

Istanbul – city of minarets and spices, where the Orient meets the West. A group of fired-up Emerald Plus qualifiers began their journey to Cannakle, the closest port to the Gallipoli battlefields.

DAY 2

The Gallipoli Battlefields. The mood was introspective as our Emeralds and above drew strength and inspiration from the memory of the heroes of Gallipoli.

DAY 3

Santorini – the exquisite volcanic island, flecked with whitewashed cottages, and etched against the blue of the Mediterranean. As the sun set in a pastel sky, the qualifiers kicked up their heels and boogied to Zorba at the Greek Fiesta.

DAY 4

Mylos – another day in the Greek Isles, another day of leisure. Our Emerald Plus crew went on a day trip to the island while others enjoyed water sports from the back of the luxury ship's private marina.

DAY 5

The Corinth Canal – our qualifiers awoke to witness the engineering marvel of the Corinth Canal that joins the Aegean and the Adriatic Seas. The Seabourn Spirit has the maximum tonnage allowed through the canal. Once through, our intrepid Emeralds headed for the port of Itea and the ruins of Delphi. It didn't need an oracle to predict that a good time would be had by all.

DAY 6

Corfu – the magical island made famous by Gerald Durrell in *My Family and Other Animals*. Here it was all about enjoying a coffee and soaking up the truly unique atmosphere of Corfu.

DAY 7

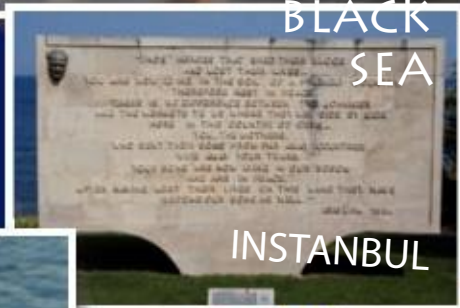
Venice – the mood turned romantic for many in this ancient city of washed light and dancing reflections. This dream destination was the perfect ending to a week of wonders.



BLACK SEA



GREECE



INSTANBUL



CORINTH CANAL



AGEAN SEA

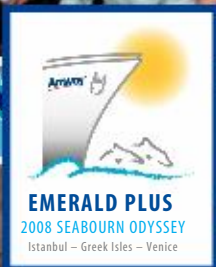


DAEDENILLES

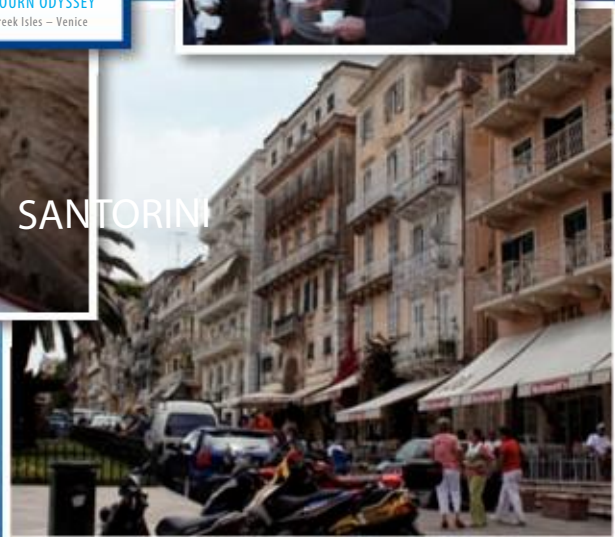
TURKEY



CORFU



SANTORINI



Goji

The Goji craze has been going on for a couple of years now. You're probably wondering what all the excitement is about. Goji berries are high in antioxidants, rich in phytonutrients and amino acids. Try either Goji Juice or snack on Goji Berries.



VS	DESCRIPTION	PV	BV	W'SALE	RRP
740266	Goji Juice 1L	3.71	12.65	\$37.95	\$37.95
740267	Goji Berries 500g	1.95	6.65	\$19.95	\$19.95

Organic Rice Milk Enriched with Calcium

If you're lactose intolerant, coeliac, or have a wheat allergy, and you miss having milk on your cereal, why not try rice milk? It is made from certified organic brown rice and is lactose and gluten free.



VS	DESCRIPTION	PV	BV	W'SALE	RRP
740422	PUREHARVEST® Rice Milk Enriched with Calcium	1.69	5.76	\$28.80	\$28.80



Olive Oil

Olive oil is a staple of the Mediterranean diet and has been linked to lower rates of cardiovascular disease. This spring, try mixing olive oil with balsamic vinegar for a healthy salad dressing.

VS	DESCRIPTION	PV	BV	W'Sale	RRP
601330	LUPI Organic Extra Virgin Olive Oil 500ML	0.47	1.59	\$7.95	\$7.95

essentials for a healthy spring

Garlic

Studies show that garlic helps support the immune system during spring, a time when hay fever and allergens are more abundant. NUTRIWAY® Garlic Heart Care Formula contains the equivalent of 1200mg of fresh garlic bulb. The best part is the peppermint concentrate helps to overcome garlic's unpleasant odour.



VS	DESCRIPTION	PV	BV	W'SALE	RRP
6160	NUTRIWAY Garlic Heart Care Formula	7.99	27.25	\$29.98	\$40.45

Almonds

Almonds are a healthy snack that are high in protein and high in monounsaturated fats (good fats like those found in avocados and olive oil). Almonds are also a good source of vitamin E. If you are trying to maintain your weight, reach for some almonds rather than a pack of chips.



VS	DESCRIPTION	PV	BV	W'SALE	RRP
610227	PUREHARVEST Certified Organic Almonds 250G	0.80	2.73	\$8.20	\$8.20



Vitamin C

As the weather starts to warm up, a daily vitamin C supplement can help you stay healthy. Vitamin C is essential for good health and supports the immune system, so that you can make the most of the warm weather. NUTRIWAY has three different ones to choose from: NUTRIWAY BIO-C PLUS®, C500, or Chewable Natural C.

VS	DESCRIPTION	PV	BV	W'SALE	RRP
130	NUTRIWAY C-500	7.80	26.60	\$29.26	\$39.50
6120	NUTRIWAY BIO-C PLUS 100 TBS	6.42	21.90	\$24.09	\$32.55
1079	NUTRIWAY BIO-C PLUS 200TBS	12.63	43.07	\$47.38	\$63.95
6109	NUTRIWAY Chewable Natural C	7.77	26.50	\$29.15	\$39.35



Protein Bars

For an extra boost of energy during the day, why not try snacking on POSITRIM® Protein Bars. These bars contain nine essential amino acids, 22g of high quality protein, with only 4g carbohydrates, and they taste great. The bars come in five flavours: Caramel Vanilla, Fudgy Brownie, Roasted Peanut, Mixed Berry Smoothie and Strawberry Creme. Can't decide which flavour? Opt for the Variety Pack of 16 assorted bars.

VS	DESCRIPTION	PV	BV	W'SALE	RRP
102617	POSITRIM Protein Bars – Caramel Vanilla	12.98	44.25	\$48.68	\$60.85
6100	POSITRIM Protein Bars – Fudgy Brownie	12.98	44.25	\$48.68	\$60.85
6145	POSITRIM Protein Bars – Roasted Peanut	12.98	44.25	\$48.68	\$60.85
102857	POSITRIM Protein Bars – Mixed Berry Smoothie	12.98	44.25	\$48.68	\$60.85
101020	POSITRIM Protein Bars – Strawberry Creme (WSL)	12.98	44.25	\$48.68	\$60.85
102793	POSITRIM Protein Bars – Variety Pack	22.90	78.10	\$85.91	\$107.40

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

DO YOU WANT TO BE THE FIRST TO TASTE THE NEW XS FLAVOURS AND VIEW THE NEW SALES AND MARKETING MATERIALS FROM XS ENERGY?

ARE YOU LOOKING FOR OPPORTUNITIES TO EXPLODE YOUR BUSINESS TO NEW HEIGHTS?

DO YOU WANT TO BE PART OF THE ENERGY DRINK MARKET THAT HAS DOUBLED IN SIZE IN AUSTRALIA AND NEW ZEALAND IN THE LAST FIVE YEARS?

PREMIUM ENERGY

EXPLOSIVE

TASTE



David Vanderveen and Scott Coon, founders of XS Energy, will be blasting their way to a city near you. In this action-packed two-hour session, you will be armed with all the XS Energy knowledge and information that you can use in your business.

September will be XS month in Australia. We look forward to seeing you at the Premium Energy Explosive Taste Tour. Catch you there!



XS TOUR

BRISBANE

Wednesday 17 Sept.

Mercure Hotel
85-87 North Quay
Brisbane

7:30pm-9:30pm
VS 210228

MELBOURNE

Thursday 18 Sept.

Dallas Brooks Cnt
300 Albert St
Melbourne

7:30pm-9:30pm
VS 210229

SYDNEY

Saturday 20 Sept.

UNSW Kensington
Sir John Clancy Auditorium
Kensington, Sydney

2:00pm-4:00pm
VS 210230

PERTH

Sunday 21 Sept.

Perth Convention
Exhibition Cnt
21 Mounts Bay Rd
Perth

1:30pm-3:30pm
VS 210231

ADELAIDE

Tuesday 23 Sept.

Adelaide Hilton
233 Victoria Sq
Adelaide

7:30pm-9:30pm
VS 210232

Ticket purchases can be made online by visiting www.amway.com.au or by calling 1800 45 46 47. Tickets cost \$10.00.

ARTISTRY[®] ICONIC ELEGANCE

THIS SPRING'S FASHION ENCAPSULATES DARK AND ROMANTIC SEDUCTION. THE NEW ICONIC ELEGANCE COLOUR COLLECTION FROM ARTISTRY CONTAINS EVERYTHING YOU NEED TO CREATE THIS SEASON'S LOOK.

The latest colour collection from ARTISTRY, Iconic Elegance, is about beauty with a touch of attitude. The colour collection was created to go hand-in-hand with the runway designs from fashion's most famous names: plaids from Ralph Lauren, florals by Anna Sui, suits by Christian Dior, modernistic lines by Marc Jacobs, and embellished dresses by Vera Wang.

This lush fashion calls for dramatic makeup. Dark and textured eyes are key, while lips can be either sheer or dark. ARTISTRY has made it easy to create the look with the new Iconic Elegance Colour Collection. It features two unique palettes of harmonising hues tempered with touches of ivory, Inspired and Timeless. Tucked into each slender compact are four velvet suede eye powders, one crème cheek colour and three rich lip crèmes. To find out how to use the Timeless palette, visit www.amway.com.au or www.amway.co.nz. ARTISTRY Iconic Elegance palettes are now available to order on: Timeless VS/QO 105052, Inspired VS/QO 105051.

INSPIRED

The Inspired palette contains four eye powders in Starry Night (bright white), Glacier (blue), Draped (purple), and Graphic (blue grey), one crème cheek colour in Aglow (pale coral) and three rich saturated lip crèmes in Neutrale (nude pink), Essence (beige rose), and Radiant (burgundy).

1



Apply Graphic (dark grey) to inside third of upper lid and blend up into and just past the crease. Sweep Glacier (blue grey) to outer two-thirds of upper lid from lash line to crease and along the lower lash line.

2



Rim the upper and lower lash line with Draped (purple). Apply Aglow (shimmery peach) onto brow bone. Curl lashes. Apply two coats of mascara to upper and lower lashes.

3



Using your fingers or a brush, dot and blend Aglow on cheekbones.

4



Line and fill in lips with Downtown Lip Define and then top with Neutrale (medium rose).



Timeless VS/QO 105052



Inspired VS/QO 105051

MAKEUP TIPS FOR DIFFERENT AGES

Women of every age want to look and feel their best. By following a few simple guidelines you can make the most of your beauty year-after-year.

20S PLAY

Your 20s are a time when you discover more about yourself and have lots of fun in the process. Your makeup should reflect that too. So play with different colours, create smoky eyes and try bold and beautiful lips.

30S SIMPLIFY

Between juggling a career and family, the 30s can be a very busy time. Simplify your beauty routine by going back to the basics. Keep a concealer handy to cover up dark areas around the eyes, stick to neutral colours for a polished look, and polish lips with sheer gloss or creamy lip colour.

40S REFINE

The 40s represent classic, elegant beauty. Use makeup to refine and enhance your appearance. Fill brows to define and visually lift the face, brighten eyes with a light-coloured shadow applied from lashline to crease, and minimise the use of face powder to keep skin looking more youthful.

50S LIGHTEN, BRIGHTEN, ENLIGHTEN

Less is more for 50s beauty. It's a time to rethink makeup, focusing on a look that's soft and light. Apply a sheer, moisturising foundation, wear matte eye colour for a more youthful appearance, and avoid face powders which can enhance fine lines and wrinkles.

FREE

YOUR FREE GIFT

Purchase the Iconic Elegance palette of your choice on VS/QO 210251, choosing from Timeless or Inspired and receive a pair of Aurora earrings from EMMA PAGE®, valued at \$39, absolutely FREE!

VS/QO 210251. *While stocks last.*



DEFUSING THE FAT BOMB



AUSTRALIA IS NOW THE FATTEST NATION IN THE WORLD. A REPORT BY THE BAKER IDI HEART AND DIABETES INSTITUTE IN MELBOURNE ENTITLED "AUSTRALIA'S FUTURE FAT BOMB" FOUND THAT ALMOST FOUR MILLION ADULT AUSTRALIANS ARE OBESE. THIS FIGURE REPRESENTS 26 PERCENT OF AUSTRALIA'S POPULATION AND IS ONE PERCENT MORE THAN THE UNITED STATE'S 25 PERCENT OBESITY RATE.

The report also showed that if obesity isn't addressed now, over the next 20 years there will be an extra 700,000 cardiovascular-related

hospitalisations. Over that same 20-year period, the Institute also predicts that an estimated 123,000 people will die due to cardiovascular disease as a result of their obesity.

ARE YOU OVERWEIGHT OR OBESE?

The easiest way to work out whether or not you fall into the obese range is by measuring your Body Mass Index (BMI). If your BMI is between 18.5 and 24.9 you are in the healthy weight range. If your BMI is between 25 and 29.9 you are overweight. And, if your BMI is over 30, you fall into the obese category.

The good news is that if you are overweight or obese, you can take charge of your life and turn it around. The best way to do that is to make it really simple to succeed. What we recommend isn't another fad diet. What you need to do is change your mindset, get support, and have all the resources in place so that you can lose weight and keep it off.

IT'S ALL IN YOUR HEAD

The first and most important part of any weight loss program is finding enough reasons to stick to your goal. You might want to lose weight because you don't have the energy to play with your kids. You might want to lose weight to help maintain a healthy heart. Or you just might want to lose weight so that you can look good in summer. Whatever reason you have, it better be a strong one and something that will keep you focused on your goal no matter what comes up.

BUDDY UP AND STAY TRIM

Tackle your goal of losing weight the same way that you set goals in your business. Find people who have already succeeded and follow in their footsteps. Spend time with people who are supportive of your health goals. Find a buddy or a group of people to lose weight with – this will increase your chances of success dramatically.

YOU ARE WHAT YOU EAT

Chips, meat pies, ice cream and lollies may temporarily satisfy a hunger craving, but overeating these foods will make you add on kilos. When many people think of losing weight, they think they have to starve themselves. This isn't the case. Your body needs carbohydrates for energy and the best types are complex carbohydrates like bread, pasta and rice. If you consume too many carbohydrates and don't exercise, then it turns into fat. Protein is also essential as it is used to build new cells, maintain tissues and regulate cell function. Your body also needs fat, which is used to insulate your body, cushion vital organs, and convert into energy. Polyunsaturated and monounsaturated fatty acids, as found in fish, nuts, and vegetable oils, are the best types of fat and should amount to no more than 30 per cent of your total calorie intake.

GET UP OFF THE COUCH

... and run! Or walk or dance or cycle. The number of fun activities you could participate in are endless. You just need to start moving. Even walking for 30 minutes, three times a week, is enough to get your metabolism going. If walking sounds like a bit of bore, you should add something to it to give you more incentive. For

BMI CALCULATOR

$$\frac{\text{weight (kg)}}{\text{height}^2 \text{ (m)}} = \text{BMI}$$

For example:

$$\frac{68\text{kg}}{1.70\text{m}^2} = \frac{68}{2.89} = \text{BMI of 23.5}$$

example, you could listen to inspiring speeches on your iPod or walk with friends. Or use a pedometer for tracking a step count. See NUTRIWAY offer in *Inside Scoop*.

MAKE IT EASY TO SUCCEED

NUTRIWAY® has a number of vitamins and supplements that will help you stick to your weight loss goals. The TRIM BODY SYSTEM simplifies weight loss by giving you a step-by-step diet and exercise program. The new TRIM BODY SYSTEM Supplement Booster Pack containing the new NUTRIWAY Trim Choice supplement, Carb Blocker Plus and Milk Thistle and Dandelion, gives your body the extra support it needs. Purchase the pack to receive a 20% discount on the products. For added energy, take DOUBLE X® or Daily every day.

For more weight loss tips and advice, email the NUTRIWAY naturopaths at naturopath@amway.com.au. Or visit our website www.amway.com.au.

Trim Choice VS 105348

TRIM BODY SYSTEM
Supplement Booster Pack VS 210237



NUTRIWAY®
BEST OF NATURE. BEST OF SCIENCE.

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

ARTISTRY[®]

EXPERIENCE THE TRUTH OF TRANSFORMATION

The future of skincare has arrived. Experience the benefits of rejuvenated skin – skin that acts up to 15 years younger. The visible differences: unparalleled hydration, enhanced elasticity, definition, smoothness and diminished fine lines. For a beautifully renewed you, CellEffect re-energises skin. Where the ultimate skincare experience and scientific innovation meet, ARTISTRY Creme L/X gets to the heart of advanced skincare.



How it works

The secret behind the ultimate ARTISTRY product lies both in the ingredients and in the way Creme L/X works.

The ingredients

- Creme L/X is the first product in the cosmetic industry to use Cardiolipin – a rare lipid, worth 30 times more than gold, that is found at the heart of our skin cells. It is this wonder-ingredient that helps generate skin renewal from within.
- Nutrilite Spinach Extract (patent pending) and a number of other ingredients help boost the skin's ability to repair signs of past damage and combat the visible signs of ageing.

The process

The unique CellEffect approach with its blend of patent-pending ingredients (Cardiolipin, L-Carnosine, Spinach Leaf Extract) results in younger acting skin which is achieved through a four-phase process.

- Phase 1: restores vital lipids for healthier looking skin.
- Phase 2: energises the skin resulting in younger acting skin.
- Phase 3: helps boost the skin's natural ability to repair the signs of damage.
- Phase 4: protects the skin from oxidative stress.

The result

The signs of ageing are effectively and dramatically dealt with in the following ways:

- Skin turnover is increased for a fresher, younger look
- The moisture barrier function is enhanced
- Moisture retention is improved
- Skin clarity is improved
- Skin firmness is improved
- The appearance of fine lines and wrinkles is reduced
- The elasticity of the skin is increased.

The result is a younger looking you.

Clinical performance

In addition to unprecedented results in consumer perception evaluations, ARTISTRY Creme L/X showed spectacular performance in clinical grading.

Clinical grading over 12 weeks of continual use:

- Improvement in skin clarity: 99.5%
- Improvement in moisturisation: 99.5%
- Improvement in smoothness: 86.6%

How to use it

Creme L/X is the final step to your anti-ageing skincare program.

- Cleanse: TIME DEFIANCE® Cleansing Treatment – am/pm
- Tone: TIME DEFIANCE Conditioning Toner – am/pm
- Treat: TIME DEFIANCE Intensive Repair Serum – seasonal
- Moisturise: Creme L/X – am/pm
- Protect: Multi-Protect SPF 30 – am.

Instructions:

- Apply Creme L/X morning and night after cleansing and toning.
- Scoop a pea-sized drop of Creme L/X onto the spatula provided with the product.
- Distribute Creme L/X to forehead, cheeks, chin and throat.
- Gently massage in circular motion upward and outward to smooth over entire face and neck.
- To avoid contamination, wash spatula with soap and water when finished.

Experience the truth of transformation today.

For more information on ARTISTRY Creme L/X visit www.amway.com.au / www.amway.co.nz. Available now on VS/QO 103564.



EUPHORIA FOR SPRING

Look radiant with the new Euphoria Collection by EMMA PAGE® Jewellery.

Step into spring with the new Euphoria Collection by EMMA PAGE Jewellery. This season features bright colours, floral and vintage styles that will spice up your wardrobe and complement your classic EMMA PAGE collections beautifully.

For a fun, vintage look you can't go past the Merry Cuff. The textured cuff comes in an antique gold or silver finish. The Lotus necklace, featuring ceramic and silver beads with beautiful floral designs, is available in pink or silver. Wear the necklace by itself, or add the matching earrings to complete the set. If you like big pieces and bright colours, then the Candy Bangles are for you. The oversized bangles, with etched designs, come in teal, paprika and lemon. The Rhythmic bangles are perfect for those who prefer a delicate look. These bangles are available in silver/shell or brown/gold. The Can Can Necklace with charm pendant is another vintage-inspired piece.

Add the new Euphoria collection to your presentations to give your sales a lift and interest new prospects. The most exciting news is that when you purchase the complete Carnival kit, we offer you a 25% discount off the IBO price. Take advantage of this offer by ordering a Carnival kit to maximise your PV and profits. As an added bonus, we have an exciting new EMMA PAGE satchel that comes with all Euphoria kits.

Carnival kit

Includes 27 pieces – one of each new design. Purchase this kit and receive a 25% discount off the normal wholesale price and a free Euphoria sling bag. VS/QO 210247

Parade kit

Includes 13 pieces – a selection of new designs in mixed colours. Purchase this kit and receive a 20% discount off the normal wholesale price and a free Euphoria sling bag. VS/QO 210248



Caravan earrings



Merry cuff



Polka necklace

Can Can necklace



Lotus necklace



Rhythmic bangles



Posy earrings



Candy bangle

Naturally TRIM

NEW
PRODUCT
LAUNCH!

TAKE YOUR **WEIGHT
LOSS** RESULTS TO
THE NEXT LEVEL

Like lots of people, are you finding weight loss a slow and painful process? New NUTRIWAY® TRIM CHOICE® can help you achieve your weight loss goals faster when used in conjunction with a balanced diet and exercise.

Containing a combination of natural herbal extracts from green tea, yerba mate, birch leaf and coleus forskohlii, TRIM CHOICE works by enhancing fat and weight loss.



Use **TRIM CHOICE** separately, or in conjunction with the **TRIM BODY SYSTEM® (TBS)** program or **TBS Supplement Booster Pack**.

VS-I05348 P1128B3845W4230 RRP \$57.10



NUTRIWAY®
BEST OF NATURE. BEST OF SCIENCE.

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

AMWAY® is coming to your town. You are invited to join us for the End of Year Regional Meetings. Come along and hear all the latest information on the money, the trips, the products and much much more.

Regional Meetings 2008 – All IBOs Invited

AUSTRALIA

SHEPPARTON **THURSDAY, 4 SEPTEMBER**
 Shepparton RSL Club
 88 Wyndham St, Shepparton
PRESENTATION: 7.30pm – 9.00pm

TOWNSVILLE **FRIDAY, 5 SEPTEMBER**
 Mercure Townsville
 Woolcock St
 Hyde Park, Townsville
PRESENTATION: 7.30pm – 9.00pm

TAMWORTH **THURSDAY, 11 SEPTEMBER**
 Country Comfort Tamworth Towers
 Oxley Highway (Cnr Ebsworth St)
 Tamworth
PRESENTATION: 7.30pm – 9.00pm

CANBERRA **MONDAY, 15 SEPTEMBER**
 Pavilion on Northbourne
 242 Northbourne Ave, Dickson
PRESENTATION: 7.30pm – 9.00pm

GERALDTON **MONDAY, 15 SEPTEMBER**
 Ocean Centre Hotel Geraldton
 Cnr Foreshore Drive & Cathedral Ave
 Geraldton
PRESENTATION: 7.30pm – 9.00pm

ADELAIDE **TUESDAY, 16 SEPTEMBER**
 The Sebel Playford
 120 North Terrace, Adelaide
PRESENTATION: 7.30pm – 9.00pm

LAUNCESTON **SATURDAY, 25 OCTOBER**
 Hotel Grand Chancellor
 29 Cameron St, Launceston
PRESENTATION: 1.30pm – 3.00pm

NEW ZEALAND

WELLINGTON **THURSDAY 11 SEPTEMBER**
 Duxton Hotel
 170 Wakefield St, Wellington
 New Zealand
PRESENTATION: 7.30pm – 9.00pm





{etiquette/04}

KIMONO:

Just like most of Japanese culture, the technique of wearing a kimono is steeped in tradition. Wear a juban underneath the kimono and wrap the right side over the body, then the left. Wrapping the left side before the right is only used to dress a corpse for a burial.

{Bunraku}:

Behind every bunraku puppet are three skilful puppeteers. The main puppeteer gives life to the puppet's head and right arm, the second moves the puppet's left arm, and the last animates the puppet's feet. The beautiful synergy between the three puppeteers transforms the lifeless wooden object into a complex character within a beautiful Japanese tale of doomed lovers.

Create this same type of synergy in your team, where you work together seamlessly to qualify for Achievers 2009 in Tokyo. For more information about qualification, speak to your upline or your State Sales Manager.

