

BECAUSE
it's for you
FEBRUARY 09



Founders Crown Ambassadors Peter and Debbie Cox

06 NEW YEARS MESSAGE FROM MAREK FLORCZUK

16 NUTRITIONAL TIPS FROM ADAM GILCHRIST

20 MAGICAL MAURITIUS '08

Amway[®]

Founders Crown Ambassadors Peter and Debbie Cox

AFTER 20 YEARS IN THE BUSINESS, 20 YEARS OF MARRIAGE AND 20 Q12 TEAMS, PETER AND DEBBIE COX ARE NOW ON TOP OF THE WORLD HAVING REACHED THE PINNACLE OF THE BUSINESS AS NEW FOUNDERS CROWN AMBASSADORS.

20 20 20 VISION

When they joined in 1988, Peter and Debbie Cox were focused on becoming Diamonds. "We didn't even know what Crown Ambassador was," Debbie says straining to be heard above the engines as their Mustang 4600 Sports Cruiser, Dreamer III, churns through the waters off Palm Beach. They are now one of a truly select group of 25 Founders Crown Ambassadors worldwide and one of only two in Australia and New Zealand.

FINDING FREEDOM

Debbie embraced the opportunity when an old work colleague introduced her to the business sales and marketing plan. "I got into networking long before AMWAY. I understood the concept of multi-level marketing, so when I saw AMWAY I said yes." She recognised it was the vehicle for them to achieve financial freedom. It was perfect timing as they had \$11 in the bank three weeks from being married. Once she had convinced Peter, they never thought 'never'. "We've been relentless to achieve this goal" Peter said. "We had a work ethic and we never took our foot off the pedal." They were prepared "To do whatever it takes". They showed 40 plans a month for three years to go Diamond, got less sleep and Peter was away from the family when

the boys were extremely young leaving Debbie to hold the fort. "You have to be prepared to pay a price if you want a great life." But as Peter points out, "What we gave up then, we've got back now big time – quality family time. We now have the choice to do what we want when we want – business, family pleasure or both. The business becomes a lifestyle not a job".

BE THE BEST YOU CAN BE

Today what they enjoy most about the business is having the freedom and the time to be full-time parents to their teenage boys Dane (15) and Jarrod (13). They enjoy seeing people's lives change, watching them grow and become confident. However, it's not always just about the business - it's also building a strong relationship together as a couple and as a family, being of value in other people's lives and helping resolve life issues, both their own and others: helping people become the best they can be - to empower people to believe in themselves.

If Peter and Debbie hadn't joined the business, they firmly believe they wouldn't be married today. The business has given them the time to develop their marriage which they believe is the key to their success. After qualifying Diamond they realised people would see them as role models so they decided to spend twelve months



“...WE HAD A WORK ETHIC AND WE NEVER TOOK OUR FOOT OFF THE PEDAL.”



working on improving their relationship. This wouldn't have been possible in corporate life. Learning to work together and grow together is their proudest achievement. "We've been through good times and tough times. We have a heart for people to achieve their dreams when going through tough times because we've been there."

50 AT 50 IN 5 YEARS

Their new vision is to break 50 Diamonds in five years in time for Peter's 50th and celebrate with those Diamonds to honour them – a colossal challenge by any standard but anyone who has witnessed their success, drive and dynamism knows that for them it's achievable. (The Cox's broke all records by achieving four pin levels in one year in 2006.) They have always had a vision, believing a vision is fundamental to building a successful business. Peter says, "Not enough people come into the business with a vision for their life and how a solid Diamond business changed their life." From their early days in Cronulla, when first sponsored by Double Diamond Angie Somers, searching for the six people to join the business armed with their vision to become Diamonds, to now, being Founders Crown Ambassadors with businesses in 30 plus countries, their lifestyle has changed dramatically. The global vision is a direct result of their connection and allowing themselves to be led by Founders Crown Ambassadors/FAA 40 pts Jim and Nancy Dornan.

As their success grew so did the size of their home, cars and boat. Their family lifestyle benefited too. Household staff include a part time chef, nanny, housekeeper and gardeners to take on the mundane chores. It's also given them the time to develop other interests – raising money for charity, counselling couples, teaching leadership skills to elite athletes and writing books. As Debbie says you can't expect to live this life without understanding it takes 100% commitment. You have to be prepared to do the work, to be hungry, have the drive, the dream and be prepared to change the way you think.

WHAT'S ON THEIR DREAM LIST NOW?

Dreaming big has always been a strong driving force. At the top of the dream list is Dreamer IV (a bigger version of Dreamer III). Material assets aside, their biggest focus is to see their sons Dane and Jarrod achieve their dreams and be joy filled in life. They plan to fulfil their vision of 50 Diamonds in five years, to be of value to their leadership team, to double their Australian business and continue growing their relationship. They're writing a new book; Debbie is taking up horse riding and would like to spend more time on the water. Peter agrees: "We've spent eight hours out on the water today and can do it again tomorrow if we choose. I know we've got the better deal, a better lifestyle," as he reverses Dreamer III into its berth at the end of a perfect day as a Founders Crown Ambassador.



The dynamic couple, Peter and Debbie Cox, share some valuable insights that have helped them reach the top, qualifying as new Founders Crown Ambassadors.

CHANGE

"Determine to change how you think. If your thinking doesn't change then nothing changes."

INDIVIDUALITY

"We allow people to be themselves and work on change at their own pace. Our advice has always been have a vision for who you want to be and we encourage people to read books and get around the people they admire. Everybody is different."

TRUST

"Trust, respect, unity, integrity and loyalty – is everything."

VISION

"It's important to have a vision. Not enough people come into the business with a vision for their life."

BE DYNAMIC

"You own your own business, so you can decide to do whatever you like with it. We decided to make it dynamic."

HAVE FUN

"One thing we teach our people is to have fun. Enjoy the journey while you're building the business."

STICK TOGETHER

"Learn to utilise your line of sponsorship and expose new emerging leaders to the biggest upline leader you can, or you become a lid on your business – the more unity in the LOS the bigger the business long term".





Blast off

To be the best you can be, you're going to need a lot of energy. The energy boost relied on by the power duo Peter and Debbie Cox is XS™ Energy.

Qualifying as new Founders Crown Ambassadors and with businesses operating in 30+ countries around the world their relentless work ethic needs boundless energy.

Peter enjoys the energy blast he gets from XS Energy Drinks: "I have one in the morning before I go to the gym or in the evening, whether I'm going to a business meeting or taking my son to football training."

XS Energy Drinks have almost no sugar or carbs and are fortified with vitamin B and adaptogenic herbs. It's no wonder Peter enjoys the XS Energy boost.

"When you compare the XS Energy drinks to the other products they're so much healthier for you."

Debbie enjoys the XS Energy Bars: "They're great to keep in my handbag for a quick nibble when I'm out and too busy to stop. And so much better for you than unhealthy junk food."

Peter says: "We'll always use our own products because they help our dreams come true."

Enjoy the energy blast from XS Energy Drinks and Energy Bars and watch your business blast off.



"We'll always use our own products because they help our dreams come true..."

– Peter Cox

A New Years Message

from the Regional Managing Director Australia/New Zealand/Southern Africa

It is with great pleasure that I join the ANZ/SA team. Whilst I've had the role of Managing Director since September last year, it is only really now that I've been able to assume my responsibilities full time and focus all my efforts on supporting you and growing this fabulous business.

I'm particularly excited to be living in Australia. Some of you know that my wife and I planned many years ago to emigrate to either Australia or New Zealand. Unfortunately circumstances intervened and our dream of moving down under was left behind. To have the opportunity to recapture that goal many years later is something that we and our children are excited and grateful to be part of. I come to you with the benefit of many years experience opening and growing our markets in Eastern Europe. While I'm proud of the successes that I have had during my varied and exciting career with Amway I am humbled in knowing that any success is the result of a team effort. Our team has two very valuable parts, you, the IBOs who make this business the wonderful opportunity that it is and who have brought success and experience not only to your market but through your leadership, to the rest of the world; then there's the corporate team, which it is my great pleasure to lead. As with your IBO leadership, the management of Australia and New Zealand are amongst the most senior and experienced in the world. Together IBOs and company staff make a powerful and unstoppable team.

Our future together knows no boundaries but it is vital that your opinion is heard as we explore ways to grow our business. To make sure that your voice is heard we've formed a Strategic Task Force (STF), a body of senior IBOs with whom we can consult. Our goal with them will be to work on the strategic health of the business looking at all aspects of being an IBO from the time someone joins through to their highest levels of success. Our aim, together, is to offer everyone in Australia and New Zealand an affordable, achievable way of earning a few extra dollars or, if they choose, to go on and achieve complete financial freedom.

Of course earning money in this business, as in any other legitimate business, involves the purchase and sale of products and services. We've just embarked upon a very important initiative to help you sell more product from the NUTRIWAY range. Commencing December 08 we began the launch of small size NUTRIWAY bottles. Smaller NUTRIWAY bottles mean a lower price and in these days when so many people shop weekly, or even more frequently, we want to make it easy for them to make multiple smaller purchases if that is what they would like. The details of the small bottles initiative can be found in this magazine and elsewhere.

The fact that Adam Gilchrist has chosen to partner with us in endorsing the NUTRIWAY brand can be another very valuable tool in helping you promote this range. Adam is proving to be a fabulous ambassador and we look forward to an ongoing relationship.

My focus over the next few months will be to work with the Management Team here at Amway and with you, through the Strategic Task Force, to develop a 5 year plus growth strategy. I am very excited by everything I see and incredibly optimistic about the future. During a time when Amway globally has a vision of \$12 billion by 2012, I know that we can make our contribution. My goal is to be part of your success and to grow our business to \$250 million. This is an achievable goal which I know we can accomplish working together. Challenge yourself to think big, to unchain your mind and unleash your imaginations.

How big will your business be in 2012?



MAREK FLORCZUK

TIME LINE:

- 1992 - Operations Director, Amway Polska Ltd.
- 1995 - Promoted to General Director of Amway Polska.
- 1999 - Promoted to Regional Director Amway Eastern Europe.
- 2003 - Promoted to Vice President Amway Eastern Europe, responsible for East European markets and Russia
- 2008 - Promoted to Regional Managing Director of Amway Australia, New Zealand and Southern Africa.

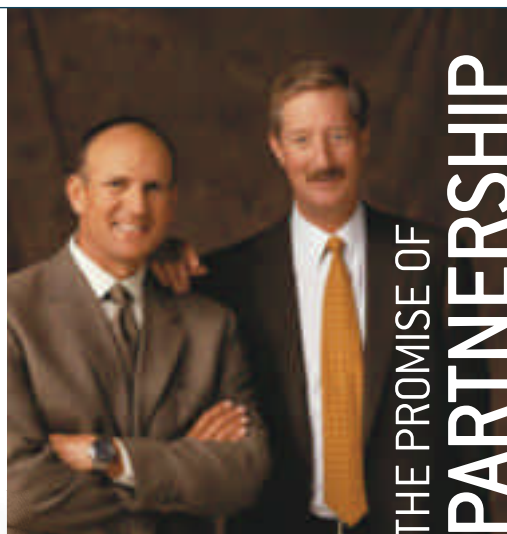
MAIN ACHIEVEMENTS:

- Promotion of small entrepreneurship
- Introduction of direct selling as a new method of trade in Poland
- Consolidation of Amway European markets
- Introduction of Internet customer service system VEBSO
- Significant contribution to establish new markets for Amway business
- Management of new markets launches including Ukraine and Russia

PERSONAL :

- His hobbies are golf, skiing, literature, and theatre.
- Married, father of two children.





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Fifty years ago our fathers started a small business. As Amway grew and expanded globally, a few things remained constant – mutual trust, respect, and an incredible spirit of partnership. These ideals have endured from day one in this business because they came from the friendship of our fathers.

And because you're part of this business, you play an important role in Amway. When you think about it, we all have roles we play. We're all leaders. Some of you are parents, brothers, sisters, volunteers, and mentors.

In these roles, we form partnerships. And those partnerships can lead to life-long friendships. Just like the friendship that formed this business.

That's why friendship and partnership has always come first in this business. It makes us what we are today – the leading global business opportunity that hasn't forgotten its roots. We understand that the power of this business comes from the bond two friends formed fifty years ago.

And it's the promise of this partnership that makes Amway stronger every day.

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Amway®

Doug DeVos
President

Steve Van Andel
Chairman



YEARS OF

CREATING CHANGE through leadership.

It takes vision, perseverance and a great deal of hard work to be an effective leader. Rich DeVos and Jay Van Andel know it five decades ago — and today, Doug DeVos and Steve Van Andel carry the torch of leadership for Amway. That same desire to lead is what motivates our more than three million Business Owner partners in 80 countries and territories around the world. It's all part of the entrepreneurial spirit that has helped Amway grow into a global leader in the direct sales industry.



1954
1964
1979
1989
1999
2009

WHAT'S HOT



GET THE AUTUMN LOOK

Next month, AMWAY® launches ARTISTRY® New Autumn Trend Collection. There's no better way to reinvent your look than with the latest in colour styling. Be the first to breeze into the new season with the subtle shades of Autumn. Define the look with shades as delicate as windblown sand, soft grasses and tender buds, eyes that shimmer like sea washed shells and cheeks airbrushed with a subtle glow. Complete the look with new Luscious Lip Colour that melts and envelops on your lips. **Available March 2009.**



LIVER TONIC

After the indulgences and festivities of Christmas and New Year give your liver a much deserved break with NUTRIWAY® Milk Thistle and Dandelion. The powerful blend of herbs, including milk thistle, dandelion root and turmeric, work as a liver tonic to aid detoxification and help support normal liver function.

VS 100352 Milk Thistle and Dandelion P652B2225W2448 \$33.06 RRP

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



vitH₂O WATER

Water is now available in two new flavours – Mandarin / Orange and Peach! Keeping fit just became a whole lot zestier with NUTRIWAY. vitH₂O contains Red Orange Complex (ROC) to add powerful antioxidant protection to your day to help fight the free radicals you may encounter from pollution, poor diet, exercise and excess stress. What's more, vitH₂O is loaded with six vitamins, including Niacin, Pantothenic acid, B6, B12, C and E so you'll be quenching more than just your thirst. Each pack contains 6g vitH₂O crystals to add to 500ml of water. 20 stick pouches per pack. **Available March 2009.**

TOLSOM RANGE REDUCED BY UP TO 49%

The TOLSOM™ skincare range for men is now available at reduced prices. TOLSOM Shave Gel has been reduced by 49% to a wholesale price of only \$11.99. TOLSOM Skin Smoothing Gel is now \$19.96, reduced by 39% from \$32.99.

To see a full list of TOLSOM price reductions, along with some other Personal Care products that have also been reduced, visit www.amway.com.au/ downloads under 'General Business'.





JIA MIN ZHOU AND GUO LI YU

NEW SOUTH WALES, AUST.

OCCUPATION TEACHER/ STAY-AT-HOME MOTHER

Speaking to Guo Li, you are immediately struck by her modesty. She explains that the time she devotes to looking after her children while her husband is based in China, prevents her from working full time on their AMWAY business in Australia. You can only imagine what pin level Guo Li would achieve if she could work full time at it – she and Jia Min Zhou are Double Diamonds in China and Founder Emeralds in Australia!

Guo Li Yu and Jia Min Zhou started off their AMWAY journey in Australia with a group of retail customers. Then Jia Min decided to build the business in China when AMWAY opened over there. The business soon proved to be a success. Meanwhile, Guo Li Yu was in Australia, not intending to build the business here as she spoke little English and was busy with her two children. But her belief in the products and the company is such that she couldn't really help herself and she was soon prospecting, despite herself.

Every week, Guo Li would bank a cheque from AMWAY China. One of the bank tellers was intrigued by this and asked her what it was all about. Guo Li explained and then signed him up. She attended English classes at the TAFE and was soon demonstrating iCook® to her classmates and signing them up too. She introduced products to her neighbours and their friends, all the time following her conviction that by doing so, she could change their lives for the better.

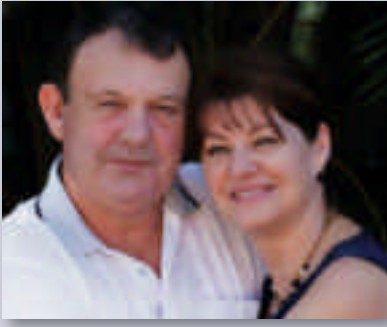
So what makes Guo Li and Jia Min so successful? Guo Li says, "You need to believe in the products, in the AMWAY company and in yourself. Many people in Australia need this business. They want a better quality of life and the business provides a good opportunity for them. I introduce them to the business to improve their lives."

SUCCESS TIP

The more energy and time you put into the business, the faster your business will grow.



FOUNDERS
EMERALD



PAUL AND TRISH YATES

QUEENSLAND, AUST.

OCCUPATION

MORTGAGE BROKER/BUSINESS ADMINISTRATION

Trish and Paul Yates achieved Founders Sapphire Pin just in time to enjoy Mauritius 08. An amazing experience and as Trish explains: "The rewards are really worth it."

Before joining AMWAY® their computer company was doing well, but it was running them. "We had no time," Trish recalls.

This and a major recession had them looking at other opportunities that would give them time and money when a friend introduced them to the business plan.

"We now work to our own schedule." Trish believes if they hadn't started the business they'd still be working 12 hour days six days a week with clients calling all hours.

What they enjoy most about the business is the people – being with like minded, positive people, and the way the business challenges you everyday to become a better person.

They've found showing the business plan can be a rewarding experience. "When you see the light come on for them and the hope in their eyes."

As they move towards their next goal Emerald, one step closer to Diamond, their advice is simple: Take your business seriously, but never yourself.

FOUNDERS
SAPPHIRE



AMBER DE FLORIO

NEW SOUTH WALES, AUST.

OCCUPATION

EVENT COORDINATOR

Amber de Florio's 18th birthday couldn't come fast enough. While many 17-year-olds think of parties on the eve of their 18th birthday, Amber was thinking of building a business.

Thanks to her mum, Jennifer, Amber has been exposed to the AMWAY business since she was 16.

"I enjoyed the environment and the positive people and their outlook on life – always happy, looking forward to something, and trying to achieve things. I enjoy meeting new people, getting to know them, helping them create a better life."

The exposure clearly paid off. Young as she is, Amber has already experienced the benefits of the business.

"The skills I've learned have allowed me to get the job I have now. The business has developed my people skills, it's helped with my public speaking, it's taught me how to handle situations and how to relate to people."

And the hardest part of the business for her? "Getting over myself; accepting the fact that it's not about you, it's about helping other people. "

PLATINUM



JAMES IVENS AND YING (ORIOLE) HUANG

WELLINGTON, NZ

OCCUPATION

REPORTING MANAGER/HEALTH & BEAUTY CONSULTANT

The AMWAY® business attracted Jim and Oriole initially because it tied in so well with Oriole's health and beauty business. There were other positive points to the business too, as Jim explains:

"AMWAY products provided another opportunity for Oriole with little capital input. Also, she found she benefited from using the AMWAY products herself and thought that others could realise the same benefits."

Oriole and Jim have persisted in their belief in the business, even when the going was tough.

"Having moved to Wellington, it is not as easy as being in Auckland as there is no AMWAY Centre that you can take people to. Also, most meetings are held in English, which means it can be difficult when English is your second language," says Jim.

The difficulties have not stopped the couple from moving forwards thanks to the help of AMWAY people and working towards a goal.

PLATINUM



MATTHEW MAN

VICTORIA, AUST.

OCCUPATION

BUSINESS OWNER

Matthew Man has a thriving business in Australia and now he's expanding into Hong Kong and China. It seems surprising then that his advice to downlines is not to rush.

"Understand what you've got. Do the research, understand AMWAY's background and know the product. This is not a quick money fix, it's a freedom business and that means delayed gratification."

Talk to Matthew about the strengths of AMWAY and he responds enthusiastically.

"This is a dynamic business. Many companies have a static range – they don't expand the products or the concept. I love the direction that the company has taken, with all the new products and the new partner stores."

Matthew has learned how to listen to other people and what they want. He has also learned to ask for help – something he found really hard to do.

"If you don't ask for help, you are not a team player, you want to do everything yourself. Remember, if the team is not winning, you are not winning."

PLATINUM

Farewell to Versace 08

Manager of AMWAY, Michial Coldwell. Gary Glenn, our international guest trainer spoke to us about the power of our potential and shared specific tips on how to tap into it. Raymond Vidor spoke about future opportunities and how in difficult times businesses like EMMA PAGE have always prospered. We were so lucky to hear first hand advice from these motivational and inspirational speakers.

The unexpected highlight was the mystery activity - barefoot lawn bowls! There was silence on the bus as we pulled up at the Broadbeach Bowls Club but everyone quickly got into the spirit of the game. What fun we all had!

Saturday night's spectacular Masked Farewell Gala in the ballroom was the pinnacle of the weekend. The lead-up was exciting: masks delivered to our rooms with pre-dinner drinks hosted by our EMMA PAGE trainers.

The La Medusa ballroom was dramatically decorated with sweeping red curtains. A spectacular backdrop spanned the whole wall, and the magnificent masks were at the heart of each table's centrepiece. Everyone looked sensational and the masks added charm and mystique to the evening.

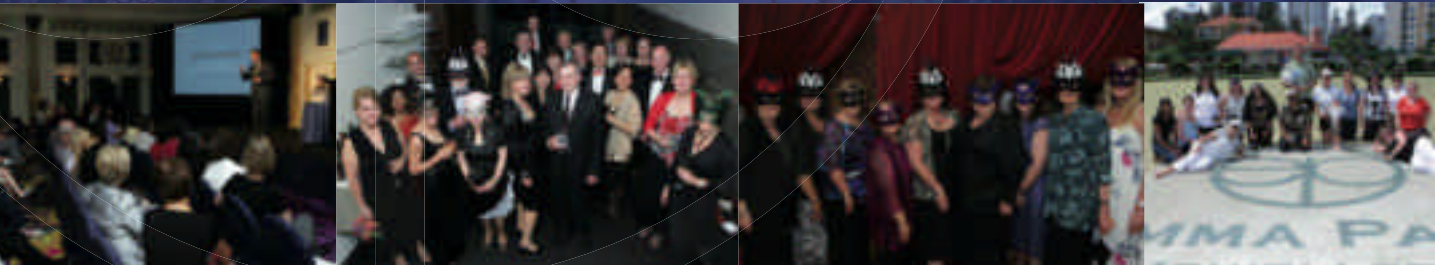
All agreed that whatever lies ahead in 2009, this was an event hard to beat. It was a fantastic Farewell to Versace!

As we say Farewell to Versace and begin with a new event in 2009, we look back at some of the highlights of 2008.

When we arrived on the Gold Coast there were threatening clouds in the sky but in true Queensland style, they parted as we checked into Palazzo Versace. Our rooms were amazing and waiting for us was our own embroidered Palazzo Versace EMMA PAGE bathrobe, what a treat.

As we sat down for lunch at Il Barocco restaurant, the sun was shining and it was gratifying to see so many familiar faces. What a picturesque setting – the company was engaging, the food delicious and the atmosphere tingling with excitement.

The afternoon Business Session celebrated EMMA PAGE top achievers and included an address from General



"Attending my second Versace promotion was very exciting, sharing the experience with my husband and downline team members. The attention to detail was extraordinary and the business session was inspirational with the fabulous recognitions and talks from the EMMA PAGE team. This experience has shown me how my EMMA PAGE business can play a significant part in my future success in the AMWAY business" – Sophie Thompson.



"The business session was an inspiration sharing everyone's success and listening to stories of how some overcame incredible challenges to qualify. The Mystery Tour was certainly unique and memorable. The laughs we shared made the day so much fun. We were placed in an environment that none of us expected and we learnt many new skills. You just had to be there to appreciate it" – Vanessa Yee.



FOUNDERS PLATINUM

IS AWARDED TO PLATINUM IBOS WHO MAINTAIN 12 MONTHS OF QUALIFICATION WITHIN A FISCAL YEAR.

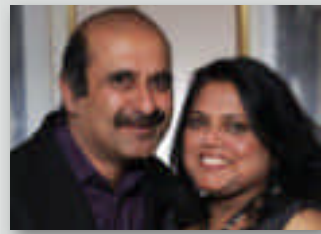
**JASON AND DONNA ITALIANO**

WESTERN AUSTRALIA, AUST.

OCCUPATION LIFESTYLE MONEY COACH/
STAY AT HOME MOTHER

"We've learnt something which is not automatically taught in life – how to make a success of yourself. Our children were our driving force to achieve Founders Platinum. From the outset our aim has been to have more family time and to be at home more, and help other people achieve a better life."

SUCCESS TIP *Treat your own business like a multi-million dollar business and it will reward you with the benefits of a multi-million dollar business. Be consistent and persistent and continue to do the basics and you will arrive with the success you deserve.*

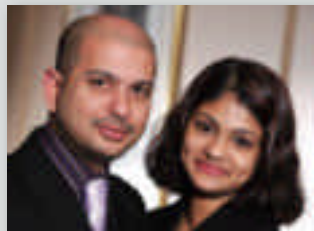
**ARUN AND ANITA KUMAR**

AUCKLAND, NZ

OCCUPATION PROCESS WORKER/
MORTGAGE ADVISER

"The business was very new to us when we started in January 2007. It turned our dream into a reality and given us the confidence and strength to handle many different types of people. Making it to Mauritius was the momentum we needed to achieve Founders Platinum."

SUCCESS TIP *Continue what you're doing and although at times it doesn't seem like it, there's always a light at the end of the tunnel. The results will come when the time is right for you.*

**PRAVIN AND PRASILLA MAHARAJ**

AUCKLAND, NZ

OCCUPATION ADMINISTRATION ASSISTANT/
STAY AT HOME MOTHER

"Being recognised as Founder Platinum was like being on top of the world. When we started it wasn't easy building a business from scratch. Since we achieved Platinum we've just continued on helping more and more people."

SUCCESS TIP *Help as many people as you can to achieve what you have achieved and go beyond. It's important to always believe in yourself and you'll find things will change.*

**PAUL AND LEANNE MARKWELL**

QUEENSLAND, AUST.

OCCUPATION REAL ESTATE AGENT/
SCHOOL TEACHER

"Two years ago we made a decision and went Silver in two months. The momentum just continued from there. It's a great feeling making Founders Platinum while also helping others grow."

SUCCESS TIP *Continue to look at where you want to go in your life and keep on working on your dreams and aspirations. Believe in the opportunity and believe in yourself and don't ever quit.*

FOUNDERS PLATINUM

IS AWARDED TO PLATINUM
IBOS WHO MAINTAIN 12
MONTHS OF QUALIFICATION
WITHIN A FISCAL YEAR.

FOUNDERS
PLATINUM



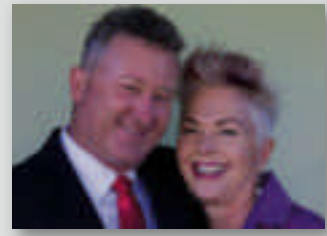
MO ASHIF RAHIM AND MOMOTAJ BEGUM

AUSTRALIAN CAPITAL TERRITORY, AUST.

OCCUPATION MEDICAL PRACTITIONERS

Mo Rahim recounts: "I attended a leadership conference in the USA where I met all my upline leaders. Seeing the successes and enthusiasm in their upline plus their willingness to support our team put fire in me. All our team members caught the same enthusiasm. We experienced exponential growth – we broke new Platinitums in our team and we became Founders Platinum."

SUCCESS TIP *Always extend support and help to others. If you help more people get what they want – by default you will get what you want.*



MARK AND EDA WRIGHT

NEW SOUTH WALES, AUST.

OCCUPATION TEACHING AND SAFETY/
BEAUTY THERAPIST

"12 months ago we saw Achievers 2008 was to be in Mauritius. We had wanted to go there for our honeymoon years before, but couldn't afford it. We knew to get there we had to work harder. It was this goal that gave us the drive to go that much further and got us to Founders Platinum."

SUCCESS TIP *As a couple it's very much about working together as a team, recognising each others strengths and weaknesses and supporting each other.*

Earn PV/BV by simply taking out a Home & Contents or Landlord's policy.



Real's competitive rates, speedy claims processing and exceptional customer service has helped it gain a significant brand name in the Australian marketplace. Amway is proud to have formed a relationship with Real Insurance (Real) a trading name of The Hollard Insurance Company Pty Ltd, who provides insurance options which are easy to understand and simple to buy.

REAL BENEFITS

Real provides Home & Contents and Landlord's Insurance.

Here's just a few major benefits which Real Insurance offers customers:

- Competitive insurance rates.
- Real Bonus™. Where you get 10% of all your premiums back in cash every 3 consecutive claim-free years with us.
- Monthly premiums at no extra charge*.
- Choose your excess to suit your needs and reduce your premiums.
- Real will contribute up to \$20 towards any cancellation fee from your current insurer.
- Enjoy a multi-policy discount of up to 10%*.
- Earn up to 7% of your annual base premium less levies and taxes in PV/BV every time you renew or take out an additional policy.
- Earn PV/BV for every policy you refer to Real Insurance by simply quoting your IBO number.

GIVE REAL A CALL ON 1300 363 552

Amway

real
INSURANCE®

*Terms and conditions apply. Amway of Australia (Amway) is an authorised representative [AR 267423] of The Hollard Insurance Company Pty Ltd (Hollard) AFSL 241436. Amway may receive a commission of up to 15% of the premium received for each policy on its inception and renewal that resulted in your referral from Amway to Hollard. Real Insurance is a trading name of The Hollard Insurance Company Pty Ltd ABN 78 090 584 473 AFSL 241436. Please consider the PDS to make sure our products meet your needs. The PDS is available from partner stores at amway.com.au

TURN OVER A NEW LEAF

SCHOOL'S IN AND SO IS A NUTRITIONAL BREAKFAST

To give your child the best possible start to the new school year give them a nutritionally balanced, healthy breakfast. It's as simple as a bowl of cereal with milk and fresh or stewed fruit - all the sustenance they need to enjoy their first day back at school and every day after that.

Studies show children who eat a nutritious

breakfast are more likely to have better concentration, greater problem-solving skills, higher levels of productivity, keen eye-hand coordination and are less likely to miss days at school. NUTRIWAY® Ambassador Adam Gilchrist knows the importance of a nutritious breakfast after years of playing cricket on the world stage. Experience has taught him eating a nutritious breakfast increases alertness and the ability to concentrate.



FIVE KEY INGREDIENTS FOR A NUTRITION PACKED LUNCH BOX

You need to choose from the five food groups and pack the foods you know they'll eat.

Follow these suggestions to create a nutritious, appetising lunch box:

- Fruits – fresh fruits, dried fruits
- Vegetables – sliced sticks of crispy carrot and celery
- Lean protein – meats, chicken, tuna, boiled egg
- Dairy – cheese stick or slice, milk or yoghurt
- Whole grains – wholemeal or mixed grain roll, bread, pita or flat bread or fruit bread.

Make sure they have plenty of water – fill their water bottles up with water from the eSpring® water purifier.

WHY SUPPLEMENTS CAN HELP

Some children are fussy about food and some have appetite swings and this is where vitamin supplements can be a help.

One such supplement is NUTRIWAY Chewable Natural C, a great option for children who don't like swallowing tablets. Each tablet contains 30mg of vitamin C - the recommended daily amount for children 4 to 18 years is 35-40mg. It is essential for the development of bones, cartilage, and teeth and gums in growing children. It helps reduce cold and flu symptoms and enhances the immune system.

NUTRIWAY Omega-3 Complex is essential for the development of the brain and eye and has been shown to support memory, learning and concentration in children.

MAKE GOOD NUTRITION GO TO WORK FOR YOU

Start the new year back at work on the right track and take a packed lunch. It'll not only save time and money, it allows you to pack a lunch that tastes great and is nutritionally good for you too. If you're not sure about which foods to choose, simply refer to Adam Gilchrist's Healthy Lunch Tips. The results will amaze you. A healthy, nutritious lunch will help you power through the afternoon.

SUPPLEMENTS FOR THOSE ALWAYS ON-THE-GO

Constant work pressures can sometimes mean you're not getting all the essential nutrients your body needs. This is when taking a supplement makes sense. Here

HEALTHY LUNCH TIPS

Adam Gilchrist knows exactly which foods sustain and which ones weigh you down after years of playing cricket at the elite level.

Foods to enjoy:

- Wholemeal/multigrain sandwiches, rolls, wraps and pita bread
- Fillings – salad vegetables, small serves of meat, chicken, tuna, cheese
- Assorted salads
- Sushi
- Stir Fried leftovers
- Vegetable soup and wholemeal bread roll
- Fruit salad with low-fat yoghurt
- Vegetable patties.

Foods to avoid:

- Fatty fried foods – fish and chips
- Hamburgers
- Pizzas
- Pasta with cream based sauces
- Pies
- Hot chips
- Sugary cakes, muffins
- Soft drinks and lollies
- White bread
- Chocolate
- Potato chips.

is a selection of supplements to help you maintain a healthy body even when you're working non-stop.

NUTRIWAY high potency Double X® is power packed with 12 essential vitamins, 8 minerals and 7 natural plant concentrates to provide you with the essential nutrients you need. The long lasting energy boost will deliver sustained energy to help keep you going.

NUTRIWAY Omega-3 Complex helps to maintain healthy cholesterol levels and helps to maintain a healthy heart as well.

SUSTENANCE ON THE RUN

The tasty and nutritional Positrim Protein Bars are a great on-the-go snack that's high in protein to provide sustained energy for kids at school or adults in the office.

NUTRIWAY Concentrated Fruits and Vegetables provide the benefit of a variety of important phytonutrients and antioxidants equivalent to more than 10 servings of fruits and vegetables.

Take the challenge and pack a nutritious lunch and experience the benefits for yourself.



NUTRIWAY®
BEST OF NATURE. BEST OF SCIENCE.

Always read the label. Use only as directed.

If symptoms persist see your healthcare professional.



eSpring™



NEW



THE BARE MAXIMUM

INTRODUCING ARTISTRY® essentials SKINCARE

Exfoliating cleanser, renewing toner and protective moisture all designed to simplify your routine and magnify your results. Great thinking. Great products. Great skin. Simply put, it's the very least – and the very most – you can do for your skin. ARTISTRY essentials Hydrating system for dry skin. ARTISTRY essentials Balancing system for combination/oily skin. BEAUTIFULLY UNCOMPLICATED. ARTISTRY essentials.

ARTISTRY®
essentials

AVAILABLE MARCH

Sensory overload

AKIHABARA

JAPAN IS, BY AND LARGE, A FAIRLY SERIOUS PLACE. HOWEVER, IF YOU WANT TO EXPLORE TOTAL SILLINESS AND UTTER SENSORY OVERLOAD, THE NEXT STOP ON OUR PREVIEW OF ACHIEVER'S 2009 TOKYO—AKIHABARA—IS THE PLACE TO GO.

Imagine a bustling Asian market, where sellers wave their wares in your face and cry out, trying to drown out the stall-holder next door who is, equally enthusiastically, bargaining prices way, way down. Except in this market, the wares are computer parts: motherboards, DVD writers and monitors, all selling for third-world prices. This surreal place is just nine stations away from your Achievers 2009 hotel, along the Chūō Sōbu line in Tokyo.

During your time at Achievers 2009, you'll see more calculators that you could add up in a supercomputer and every imaginable hi-tech device in every category you could think of. And a few you may not have ever encountered before: like a camera-equipped robot dog who can summarise the weather outside during his pre-programmed trip to fetch your newspaper!

Akihabara's reputation as the technical hub of Japan (first with discount cameras, then video recorders, then computers and most recently, portable technology) has diminished somewhat, with the prevalence of huge discount technology stores in just about every large Japanese city. Many are within walking distance of your hotel! The atmosphere in Akihabara will be unlike anything you've seen and is a must-see, even if you don't want to buy anything.

Adding to the mad ambience of this busy mega-tech city, is the city's growing market in animation, manga artwork and anime-inspired costumed young women (and men!) dressed as popular cartoon heroes.

Akihabara—aka Denki-gai (Electric town)—has both residents and visitors costume up for your delight. And they are not shy – they will be more than happy to pose for your photographs while you're at Achievers 2009. They also take great delight in Western children wandering about amidst the frenetic pace of this town where even the techo geeks (called otaku) have their own distinctive style as they compare prices on electronic bargains for their latest inventions.

The Tokyo anime museum is not so much a historical record of the distinctively Japanese art, as it is a celebration of the latest in the world of anime, along with the obligatory merchandising. There are exhibition halls, a cinema and over 200 events a year featuring anime voice actors or creators, and displays are in four languages, including English – a must-see during your visit.

In the end, even if technology is not "your thing", you must see Akihabara during Achievers 2009 Tokyo. To miss it, would be to miss an experience unlike anything else in the world.



Magical Mauritius

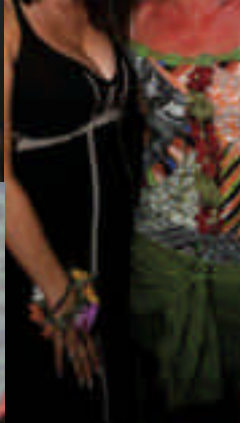
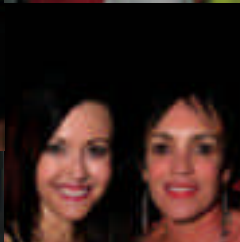
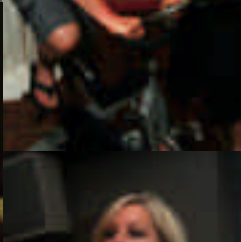
On arrival our team of IBOs were blown away by the fabulous setting of the Dinarobin and Paradis Resorts and the scenic beauty of this magical island paradise.

The magnificent venue for Achievers 2008 did not disappoint. Five days of fantastic business activities included the latest products on display, exciting new information on Booths and Events and a memorable Recognition session. This included a Diamond Walk of Fame.

The laid-back village setting and picturesque surrounds created the perfect opportunity for IBOs to get together with their upline and strategise their journey ahead.

This year's proceedings kicked off with a memorable Beach Olympics featuring some great team events. Other events included volleyball, kayaking and dodgeball, a working lunch on the beach at La Ravanne, a shopping tour and the unforgettable farewell 'Bollywood' themed dinner in the Grand Marquee.

Everyone who was in Mauritius will tell you each Achievers event is a once in a lifetime opportunity and not to be missed. IBOs can now look forward to Achievers 2009 in Tokyo. If the experiences of the Mauritius trip are anything to go by, Tokyo should be filled with more memorable and unique experiences.







THINK BIG. START

New NUTRIWAY® small bottles are a great way to introduce new customers to NUTRIWAY® - the world's leading brand of vitamins, minerals & dietary supplements*. What's more, they're affordable and perfect for those times on the go when you need a handy travel pack.

NUTRIWAY® SMALL BOTTLES RANGE INCLUDES:

EVERYDAY HEALTH RANGE



NUTRIWAY® CONCENTRATED FRUITS & VEGETABLES - 20s

Helps maintain optimal health.

- Just two tablets will give the benefits of a variety of important phytonutrients and antioxidants equivalent to more than 10 servings of fruit and vegetables.

VS-109020 P387B1320W1452 RRP\$19.60



NUTRIWAY® BIO-C PLUS - 50s

Provides antioxidant action in the body.

- 250mg of vitamin C per tablet which helps form and maintain cells, aids the body's absorption of iron, and acts as an antioxidant.

VS-109021 P369B1259W1385 RRP\$18.70

Always read the label. Use only as directed.

SMALL.

UNDER
\$20
RRP



NUTRIWAY® DAILY- 30s

One a day dose for nutrients that may be missing from your daily diet.

- Supplies 12 vitamins and 11 minerals, which provide broad nutritional coverage and balance of nutrients.

VS-109019 P380B1296W1426 RRP\$19.25

FROM LITTLE THINGS COME BIG THINGS FOR YOUR NUTRIWAY® BUSINESS THIS YEAR!

With sales totalling more than a billion dollars per annum in Australia** alone, the growing vitamins and dietary supplements industry represents a fantastic market for those astute and motivated business owners looking to take advantage and grow their NUTRIWAY® business.

Encouraging a trial for the NUTRIWAY® product range has never been easier because of the NEWLY AVAILABLE small bottles, which will offer potential new customers an affordable option for experiencing NUTRIWAY® vitamins and supplements for themselves.

Given the attractive price point, NUTRIWAY® small bottles are ideally suited to today's youth segment.

What's more, NUTRIWAY® small bottles are a great addition to your weekly or fortnightly shop because they're small in size and price!

COMING SOON

NEW ADDITIONS TO THE SMALL BOTTLES RANGE

■ WINTER PROTECTION RANGE – APRIL

- NUTRIWAY® TRIPLE SHIELD® ECHINACEA
- NUTRIWAY® Garlic Heart Care Formula
- NUTRIWAY® Omega-3 Complex

■ ENERGY SUPPORT RANGE – JULY

- NUTRIWAY® Siberian Ginseng & Ginkgo Biloba Blend
- NUTRIWAY® Vitamin B Complex
- NUTRIWAY® Glucosamine HCl with Boswellia

**For more information
visit "Small Bottles" at
www.amway.com.au**

NUTRILITE®, the manufacturer of NUTRIWAY® supplements, is the global leader* in vitamins, minerals and dietary supplements, producing high quality products using plant concentrates for over 75 years. We are the only global vitamin and mineral brand to grow, harvest and process plants on our own certified organic farms.

*Based on Euromonitor 2006 sales

**Based on Euromonitor Intl, November 2007



NUTRIWAY®
BEST OF NATURE. BEST OF SCIENCE.

Love is in the air

FOR HER, FOR HIM

Valentine's Day is a day to express the way you feel about your partner.

This year we have made that all too easy with the perfect gift for your loved one. With ARTISTRY® you can indulge the body with the treats of the ARTISTRY Spa Collection. A luxurious treatment range of products to pamper and make a special person feel spoilt! To soothe and hydrate, start your day with the Foaming Body Wash; simply add water to transform the gel into luxurious foam. Polish away dryness with the Sugar Scrub, simply add water and massage onto the body. Use twice a week to maintain glowing skin. Finally, for a refreshed and renewed look, apply Moisture Souffle. This whipped crème formula will drench your skin with moisture.

SAY IT IN FRAGRANCES

Give your loved one the enduring gift of an emotive, sensuous fragrance. Delight her with the soft floral, romantic fragrance of ANTICIPATE For Women Eau de Parfum or indulge her with the warm, luxurious fragrance of ANTICIPATE Intense Eau de Parfum. Choose the refreshing and energising fragrance of OPPORTUNE For Women Eau de Parfum for an energetic, self-confident fragrance. While, for a more distinguished fragrance for him, TOLSOM® Eau de Toilette or OPPORTUNE For Men Eau de Toilette is the gift to give.

Purchase any two fragrances of your choice and receive 50% off the second fragrance!

Offers available from 15 January through to 15 February, 2009.

VS 233432 ARTISTRY Spa Collection	P2288B7804W8585	RRP \$115.80
VS 100594 ANTICIPATE for Women Eau de Parfum 50ml	P1065B3633W3996	RRP \$49.95
VS 103702 ANTICIPATE Intense Eau de Parfum 50ml	P1065B3633W3996	RRP \$49.95
VS 103703 TOLSOM Eau de Toilette 50ml	P1065B3633W3996	RRP \$49.95
VS 100595 OPPORTUNE for Women Eau de Parfum 50ml	P1065B3633W3996	RRP \$49.95
VS 100600 OPPORTUNE for Men Eau de Toilette 50ml	P1065B3633W3996	RRP \$49.95

50% OFF
second
fragrance

25% OFF



Volunteers keep our wheels turning



TELIA RACITI, QUEENSLAND

Telia volunteered her graphic design skills to help TAD Queensland with the launch of FREEDOM WHEELS®. "I've worked for Paul Le Mura & Associates, a Brisbane based multi media agency, for the past 14 years. I've always wanted to volunteer for an organisation that helped children with disabilities and knew that anything that AMWAY® associated themselves with would be of a worthy cause. When I saw the ad in AMWAY's "Because" magazine advertising FREEDOM WHEELS were expanding to Queensland and TADQ needed volunteers to get that

moving forward, I jumped at the chance as it was an awesome opportunity to contribute my skills.

I am excited to be part of the team at TADQ and it's association with FREEDOM WHEELS - making a difference to the lives of so many children with disabilities by giving them the opportunity to enjoy the experience of riding a bike, sometimes for the very first time, is extremely rewarding." Thanks to the support of kind hearted people, FREEDOM WHEELS continues to progress. It was only a few months ago, that we put out an official request for volunteers to support TAD in their provision of the wonderful service. Response was amazing! So many IBO's responded with 'how can I help?'

Just to mention a few that have been lucky enough to have already helped:

Russell Jacka, NSW

Volunteered to drive the FREEDOM WHEELS van and help deliver parts.

Christine Kerr, NSW

Sewing work.

Marjo Scherrer, NSW

Sewing work.

Neville & Carolyn Stevens, NSW

Sewing work.

FREEDOM WHEELS SPONSORS

Jeffrey & Debra Hitchins, WA
Andrew & Denise Stankiewicz, NSW

Gold Member

Dubravka Wood, NSW

Bronze Member

Martin & Cecily Andrew, SA
Henry Tan & Lelawati Buediman, Vic
Narelle Campbell, NSW
Geoff & Pauline Edwards, SA
Glenn & Alison Hales, Qld
Jason Jose, SA
Vincent & Robyn Ryan, Qld
Yvonne Smolenski, SA

THANKS TO THE FRIENDS OF FREEDOM WHEELS

Thank you to all of the generous Friends of FREEDOM WHEELS. Their heartfelt generosity is helping more kids get on their bikes sooner.



HELP A CHILD

Visit: www.amway.com.au
go to 'FREEDOM WHEELS', or
contact Nadia Zeaiter
(direct 02 9843 2455)
or Deb Campbell (direct 02 9843
2144) Phone: 1800 45 46 47
Email: freedomwheels@amway.com
Mail address: 'FREEDOM WHEELS'
administrator', PO Box 202
Castle Hill NSW 1765





NATURALE INSPIRATION

Delicate Beauty. Elegant Harmony.

Introducing shades as delicate as windblown sand, soft grasses and tender buds. As harmonious as earthy greens surrounding petals of pinks and peaches. Eyes shimmer like sea washed shells. Cheeks are airbrushed with a subtle glow. Six new Luscious Lip Colours melt and envelop lips with the lush, comforting feel of paradise. It's all so natural, ever so chic. Two eye colour pack options fit perfectly into your free four pan compact. **Naturale Inspiration launching March 2009.**

ARTISTRY Eye Palettes P1639B5588W6145 \$83.00 RRP
ARTISTRY Lip Colours P782B2667W2935 \$39.60 RRP

ARTISTRY®



DRENCH YOUR LIPS

The glossy, moisture drenched formula goes on smooth, never sticky. ARTISTRY Lip Shine contains soothing aloe and the nourishing benefits of antioxidants and vitamins A and E to moisturise and enrich. Always the perfect accessory, Lip Shine now has the fresh, delicately soothing scent of pomegranate for a hint of sophistication. Available in six luscious, luminous shades.

Launching March 2009

ARTISTRY Lip Shines P714B2436W2680 \$36.15 RRP

ARTISTRY®

TRAINING DATES not to be missed!

A quick reminder of the great training coming up in January, February and March.

JANUARY

	ADELAIDE	BUNBURY	PERTH	GERALDTON
THE EMMA PAGE HEAD START TOUR 09	Thursday 22 Education & Development Cnt Room G11 A/B Milner St Hindmarsh 7.30pm–9.30pm VS 233490	Friday 23 The Quality Hotel Lord Forrest 20 Symmons St Bunbury 7.30pm–9.30pm VS 233491	Thursday 29 Perth Convention & Exhibition Cnt 21 Mounts Bay Rd Perth 7.30pm–9.30pm VS 233489	Friday 30 African Reef Resort 5 Broadhead Ave Tarcoola Beach Geraldton 7.30pm–9.30pm VS 233492



PENCIL THESE
DATES IN YOUR
DIARY TODAY...

Visit www.amway.com.au
for more information.

FEBRUARY

	DARWIN	MELBOURNE	BRISBANE	SYDNEY	NEWCASTLE	SHEPPARTON
THE EMMA PAGE HEAD START TOUR 09	Monday 2 Holiday Inn Darwin 122 The Esplanade Darwin 7.30pm–9.30pm VS 233484	Thursday 5 Dallas Brooks Cnt 300 Albert St Melbourne 7.30pm–9.30pm VS 233485	Wednesday 11 Amway Business Cnt 3994 Pacific Hwy Loganholme 7.30pm–9.30pm VS 233486	Thursday 12 Amway Training Cnt 46 Carrington Rd Castle Hill 7.30pm–9.30pm VS 233487	Friday 13 Crowne Plaza Cnr Mereweather St & Wharf Rd Newcastle 7.30pm–9.30pm VS 233488	Friday 13 Sundowner Parklake 481 Wyndham St Shepparton 7.30pm–9.30pm VS 233493

FEBRUARY MARCH

	BRISBANE	SYDNEY	PERTH	MELBOURNE	ADELAIDE	SYDNEY
THE ESSENTIAL HEALTH AND BEAUTY TOUR 09	Thursday 26 Amway Business Cnt 3994 Pacific Hwy Loganholme 7.30pm–10.00pm VS 233419	Thursday 12 Amway Business Training Cnt 46 Carrington Rd Castle Hill 7.30pm–10.00pm VS 233431	Friday 13 Duxton Hotel No. 1 St Georges Terrace Perth 7.30pm–10.00pm VS 233420	Saturday 14 Mercure Hotel 13 Spring St Melbourne 4.00pm–6.30pm VS 233421	Sunday 15 Education & Development Cnt Room G11 AB Milner St Hindmarsh 2.00pm–4.30pm VS 233422	Thursday 19 Amway Business Training Cnt 46 Carrington Rd Castle Hill 7.30pm–10.00pm VS 233423

THE EMMA PAGE HEAD START TOUR 09 EMMA PAGE is heading across the country in January and February to help you get a head start to your year. The EMMA PAGE Liberty Collection will be launched with our trainers sharing some new selling tips to help give your presentations some added zing! February also marks the launch of the brand new EMMA PAGE promotion and here you will learn the skills to win the promotion – and take our word for it, you won't want to miss it! Come and join us to learn new skills and further develop existing skills. Let's work together to reignite your excitement and to build a financially stronger and smarter EMMA PAGE business in 2009.

THE ESSENTIAL HEALTH AND BEAUTY TOUR 09 Look beautifully uncomplicated with ARTISTRY and add innovation and even a few new flavours to your business with NUTRIWAY this Autumn at the Essential Health and Beauty Tour. Firstly, we introduce the new ARTISTRY essentials. One streamlined regimen organised into three smart steps: exfoliate, hydrate and protect. The introduction of the NUTRIWAY small bottles, is a great way to let your new prospects trial some key NUTRIWAY products, and provide a lower priced offering. Also, there are new flavours for your business with the launch of the vitH₂O waters. The Essential Health and Beauty Tour – just what you need to boost your business to great health and uncomplicated beauty.

TRAINING COSTS \$5 PRE-BOOKED AND \$7 AT THE DOOR

To enable us to offer a better service to IBOs that pre-purchase their tickets for training events, we regret that from 2009, the sale of tickets at the door for any AMWAY run training event will incur an extra charge of \$2 to the cost of the advertised ticket. We encourage you to pre-purchase your tickets to avoid disappointment and look forward to offering you a better training experience.

Please Note: All tickets are non-refundable. Unfortunately children are not permitted into Training Sessions.

Ticket purchases online can only be placed as a separate order with no other products included.

AMWAY Certification: visit AMWAY online (training section) for a calendar view of classes on offer at your nearest Business Centre. For more details visit www.amway.com.au or call 1800 45 46 47.

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{etiquette/08}

BATHING:

Bathing is an important part of the daily routine in Japan. Baths are for relaxing, not cleaning. In fact, the body and hair must be thoroughly scrubbed and all soap removed before entering the bathtub or furo. This is done at a small faucet or shower.

{Bonsai}:

The art of Bonsai actually originated in China, where, perhaps over 1,000 years ago, trees were cultivated in trays, wooden containers, and earthenware pots and trained in naturalistic shapes. However, bonsai has been pursued and developed primarily by the Japanese. The first Japanese record of dwarfed potted trees was 1309, in the Kasuga-gongen-genki, a picture scroll by Takashina Takakane.

The Japanese prize in bonsai is an aged appearance of the trunk and branches and a weathered character in the exposed upper roots. These aesthetic qualities are seen to embody the philosophical concept of the mutability of all things. Bonsai may live for a century or more, and you can see some classical examples during Achievers 2009 in Tokyo. For more information about qualification speak to your State Sales Manager today.

If your delivery address is different to that shown in the address box, please advise Amway's Regional Contact Centre on 1800 45 46 47.

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