

MORE PRODUCTS TO GROW YOUR BUSINESS!



At your VistaPrint partner store now!

Premium Business Cards

Our best cards - complete with AMWAY™, NUTRILITE or ARTISTRY designs! ROI: € 29.99 23,85 PV/23,64 BV

Earn High PV/BV on these **Amway-approved marketing tools!**

- Low-cost custom printing
- Valuable PV/BV even on small orders
- Amway logos & designs
- Build a matching suite of products



Note Pads

Colourful 50sheet blocks with of optional magnetic backing.



4-colour printed casing with Amway



Return Address Labels

class for envelopes! A time-saving touch of Amway

"We got ours!"

Hurry to your VistaPrint Partner Store!



For UK: www.amway.co.uk For Rol: www.amway.ie

VistaPrint





Realising your own potential

For many of you, the single most meaningful part of the Amway business came from one of the first steps you had to take: deciding that you could successfully run your own business.

Coming to this realisation and making this kind of change in your life, takes a lot of courage. It takes a lot of patience, too.

You know this better than anyone.

When our fathers started this business, people quickly realised it was different. Success wasn't based on your financial or educational background.

What really mattered was your willingness to work hard, sell products and build relationships with other people.

Those first distributors were grandmothers, corporate executives, teachers, factory workers – people from all walks of life. Just like you. What they had in common is what still motivates many of you today, which is the desire to realise your own potential.

Everyone starts in the same place. Where you take it from there has always been up to you.

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Achievers

I'm delighted to say that the Amway business is really on a roll!

Over the last three months, sales and the number of new ABOs joining the business have been higher than they've been for a number of years.

With your help, we've started to tell the world about Amway - our fantastic products and our great income opportunity.

This is the role of the new Flagship Experience Centre in London, which was officially opened on the 13th May. Please treat the Centre as your 'home from home' - it's the perfect place to bring customers and prospects and show them the exciting business you're in!

Remember, you can join us at the Centre on an all expenses paid weekend break in September, by achieving the London Calling promotion.

We're exactly halfway through the six month promotion - how are you doing towards your six new sponsors and 6,000 PV?

Good luck to you and your Amway business in June!

Best regards,



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





Lukazis, Dzintars & Lukaze, Yolanta



Barth, Gisela & Siegfried (Qualified Jan 09)

PERCENTAGE ACHIEVERS FOR APRIL 2009



Wamaru, Ann



Danboyi, Bitrus & Patience

Jevdokimova, Ludmila & Jevdokimovs, Jgoras





Kasozi, Paul Nelson Mirundi, Gertrude





Kulakowski, Dariusz & Urszula Stipniece, Ilze & Izotovs, Maris

Kotrys, Dagmara

Fjodorova, Olga & Fjodorovs, Evgenij

Noworyta, Joanna

Adderson, Sommai





Pimienta, Lucita

Saleem, Saqib & Zubairi, Samra

Alijevas, Kiamranas & Alijeviene, Odeta

Noreika, Audrius & Noreikiene, Danute

Namubiru, Marjorine & Ndadaye, Eric Hansanant, Yawaluck & Mongkol





Chopra, Rajesh

Pucko, Zita & Equardas

Malang, Suraida

Podolak, Marcin & Kinga

Slezak, Tunde

Fluder, Sabina

Maknong, Norhata

Chen, Qibing





Anderson, Raziyya, John

Nakidde, Elizabeth

Rucina, Inese

Mugadze, Benenia

Monkeviciene, Laimute

Flunder, Katarzyne

Gamanya, Chipo

Dduma, Margaret Gomez, John Badjie, Lickerese

Elvikiene, Vaida & Elvikis, Nidas

Ali, Syed Sajid & Naila

Storan, Karis

Demidova, Vnda

Williams, Lampai

Hansanant, Yawaluck & Mongkal

Khunmana, Sirima

Wangenye, Jemimah & Dr Stan

Warren, Valentina & John David

Cerkasova, Inese

Purohit, Darshak & Nirali

RETAIL ACHIEVERS FOR APRIL 2009

HIGHEST CUSTOMER VOLUME SALES

Lubega, Florance

Jamroz, Krzysztof & Krukowska, Ewa

Bolger, Tony & Anne Muriithi, James & Jane Mukasa, Janet & Christopher Dzwairo, Abigail & Faessler, Meinrad Connolly, Lisa & Fitzgibbon, Shane

Berzina, Lubova & Jakovlevs, Aleksandrs

O Farrell, Carmel & Ghadimi, Abbas

Cox, Nigel & Diffley, Dara

HIGHEST NUMBER OF CUSTOMERS REGISTERED

Soni, Ravi & Deepti

Wing, Lez & Heather

Henshaw, David

Mukasa, Janet & Christopher

Potin, Joseph & Browne, Diminga

Areje, George & Caroline

Farrell, John & Cathy

Urbonaviciene, Rasa

Mathew, George & George, Aniyamma

Simonavcius, Silvija

O Farrell, Carmel & Ghadimi, Abbas

HIGHEST NUMBER OF ACTIVE CUSTOMERS

Soni, Ravi & Deepti

Jamroz, Krzysztof & Krukowska, Ewa

Wightman, Alison & Campbell, Duncan

Dzwairo, Abigail & Faessler, Meinrad

Mukasa, Janet & Christopher

O Farrell, Carmel & Ghadimi, Abbas

Cox, Nigel & Diffley, Dara

Farrell, John & Cathy

\/-----: **7**-14---

Varnai, Zoltan

Vitalijs, Dovbijenko

Byrne, James

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

Audrius Noreika & Danute Noreikiene

Elmaras Doblias

Vanda Demidova

Jurgita Kazemekiene

Monika Jonatie & Vladis Jonaitis

Zaudita Galvanauskiene

Laimute Monkeviciebe

Arunas Bagdonas & Ramune Bagdoniene

Karolis Bandonas

Ravi & Deepti Soni

Congratulations to the following winners of the **London Calling'** incentive promotion for achieving the highest customer volume in April:

Lubega, Florance

Jamroz, Krzysztof & Krukowska, Ewa

Bolger, Tony & Anne

Muriithi, James & Jane

Mukasa, Janet & Christopher

They each received a pair of tickets to the Clothes Show London.





Rich DeVos and Jay Van Andel didn't invent the concept of direct selling when they started Amway in 1959, but they certainly improved upon the idea.

Today Amway is a global leader in the industry, with more than three million Business Owners operating in over 80 countries and territories around the World.

That's because the Amway Business Opportunity has no limits on earnings potential and no geographic boundaries.

AROUND THE WORLD.

To the borders - and beyond

Around the World, the Amway Business Opportunity appeals to many people because of its low start up costs and flexibility, supported by proven high-quality products and earnings potential to match commitment.

"We might speak different languages and our lifestyles and cultures might not have many similarities," said Doug DeVos, Amway President, "but all of us share common goals and dreams for a prosperous future."

Adds Amway Chairman, Steve Van Andel, "We encourage you to reach beyond what you believe is possible. Only then will you grow as a person and as an Amway Business Owner." So, whether you live in Miami, Madrid or Mumbai, you can build your Amway business beyond the borders of your home country – expanding into other markets as you share the Amway Business Opportunity with others.

Our phenomenal growth over the past 50 years enables you to help people across the globe earn extra income, reach their potential and set higher goals for themselves and their families – bringing the words of Rich DeVos to life:

"The heart and soul of our business is people: Employees, Business Owners and customers. All of us help create an environment of caring that is universally appealing."

Today Doug DeVos and Steve Van Andel, sons of the cofounders, guide the next generation of Amway leadership, inspired and motivated by the entrepreneurial spirit of their fathers, as this amazing business opportunity continues into the next 50 years.

1959

1969

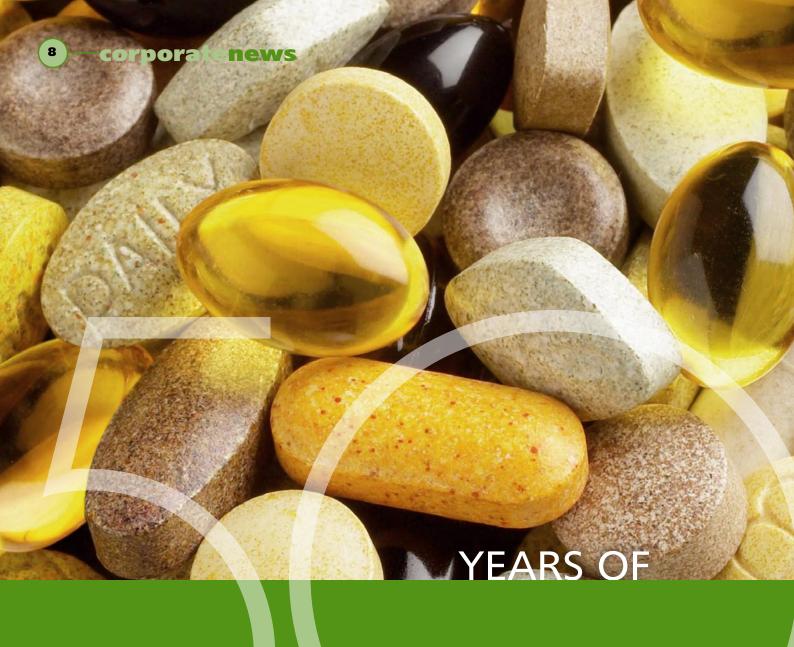
1979

1989

1999

2009





1959

1962

979

1989

1999

2009

FINDING NEW WAYS to help people live better.

To ensure that it's the best it can be, everything Amway produces is thoroughly researched by its scientists. At our farms and laboratories, they conduct more than 15,000 tests each month on nutrition products. As the first brand of supplements to extract critical nutrients from plants and the only one to grow, harvest and process plants on its own organic farms, the NUTRILITE™ Brand is a perfect example of the commitment Amway has made to advance innovation.

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It's not too late!

Qualification for LTS (Leadership Training Seminar) and the European Diamond Conference ends on 31st August 2009.













RECEPCION









'There are no shortcuts to any place worth going'

...Unknown Author

Which event will you be joining us at? ...We're looking forward to seeing you there!

10 NEWproduct



Our Celebration is your Celebration!



ARTISTRYTM Brand Handbag

This stylish and practical black, structured ARTISTRY Brand Handbag is ideal for carrying your everyday items, but is also great for business meetings.

Features:

- Part leather, part fabric, with a removable strap
- Spacious A4 sized compartment and two mobile phone compartments
- ARTISTRY brand engraved zip and metal logo on the inside pocket
- Double-sided, removable metal tag, with ARTISTRY logo and 50th Anniversary logo
- Comes in an ARTISTRY-branded, protective, woven drawstring bag

Size L 37.5 cm x H 25 cm x W 10 cm

Order no. 108921

NUTRILITE™ Brand Pill Box

A stunning, brushed metal pill box, beautifully engraved on the lid and great for carrying your NUTRILITE vitamins and minerals.

Features:

- Engraved with the NUTRILITE and 50th Anniversary logos
- Two trays, top tray removable, each with four sections
- Presented in a 50th Anniversary gift box.

Size L 10 cm x H 4 cm x W 7.5 cm

Order no. 108925



Share in our 50th Anniversary celebration by purchasing one or all of these unique products. Exclusive to Amway, these five items have been especially designed to commemorate our 50 years of business.

Treat yourself to a well deserved gift or indulge a family member, friend or customer.

Ladies' Pendant

Any outfit would be complete with this exclusive, fine-cut Austrian crystal pendant, hung on a classic, gold-plated, square snake chain.

Features:

- 50th Anniversary logo engraved on the tag
- Presented in a 50th Anniversary gift box
- Gold-plated 40 cm chain with a 5 cm extender



Pen

Silver finish, metal pen, with gold plate banding, ideal for business meetings or as a gift.

Features:

- 50th Anniversary logo engraved on body of pen
- Black ink, refillable ballpoint pen
- Presented in a 50th Anniversary gift box





Commemorative China Mug

A delicate, white fine bone china mug, with a gold-plated commemorative design on both sides.

Features:

 Presented in a 50th Anniversary gift box

Capacity 330 ml

Order no. 108924



Look out for our stunning Men's Watch on sale from August - details in the July/August AMAGRAM™ Magazine.

For more information on these products and on our 50th Anniversary, please visit www.amway.co.uk/www.amway.ie.

Products available until the end of December 2009 or while stocks last.

Please see page 35 for pricing details.



For a future where children can dream!



Two strong partners. The 'Brick by Brick' Programme opens up new perspectives for the children of Anatolia.



AMWAY and UNICEF: How can we make these children's dreams come true?

Children's dreams release positive energy, giving them courage and self-confidence. Children have an amazing imagination and are constantly discovering new and exciting things every day. They can learn so much about themselves and their environment when playing and running about. It is a fantastic way for them to develop as individuals and to find out how to interact with others around them. It is our aim to set these children on the path to a brighter future, offering them more opportunities and comforts in life.

Why preschools are so important

They play a crucial role in giving children a successful start in life. We aim to make sure that infants get an educational head start before they begin school - an education just at the time when they are most perceptive to learning, at preschool age. Preschools are central to helping children take their first steps towards successful integration into wider society.

Preschools in East Anatolia

With so few preschools in the region, children are often deprived of the chance of achieving their full potential and nurturing their talents in a fun learning environment. This is just one of the reasons why the illiteracy rate in East Anatolia is twice as high as in the rest of Turkey.



Let's lay the foundation stone together.

Brick by Brick



By wearing our pins, you show all those around you that you have a heart for these children and are willing to act for progress. Within a large community, even the smallest of gestures can have an enormous impact.

Price: UK £1.67, J/G £1.45, Rol €2.20

We will be laying the foundations – brick by brick – for preschools in one of the poorest regions right on our doorstep – in East Anatolia. The new preschools will be a place where children can laugh, dream and have fun – preparing them in a playful way for their future lives.

The campaign

In 2009, Amway and UNICEF are joining forces in aid of children close to home: together, we are building new preschools in the Van Region of Eastern Turkey. Did you know that just 10% of children in Turkey get the opportunity to go to preschool? Sadly, this figure is even less in the Anatolia region.

It is so easy to help these children

Ordering our pins is such a simple, effective way of helping us to build the preschools, brick by brick. Alex and Vicky are collector's pins, symbolising the boys and girls of Anatolia. All proceeds will go directly to the building of the new preschools. Here is how to order the pins:

Order no. 107069 - UNICEF pin Alex
Order no. 104999 - UNICEF pin Vicky
Order no. 101568 - £0.70/€1 contribution
Foundation Stone (coming soon)

INTRODUCING ARTISTRY[™] essentials Mini Systems

The ARTISTRY brand knows the importance of rare resources – like time.

That's why we invested decades of research in developing perfect skin care that takes just three minutes.

Everything you love about the ARTISTRY essentials full size system is now available in three **mini** sizes that are perfect for travelling, trialling and sampling.

Natural beauty in 3 simple steps

ARTISTRY™ essentials



ARTISTRY essentials Hydrating Mini System

Recommended for normal-to-dry skin.

Order no. 232828



ARTISTRY essentials Balancing Mini System

Recommended for combination-to-oily skin.

Order no. 232782

Each ARTISTRY essentials Mini System comes complete with a mini cleanser (20 ml), toner (30 ml) and lotion SPF 15 (20 ml), so you and your customers can keep up with a daily routine no matter where you go.

Please see page 35 for pricing details.

Success stories

44

I have been using the

ARTISTRY™ essentials Balancing

System for seven days and I feel a
major improvement in the oil
level. Now I use the ARTISTRY
essentials Balancing System
together with the ARTISTRY

TIME DEFIANCE™ Skin
Refinishing Lotion and the
ARTISTRY essentials Replenishing
Eye Creme. I can say that the oil
in my skin is now reduced and
the improvement is visible. ■

Gabriela M.

44

The ARTISTRY 3-step system is based on a scientific approach. This is why I see it as a necessity and I have developed a habit to take care of my skin using this system.

Natalya S.





Now showing

E. FUNKHOUSER™ NEW YORK

PARAMOUNT

Inspired by Hollywood

Create your own Hollywood glamour with the new E. FUNKHOUSER NEW YORK Collection 009 Paramount. With a wide range of products, everyone has the ability to discover their inner star.



To see a full product listing, simply purchase the Collection Card.

Now available in a classy new format to help sell this amazing range to customers.

Order no. 233192 (single), 233193 (pack of 5).



For the latest look and up-to-date information on E. FUNKHOUSER NEW YORK products, visit the Brand Centre at: www.amway.co.uk/www.amway.ie.

Please see page 35 for pricing details.

Be the star that you are!

MOISTURISING PROTECTION. ENHANCED PERFECTION.

ARTISTRY™ TINTED MOISTURISER SPF 15 - 30 ml

ARTISTRY Tinted Moisturiser SPF 15 contains the exclusive ARTISTRY Ideal Shade Technology and features translucent shades that adjust intuitively to match individual skin tone. The moisturising formula hydrates the skin, creating a fresh, healthy glow, whilst minimising the appearance of fine lines and skin imperfections.

Available in six customer-friendly shades



Tint 1 106265



Tint 2 106266



Tint 3 106267



Tint 5 106269



Tint 6 106270



Tint 7 106271



How to apply

Apply to clean, dry skin in place of regular moisturiser. For dry skin types, apply regular moisturiser first and then follow with tinted moisturiser.

Recommended for all skin types and can be used around the eye area.
Please see page 35 for pricing details.

LENGTHEN. VOLUMISE. LIFT.

ARTISTRY™ TOTAL MASCARA

Whether the goal is to lengthen, volumise, lift or separate lashes, now one product does it all. ARTISTRY Total Mascara. From simply enhancing to creating ultra-long, ultra-lush, dramatic-looking lashes, ARTISTRY Total Mascara is truly a stroke of genius.

The Formula

A breakthrough formula, with vitamins A and E, provides unbelievable results, offering a magnifying and lengthening lash solution to fit every woman's needs, in one easy-to-use product.

The Package

The packaging was endorsed by Olivier van Doorne and complements the new look of ARTISTRY brand products with a high gloss, black finish, gold tone band and ARTISTRY logo.

The Brush

The innovative brush was specially engineered to ensure an even application of formula that enriches each and every lash.

ONE STROKE – NATURAL TWO STROKES – DEFINED

THREE STROKES - DRAMA TO THE MAX

Buy any two ARTISTRY Total Mascaras for a special introductory price using the order numbers below*.

Available from 1st May 2009 to 31st January 2010

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

*ARTISTRY TOTAL MASCARA

Dark Brown 105616 Black 105615 10 g *ARTISTRY TOTAL
MASCARA WATERPROOF
Dark Brown 105614
Black 105613
10 g



ARTISTRY



k Dark Brown

Please see page 35 for pricing details.

WHISPER LIGHT. CUSTOMISABLE COVERAGE.

ARTISTRY™ IDEAL DUAL POWDER FOUNDATION SPF 18 - 12 g

The new ARTISTRY Ideal Dual Powder Foundation offers the patent-pending exclusive ARTISTRY Aura of Protection, designed to help protect the skin from a multitude of environmental exposures, whilst featuring the new finishing process to perfect the appearance of your complexion with every application.



- Spreads evenly and blends into the skin for a soft, silky smooth, uniformed texture.
- Adheres perfectly to the skin for a natural appearance all day.
- Offers weightless, transparent, pure colour that blends into the skin as though the colour has "adjusted" to the customer's skin tone.

The versatile formula offers two fantastic ways to wear ARTISTRY Ideal Dual Powder Foundation:

WEAR AS A FOUNDATION

ARTISTRY Ideal Dual Powder Foundation can be used as a standalone foundation with a natural, matte finish and buildable coverage.

APPLY OVER LIQUID FOUNDATION

ARTISTRY Ideal Dual Powder Foundation can be used as a pressed powder finish to help prevent shine, absorb oil and help foundation last longer.

ARTISTRY Ideal Compact

(sold separately)
Order no. 104369

Replacement Ideal Dual Powder Foundation Sponge

Order no. 105149

Please refer to your ARTISTRY Make-Up & Colour Guide for shades.

Recommended for combination-tooily skin and as a pressed powder alternative for all skin types.

Please see page 35 for pricing details.

Please see online for details of Ideal Dual Powder Foundation Refill and Compact offer bundles available now.

20—product



Energy for everyday life... Refresh Replenish Rehydrate

Your customers do not have to be at the gym every day to live an active lifestyle. Life's daily challenges often require high levels of mental and physical energy.

We know that drinking plenty of fluid is essential for maintaining health and wellness during physical activity, but did you also know that water alone may not provide what the body needs to work effectively?

ENERGISE mind and body with NUTRILITE 1™ Food Supplement

- Designed to provide a quick blast of energy for a busy day
- Contains I-carnitine, natural caffeine and B vitamins to help prevent fatigue and enhance mental alertness

Order no. 103493

10 x 15 ml vials – Grapefruit flavour





HYDRATE with NUTRILITE FITH20™ Antioxidant Enhanced Drink Mix

- A low calorie, low carbohydrate way to hydrate the body
- Contains Red Orange Complex (ROC)*, providing antioxidant protection by helping to fight free radicals

Order no.

103786 – Mandarin flavour (pack of 20 sticks)

103787 – Peach flavour (pack of 20 sticks)

For light exercise









REHYDRATE and **REFUEL** with NUTRILITE™ STRIVE+™ Isotonic Drink Mix

- Provides ultimate protection from dehydration by quickly replacing nutrients lost during exercise
- CLINICALLY TESTED antioxidant defence against sport-related free radical damage

Order no.

103788 – Grapefruit flavour (pack of 20 sticks)

103789 – Mixed Fruit flavour (pack of 20 sticks)



Created exclusively for use with NUTRILITE FITH₂0 and STRIVE + Drink Mixes, this stylish, functional drinks bottle has an inner storage compartment designed to house NUTRILITE FITH₂0 and STRIVE+ stick packs.

Order no. 400855

RED ORANGE COMPLEX (ROC)*, found in NUTRILITE FITH₂0 and STRIVE+ Drink Mixes, is a botanical, shown in clinical research to help cells maintain their integrity. In short, they help the body to defend itself during physical activity, the natural way.

* Red orange complex is a trademark of Bionap SRL.

Please refer to your Price List for pricing details.

Help your customers to make the most of every day with NUTRILITE products for an Active Lifestyle.





Join the fight against free radical damage

Free radicals can damage cells, potentially leading to disease and accelerated ageing. For example, the antioxidant properties of a lemon drizzled over a salad can prevent the salad from oxidising and turning brown. Similarly, antioxidants help to protect the body's cells by combating the free radicals that cause oxidation.



Antioxidants can be found in fruits, vegetables, cereals and nuts. However, if your customers do not eat enough of these foods, the following food supplements from the NUTRILITE™ brand can help to boost the body's antioxidant protection:



NUTRILITE Natural Multi-Carotene

is an antioxidant food supplement with a carotenoid mixture from natural sources. Using plant, fruit and flower carotenoids – the same pigment palette responsible for giving plants, flowers and fruit their colours – your customers can use the power of nature to help fight free radicals.

Order no. 8058 90 capsules
Take 1-3 capsules per day, accompanied by meals.

NUTRILITE Omega-3 Complex

is the ideal food supplement for those who do not regularly include at least 1-2 portions of fish per week in their diet.

Omega-3 fatty acids are good fats that can affect heart health in a positive way. In addition, NUTRILITE Omega-3 Complex provides antioxidant protection against damage to the body's cells, giving your customers dual benefits in this one-a-day supplement.



Order no. 4298 90 capsules

Take 1 capsule per day, accompanied by a meal.

Please refer to your Price List for pricing details.



SPECIAL OFFER

discount throughout June 2009 with full PV/BV



A fantastic promotion for you and your customers



To ensure your customers achieve the level of performance expected from their eSpring Water Treatment System, the filter cartridge needs to be replaced once a year or as soon as it has filtered 5,000 litres of water, whichever comes first.

Remind your customers to check the electronic monitoring system on their eSpring Water Treatment System. The system keeps track of both time and system use to determine exactly how much effective life remains in the cartridge. When the filter requires immediate replacement, the flashing message is accompanied by an audible beep.

The eSpring Water Treatment System gives cleaner, clearer, better-tasting water, day after day. It not only removes more than 140 different potential health-affecting contaminants, it also destroys more than 99.99% of potential disease-causing waterborne bacteria and viruses in drinking water.

eSpring Water Treatment Replacement Filter

Order no. 100186

eSpring Water Treatment Unit and Existing Tap Kit Order no. 100188

eSpring Water Treatment Unit and Auxiliary Tap Kit Order no. 100189

Order no. 100169

Please refer to your Price List for pricing details.





AMWAY Product Discontinuances

We are constantly trying to introduce new and exciting products which are innovative and on trend to support you in building your business in an increasingly competitive environment. As we strive to evolve the

product portfolio in order to maximise opportunities, we also need to identify and eliminate products which have come to the end of their life cycle and play only a minor or no role within the business.

Please see products and order numbers below.

iCook Egg Cups and Rack

Order no. 0144

ARTISTRY AHA Body Refiner Moisturiser - 200 ml

Order no. 2780

ARTISTRY Body Definer Firming Gel - 250 ml

Order no. 3887

ARTISTRY Foaming Body Wash - 200 ml

Order no. 100776

ARTISTRY Sugar Scrub - 375 ml

Order no. 100777

ARTISTRY Moisture Soufflé - 200 ml

Order no. 100778

ARTISTRY Vintage Wine Jumbo Lip Pencil – 2 g

Order no. 7791

ARTISTRY Clove Jumbo Lip Pencil – 2 g

Order no. 7794

ARTISTRY Chablis Jumbo Lip Pencil – 2 g

Order no. 8324

ARTISTRY Adobe Jumbo Lip Pencil – 2 g

Order no. 8323

Please refer to your Price List for pricing details.

Available until end of June/July 2009 or while stocks last.









Give your customers the opportunity to use a versatile and effective product to wash their car, without harming the protective polish or finish.

AMWAY Car Wash is a liquid which is specially formulated to gently loosen surface dirt, grease and road film, without removing the shine.

- Concentrated, using only 5 ml per 4 litres of water, therefore lasting longer
- Excellent foaming and foam-lasting properties
- Leaves car shiny, clean and streak-free

Order no. 8708 – 1 litre. Please refer to your Price List for pricing details.

Amway Academy Online in 2009

Amway Academy

New online training from the Amway Academy for all ABOs!

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

What do I need to get started?

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

What does the Amway Academy offer?

The possibility to join live training sessions on different topics:

- ARTISTRY™
- NUTRILITE™
- RETAIL

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

How do I join?

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

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

Dates - 2009 (from 8 - 9 pm)

	JUNE	JULY	AUGUST	SEPTEMBER
ARTISTRY	9th	14th	11th	15th
NUTRILITE	10th	15th	12th	16th
RETAIL	11th	16th	13th	17th





AMWAY OPENS ITS DOORS TO LONDON!

red carpet reception welcomed Amway VIPs to the grand opening of the UK Flagship Experience Centre (UK FEC) on 13th May. It was an evening of entertainment and excitement – with a few surprises along the way...

The much anticipated, invitation-only event took place in the heart of London and didn't disappoint! Many of the guests took the opportunity to enjoy a sightseeing tour of London before the main event. Setting off from Embankment, the bus made its way to the Flagship Centre via many of the Capital's big attractions, including Whitehall and Trafalgar Square. Upon arrival at the Centre, guests indulged in a champagne reception and canapés whilst mingling with other VIPs in the Café. The downstairs product areas were kept under wraps, to be later unveiled, creating an air of mystery and anticipation amongst the 120 guests.

The theme of the event was based on the Amway 50th Anniversary, which Amway celebrates this year. At 6.30pm,

the host, Andy Smith, UK ROI Branch Manager/Director, and Mark Beiderwieden, Managing Director Europe, took to the floor to welcome the guests to the Centre and to announce the appearance of some very special VIPs who had flown in all the way from the United States – Amway President, Doug DeVos and Amway Global Executive Vice President, Jim Payne! Doug, Jim, Mark and Chief Marketing Officer, Candace Matthews, cut the ceremonial ribbon to thunderous applause – and announced that the Centre was officially open for business.

Guests were then invited to a series of presentations and speeches in the Conference Room, where Andy Smith outlined the future vision for Amway and the role of the UK Centre, which, for the first time in Northern Europe, makes Amway accessible on the high street. Andy introduced the UK FEC Manager, Richard Fletcher. Taking to the stage, his enthusiasm for the Centre was apparent as he introduced the facility and explained how it could be used by ABOs as a tool to develop business and create awareness of the Amway brand.



TOP LEFT: THE AMWAY TOUR BUS ARRIVES AT THE UK FEC.

ABOVE CLOCKWISE FROM THE LEFT: DOUG CUTS THE SPECIALLY THEMED 50TH ANNIVERSARY CAKE. CHLOE, DAUGHTER OF BERNARD LUCAS, DIRECTOR OF EUROPEAN AFFAIRS, WAS ONE OF MANY GUESTS WHO WAS TREATED TO A PROFESSIONAL MAKEOVER. ANDY SMITH ESCORTS THE GUESTS TO THE CENTRE ON THE AMWAY TOUR BUS. CHIEF MARKETING OFFICER, CANDACE MATTHEWS.

A warm welcome was then extended to Doug DeVos who thanked YOU, the Amway Business Owner, for all of your loyalties and efforts before going on to speak about what the UK FEC personally means to him.

Following Doug's speech, a 50th Anniversary and London themed cake was brought in. All of the guests got to their feet to sing an impromptu rendition of 'Happy Birthday'. The cake was then officially cut by Doug, which was greeted by a standing ovation.

Unbeknown to guests, the downstairs area was being unveiled whilst they were in the conference room so, as they exited, guests were greeted by the sight of the new UK FEC. Feedback was outstanding – the general consensus was that the Centre looked incredible and ABOs expressed excitement to have such a magnificent tool for enhancing the Amway business.

Guests continued to enjoy the evening watching John Gillespie at work in The Style Bar, taking part in make-up demonstrations and participating on the Nintendo Wii upstairs in the NUTRILITETM area. The MK Dons Physio, Simon Crampton, was on-hand to give advice on health and fitness, and offering guests the opportunity to win a spa break from the evening's raffle. Doug and Jim then unveiled the Amway plaque which bears the quote, "A successful day at Amway is when individuals with aspirations and hopes come to our organisation and we are able to help them accomplish their goals to improve their lives". The plaque will remain in the Centre as a mark of the official opening at the front entrance.

After announcing Ursula Hickey as the lucky winner of the prize draw, the evening drew to a close and guests collected their goody bags, which contained samples of the newly-launched ARTISTRYTM Total Mascara, ARTISTRY Lifting Eye Creme and a useful fact sheet on the UK FEC. Andy Smith commented on the overwhelming success of the evening saying: "All of us at Amway UK are absolutely delighted to launch the UK Centre. It is going to be an amazing asset to Amway and to all the ABOs who choose to make the most of what it has to offer."

If you have not yet visited the UK FEC, we hope that you will visit soon. If you have visited us – we cannot wait to see you again! For more information on the Centre visit www.amway-experience.com, www.amway.co.uk or www.amway.ie.



CANDACE MATTHEWS, MARK BEIDERWIEDEN, DOUG DEVOS AND JIM PAYNE.





JOHN GILLESPIE, CELEBRITY HAIR STYLIST, AT WORK IN THE STYLE BAR.
OLIVIA, DAUGHTER OF JOHN GILLESPIE, PICKS UP SOME HINTS AND
TIPS FROM A UK FEC MAKE-UP ARTIST.







ABOVE FROM TOP TO BOTTOM: ANDY, DOUG, JIM AND MARK WELCOME THE GUESTS. UK FEC MANAGER, RICHARD FLETCHER, JOHN GILLESPIE AND HIS DAUGHTER, OLIVIA, MINGLE WITH GUESTS. GUESTS LISTEN TO PRESENTATIONS IN THE CONFERENCE ROOM.

RIGHT: VIPS GATHERED IN THE FOYER AND WAITING STAFF WERE ON-HAND WITH CANAPES AND CHAMPAGNE.

LE ...IT IS GOING TO BE AN AMAZING ASSET TO AMWAY AND TO ALL THE ABOS WHO CHOOSE TO MAKE THE MOST OF WHAT IT HAS TO OFFER. 77

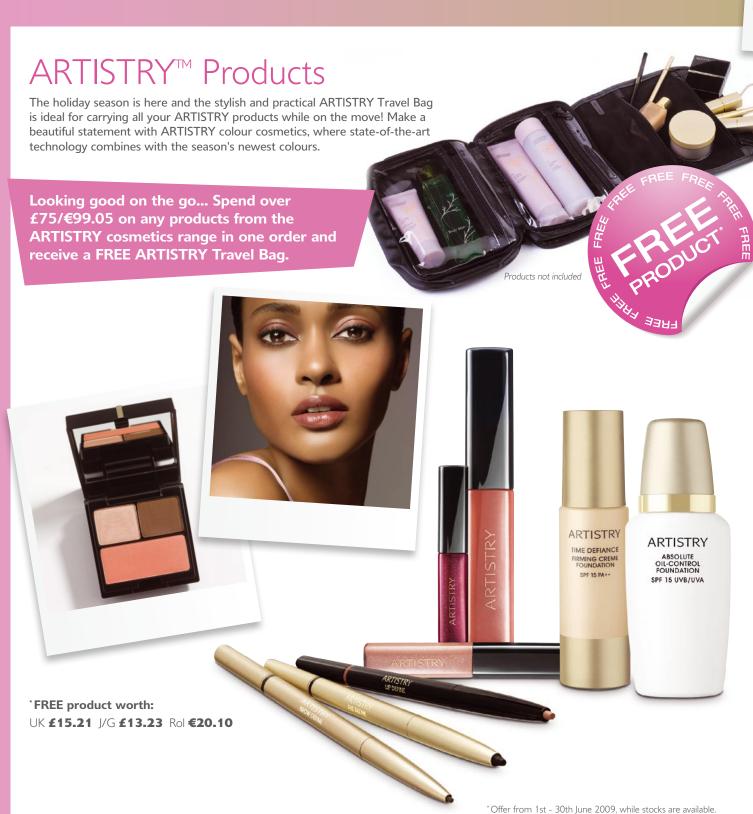
ANDY SMITH

UK ROI BRANCH MANAGER/DIRECTOR



Be prepared for Summer!

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









NUTRILITE™ Products

Ladies, take care of your body this summer with this NUTRILITE female health pack. NUTRILITE is the world's leading brand of vitamin, mineral and dietary supplements.

(Based on 2008 sales, as supported by research conducted by Euromonitor International).

Buy NUTRILITE Agnus Castus and Dong Quai with Evening Primrose and Borage Oils and NUTRILITE Hair, Skin and Nails and get 20% discount on total price (with full PV/BV).

Home Care

 $SA8^{TM}$ Laundry Care products provide powerful cleaning power and are consistent, reliable and easy to use, yet remain gentle on clothes and fabrics.

Buy SA8 Premium Laundry Detergent (2.25 kg), SA8 All Fabric Bleach and get SA8 Prewash Spray FREE!

SA8 Pack contains:

SA8 Premium Laundry Detergent – 2.25 kg SA8 All Fabric Bleach – 1 kg SA8 Prewash Spray – 400 ml

*Pack order no. 109405

Pack price:

UK £17.14 J/G £14.90 Rol €22.65

†FREE product worth:

UK £1.61 J/G £1.40 Rol €2.15





NUTRILITE Pack contains:

NUTRILITE Agnus Castus and Dong Quai with Evening Primrose and Borage Oils – 120 capsules NUTRILITE Hair. Skin and Nails – 90 tablets

* Pack order no. 109404



To order packs of the June 2009 retail offer leaflets, please use order no. 233878 (pack of 10). Please see page 35 for pricing details.

Maintaining **RC, CRC and BC Qualification** for the coming Performance Year (1 September 2009 - 31 August 2010)

As the 2008/2009 Performance Year draws to an end, please be reminded of the requirements in order to maintain your current qualifications as stated in the ABO Contract.

Maintaining BC Qualification

In order to maintain the BC qualification, an ABO must re-qualify as a Platinum within 2 Performance Years of the ABO's last qualification as Platinum.

Failure to meet this requirement will result in Amway reclassifying the ABO as a CRC, and will result in the loss of the rights and privileges associated with being a BC, which includes additional rewards and awards opportunities eligible under the BC category.

Maintaining CRC Qualification

In order to maintain the CRC qualification, an ABO must, in at least one calendar month of the Performance year, have 5 ordering and registered customers with an aggregate of at least £200/ \le 300 (£150/ \le 190 as of April 2009) of retail sales inclusive of VAT.

Failure to meet this requirement will result in Amway reclassifying the ABO as a RC, and will result in the loss of the rights and privileges associated with being a CRC, which includes the right to promote the Amway Business Opportunity and sponsor others as ABOs; and the eligibility to receive Performance Bonus under the CRC category.

Internationals at CRC level and MAs at CRC level must, in order to maintain the CRC qualification, in at least one calendar month of the Performance year, earned a bonus by having 2 legs meeting the 5/£200/€300 (or 5/£150/€190 as of April 2009) rule. Failure to meet this requirement will result in Amway reclassifying the ABO as a RC, and will result in the loss of the rights and privileges associated with being a CRC, which includes the right to promote the Amway Business Opportunity and sponsor others as ABOs; and the eligibility to receive Performance Bonus under the CRC category.

When should a CRC complete the re-qualification requirements?

The CRC qualification remains in effect through 31 August of the Performance Year in which the ABO became a CRC, if s/he became a CRC prior to 28 February. If s/he became CRC after 28 February, the CRC qualification shall remain in effect until 31 August of the following Performance Year. Anyone who becomes a CRC after **28 February** of the Performance Year, would only need to meet the 'Maintaining CRC Qualification' requirements by the end of the following Performance Year.

E.g. If a RC becomes a CRC on Apr 20, 09, he/she only needs to meet the Maintaining CRC Qualification requirements listed above by the end of the next Performance Year (Sept 1, 2009 - Aug 31, 2010).

Maintaining RC Qualification

In order to maintain the RC qualification, an ABO must have earned a Customer Volume Rebate, of any amount, at least once during the Performance year.

Failure to meet this requirement will result in Amway reclassifying the ABO as a customer and will result in the loss of the rights and privileges associated with being an ABO, which includes the right to recommend and promote Amway products to others; and the eligibility to receive a 25% Customer Volume Rebate.

When should a RC complete the re-qualification requirements?

The RC qualification remains in effect through 31 August of the Performance Year in which the ABO Contract was accepted by Amway, if it is signed by the ABO prior to 28 February. If signed after 28 February, the RC qualification shall remain in effect until 31 August of the following Performance Year.

Anyone who signs an ABO Contract for RC after **28 February** of the Performance Year, would only need to meet the 'Maintaining RC Qualification' requirements by the end of the following Performance Year.

E.g. If someone becomes a RC on Mar 15, 09, he/she only needs to meet the Maintaining RC Qualification requirements listed above by the end of the next Performance Year (Sept 1, 2009 - Aug 31, 2010).

Should you have any questions or require further assistance, please contact the Business Services team at 01908 629400.

Amway Opportunity Meetings: June 2009

Amway is pleased to announce the Amway Opportunity Meetings being held across the UK and Republic of Ireland during June **2009**. These meetings are open to all ABOs and their prospects in the UK/ROI and will include a presentation of the Amway Business Plan. An Amway corporate member of staff will also be present. In an effort to protect the integrity of our business, please be reminded that ABOs are not allowed to interfere or attempt to interfere with another ABO's business, which includes seeking a prospect's participation in the Amway Business Plan.

The format of the meetings will be as follows:

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

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

1st June 2009

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

Amway Representative: Maggie Hoyland

1st lune 2009

Hilton Hotel, Lydiard Fields, Great Western Way, Swindon, SN5 8UZ Tel: 01793 881777

Amway Representative: Anne Pester

1st June 2009

Hilton Hotel, Phoenix Crescent, Bellshill, Strathclyde, Glasgow, ML4 3JQ Tel: 01698 395500

Amway Representative: Shirley Marelli

2nd June 2009

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

Amway Representative: Kevin Denham

2nd June 2009

The Park Royal Hotel, Stretton Road, Stretton, Warrington, WA4 4NS Tel: 01925 730 706

Amway Representative: Maggie Hoyland

2nd June 2009

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

Amway Representative: Shirley Marelli

Premier Inn, Wakefield Road, Brighouse, HD6 4HA

Tel: 0870 990 6360

Amway Representative: Shirley Marelli

4th June 2009

Holiday Inn Express, Tempus Drive, Walsall, WS2 8TJ Tel: 01922 705250

Amway Representative: Maggie Hoyland

4th June 2009 (2 meetings - 5pm and 7pm)

London Flagship Centre (Amway), Southampton Row, Russell Square, London, WC1B 4BH

Amway Representative: Kevin Denham

Holiday Inn Eastleigh, Leigh Road, Eastleigh, SO50 9PG Tel: 0870 4009075

Amway Representative: Anne Pester

8th June 2009

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

Amway Representative: Robyn Crewe

9th lune 2009

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

Amway Representative: Robyn Crewe

9th June 2009

Village Hotel, 29 Pendwyallt Road, Coryton, Cardiff, CF14 7EF Tel: 02920 524300

Amway Representative: Anne Pester

9th June 2009

Holiday Inn Ipswich, The Havens, Ransomes Europark, Ipswich, IP3 9SJ

Amway Representative: Kevin Denham

10th June 2009

Quality Inn, London Road, Slough, Berkshire, SL3 8QB Tel: 01753 684001

Amway Representative: Kevin Denham

10th June 2009

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

Amway Representative: Anne Pester

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

Amway Representative: Robyn Crewe

18th June 2009 (2 meetings - 5pm and 7pm)

London Flagship Centre (Amway), Southampton Row, Russell Square, London, WC1B 4BH

Amway Representative: Kevin Denham

29th lune 2009

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

Amway Representative: Shirley Marelli

All venues are subject to cancellation. Please check your emails and the Amway website for updates.

Amway UK Rules of Conduct

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

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

Objectives:

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

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

Change in Line of Sponsorship

The basic principle of Amway is adherence to and protection of the Lines of Sponsorship, since they are the cornerstones of the Amway Sales and Marketing Plan. The integrity of lines of sponsorship is of vital importance to the Amway UK Rules of Conduct and therefore, changing a line of sponsorship is discouraged.

However, Amway realises that from time to time there are exceptional cases, and to assist an ABO, Amway can permit a change in line of sponsorship under certain conditions. Please kindly refer to Section 6 - Preservation of the Lines of Sponsorship, in the Amway UK Rules of Conduct. Specifically, we would like to highlight to your attention, Rule 6.1.3, which states, 'Transfers may not be used to strategically restructure any Business Group'.

Please note that change in line of sponsorship requests are granted at the sole and absolute discretion of Amway.

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

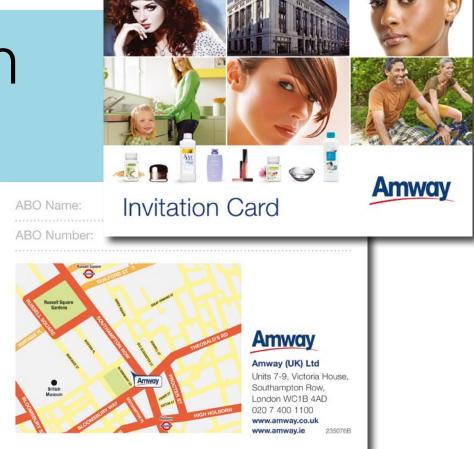
Invitation Cards...

Invite your customers to the new Flagship Experience Centre in London with these new Invitation Cards.

The card includes a location map and space to write your name and ABO number to make sure you get the benefit of any purchases from the Centre.

Order no. 235076 (pack 10)

Price: UK £1.00, J/G £0.87, Rol €1.30



pricing details

						UK £				J/G £				Rol €			
Page No	Order No	Description	Unit Si.	Points	Retail	Business Volum	Retail Cost	Rebate 2	Retail	Business Volus	Retail Cost	Rebate	Retail	Business Volum	Retail Cost	Rebate a	
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Ronaldinho and the NUTRILITE™ brand. Making a real difference to children's lives.

12 incredible goals
= US\$120,000
donated to children's charities so far

Every goal scored by Ronaldinho in the Italian League, UEFA Cup or for the Brazilian national team is translated into a NUTRILITE brand donation of US\$10,000 for projects aimed at helping children in Europe. Remember, if you cheer for Ronaldinho, you're cheering for children around the world.

Visit www.amway.co.uk/www.amway.ie to view a live ticker charting Ronaldinho's goals and the valuable donations made so far.



Amway

UK ● Republic of Ireland ● Jersey ● Guernsey

The AMAGRAM magazine is published for all UK and Republic of Ireland Amway Business Owners by the Communications Department of Amway (UK) Limited, St Anne's House, Caldecotte Lake Drive, Caldecotte Business Park, Caldecotte, Milton Keynes, MK7 8JU.
Tel. +44 (0)1908 629400.

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