

Achieve[®]

AUGUST 2008

STARTING OFF STRONG

Creating success in the first 90 days

THREE STEPS TO SUCCESS

Artistry Skin Care Sales Kit

L.A., GREENSBORO, ORLANDO, CHICAGO ...

National Spotlight packs 'em in!

A NEW WAY TO GROW

Booth and event sales



Make Daily the one to BEAT!

Are you ready for the NUTRILITE® challenge?
Here it is: Convince every user of Advanced
Formula Centrum† to switch to NUTRILITE Daily.

Why choose Centrum buyers?

Because there are so many of them out there – and they already take a supplement. All you have to do is get them to switch!

First, compare vitamin and mineral levels. Daily has 24 vitamins and minerals at 100% of the Daily Value. And it has more more B vitamins, vitamin K, and selenium than Centrum!

Then, compare plant concentrates. Centrum doesn't have any, according to their label, while NUTRILITE Daily has 518 milligrams. Did you know that NUTRILITE is the only global vitamin and mineral brand to grow, harvest, and process plants on their own certified organic farms? It's true – and Centrum can't say that!

So help your customers
make a better choice: **Daily!**



Daily has more!

B vitamins	
Riboflavin	53% more
Thiamin	53% more
B12	50% more
Biotin	900% more
Vitamin K	220% more
Selenium	27% more

Based on internet and label claims, 1/2008.

†Trademark: Advanced Formula Centrum (Wyeth Holdings Corp., Madison, N.J.).



NUTRILITE®
BEST OF NATURE. BEST OF SCIENCE.

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On the cover: left to right: IBOs Jackymarn and Jessy Violet Caldez, Jameson Gronert, Selina Bravo and Manuel Ocasio Jr., Michael Milosovic.

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HELLO

MY NAME IS



We thought you should know a little about who we are today. We're Amway Global. In North America, we proudly operate as Quixtar.

WE SUCCEED. We started as the dream of two men and now operate in 30 countries. We have 800 million in annual sales from the efforts of over 1 million people who own their own businesses.

WE INNOVATE. We hold more than 700 patents, employ more than 300 scientists, and have developed more than 140 quality products. We are a multinational, first-mover, and market leader in North America. We even own our own airports.

WE LEAD. Our NUTRILITE® products are the number one selling vitamins, minerals, and dietary supplements in the world. Together with our Amway skin care, we're the number one online beauty and beauty retailer in America.*

WE EARN TRUST. That's why we're proud to be a longtime, accredited member of the Better Business Bureau and a recognized industry leader in direct selling.

WE SHARE. We created the One On One Campaign to improve the lives of others. To date, we've donated more than 500 million and supported over 800,000 hours of time to this worthy cause.

We believe that success is about helping people live better lives.

Now you know

To get better acquainted, contact a QUIXTAR® Independent Business Owner, visit Quixtar.com, or call 800-950-7732.

©2008 Amway Global. *Based on 2008 sales. *Data supplied by National Retailer Association.



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Coming next month:
Launch of the new PERSONAL ACCENTS™, NUTRILITE® BRAINIUMS DHA® gummies consumer advertising, and a profile of new Double Diamonds Larry & Pam Winters.

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



Quixtar North America joins the Amway Global family in 2008–09.
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Working toward a better future together

August marks an important time for us. It's the end of the IBO qualification year and the eve of a new year, when IBOs make new goals and set their sights on greater achievements to come.

As we end one year and look ahead to another, there's lots to be excited about.

- Millions of people are seeing our commercials and reading our ads in newspapers and magazines.
- Tens of thousands of IBOs and their guests have been energized after attending the National Spotlight events.
- For the fifth year in a row, Quixtar has been named the number-one online retailer in the Health & Beauty category based on sales, according to *Internet Retailer* magazine's "Top 500 Guide."

We're raising public awareness of our brands and products, while at the same time creating more positive impressions about the business. The goal is to drive more people to your door – as both prospective customers and prospective IBOs.

Our business transformation, now in its second year, has helped bring about many successes. All of us should be proud of what we've achieved. These changes must continue if we're to build a bigger, more profitable business for all.

This business has enjoyed countless achievements in the past five decades, but few true milestones could have transpired without the joint efforts of the Corporation and IBO leaders. We've enjoyed a long and prosperous relationship.

The paths we take and the decisions we make will determine our ability to face the future. Yet we're confident that the Corporation and IBO leaders will work together to find common ground, because the spirit of trust and honesty that's paved the way for so many of our past achievements has never been stronger.

**WE'RE
BUILDING A
BIGGER, MORE
PROFITABLE
BUSINESS
FOR ALL!**

Steve Van Andel
Chairman

Doug DeVos
President



Tens of thousands of IBOs can't be wrong!

Since National Spotlight debuted in Los Angeles in May – attracting 22,000 attendees – IBOs and their guests have packed venues in Greensboro, Orlando, and Chicago.

During these two-day events, people streamed through the product expos and crowded into standing-room-only meeting rooms. They watched product demos, attended sales training, and had the chance to win free stuff from Quixtar and partner stores like Dell®.

Guests were introduced to our wide array of products, getting makeup tips from our ARTISTRY® experts, learning about NUTRILITE® supplements, tasting XS® Energy Drinks, watching a chef prep scrumptious dishes with iCook® knives, and sampling energy bars from the NUTRILITE Sports Nutrition line.

The Independent Business Owners Association was in attendance as well, sharing with IBO audiences the connection between profitability and balanced business.

After experiencing the event, IBO guests knew one thing for certain: the Quixtar name is connected with quality products and solid business support.

And the IBOs? They were pumped! They brought so much energy to each event – along with the desire to arm themselves with more knowledge and confidence with which to build their businesses. They buzzed about the size of crowds, the information available, and the opportunity to share this all with their friends, family, and prospects.

Some of the comments we heard:

"It's exciting that the Corporation is coming out and meeting people where they are."

"This is where everything from the catalog comes to life!"

"Our guests can see that we're more than just a business opportunity. There are great products behind this business."

"We were able to show a much larger group what we have to offer."

"You can learn so much about so many things in a short time."

"Seeing all of this in person makes the business and the products seem so much more real."

There are several more National Spotlight events scheduled, in cities like San Francisco, Omaha, Washington, D.C., and Dallas. Canada is hosting similar events, too, called Pathways to Success.

This is a unique opportunity to help your guests experience Quixtar in a fun and educational setting. Event schedules and registration information are available at www.quixtar.com > **Manage My Business > Transform the Future! > National Spotlight**

National Spotlight

A QUIXTAR® North America | AMWAY GLOBAL™ event



THE BEAUTY OF BUSINESS

"When I began building my business, I realized the importance of using skin care and getting others to experience the products," said Theresa Danzik, ARTISTRY retailer. "Skin care is such an important part of a solid, profitable, and long-term business, and the Skin Care Sales Kit is a great way to get IBOs to use the product and gain the confidence they need to promote and sell our amazing skin care line! It has helped, and will continue to help, us move our business forward!"

Since its introduction nearly a year ago, the ARTISTRY® Skin Care Sales Kit has proven to be your simple three-step solution to building a more profitable business. In fact, the numbers say it all. Proud owners of the Sales Kit have seen an incredible change in their beauty business! Compared to others, IBOs who have purchased the kit have experienced:

- 161% higher average ARTISTRY revenue per month.
- 75% higher average ARTISTRY revenue to customers per month.
- 62% higher average number of customer orders.
- 51% increase in number of new customers acquired.

Every day these numbers are growing as Skin Care Sales Kit owners continue to experience bigger business, more profitability, and higher numbers of new customers. And that is a beautiful thing!

If you haven't purchased your own kit, now is the time to place your order! Don't miss out on these great results! Visit www.quixtar.com



Three for the price of one

With three easy sales strategies, the ARTISTRY® Skin Care Sales Kit offers the support you need to begin confidently, credibly, and successfully selling ARTISTRY Skin Care. And everything you need is included in one simple kit. It's stocked with literature, full-size products, samples, training, support, and more. You'll soon discover that making your first ARTISTRY sale is as easy as 1-2-3!

Here is a closer look at the three sales strategies you'll learn with the ARTISTRY Skin Care Sales Kit at your side:

- 1. **Purse-to-Purse** – from your hands to your customers, this on-the-go sales approach is the perfect place to begin.
- 2. **Drop & Shop** – just as fun as it sounds, this sales approach allows your customers to try products before they make a purchase!
- 3. **No-Tox Party** – think of it as a girls' night out; this sales approach teaches your customers everything they need to know about anti-aging skin care in a fun and relaxing environment!

Why skin care?

The ARTISTRY Skin Care Sales Kit focuses on leading your business with skin care for three reasons: greater customer loyalty, a higher level of repeat business, and increased profitability.

A beautiful investment

Now you can grow your business with a kit that practically pays for itself! The Skin Care Sales Kit comes with a selection of full-size ARTISTRY products, giving you the perfect opportunity to start selling right away. Conduct a few Drop & Shop appointments, and after just three customer sales, you've nearly covered the cost of your kit. See for yourself:

ARTISTRY essentials hydrating system	\$ 47.00 value
ARTISTRY essentials balancing system	\$ 47.00 value
ARTISTRY Microdermabrasion System + Moisture Intense Masque	\$ 95.25 value
Total product value:	\$189.25
The bottom line	
Cost of kit	\$199.99
Product value	\$189.25
Out-of-pocket cost:	\$ 10.74

For more information or to order the ARTISTRY Skin Care Sales Kit, log in at www.quixtar.com > Resource Center > Retailing Support > Artistry > Sales Kits & Refills



"The ARTISTRY Skin Care Sales Kit is such an amazing value because it includes full-size products," said Danzik. "The kit is incredibly priced at \$199 but is worth over \$350! Plus, the 100 PV/BV is a great incentive to promote to all ARTISTRY retailers."



Open big *Ribbon* opportunities for the holidays.

TAKE ADVANTAGE OF THE HOLIDAYS TO BOOST SALES.
IT'S THE MOST WONDERFUL TIME OF THE YEAR!

Ribbon
THE GIFT OF CHOICE

It all started with a thoughtful little gift.

As a gifted pro, you've shared *Ribbon* with your family and friends. That experience, whether you've tiptoed or jumped in, has served you well, creating the foundation for a new level of success. How? By working through Step 3 of the Steps to Success you have:

1. Become familiar with what's in each Gift Collection.
2. Grown comfortable with talking about *Ribbon* and how it works.
3. Made your first *Ribbon* sale.

And now, you just might be ready for something more. Of course you'll continue to cater to family and friends with gift solutions for holidays, weddings, new babies, and birthdays. But you're also ready for more fun, more money, and more challenge.

This is your chance to unwrap the possibilities!

When you feel that tug – and you will – grab it and get excited. Here's why:

1. Holiday buying is the biggest quarter of the year, so it's an easy transition.
2. *Ribbon* has a lot to offer just about any business of any size, so it's an easy sell.
3. *Ribbon* has unlimited profit potential beyond your circle of family and friends, so it can be "easy street."



Open up to businesses.

The holiday season is the perfect time to open up the box.

Businesses are always looking for answers to their client and employee recognition needs, and the holiday season puts it at the top of the priority list. Companies spend over \$250 billion a year buying rewards and incentives in North America. You don't have to convince them of anything except that your solution is the **easiest** and offers the most **unique, versatile value** for their recipients. Starting

at the holidays is the perfect way to get your foot in the door with new customers, make easy sales, and set yourself up with accounts that you can service throughout the year.



Unwrap your idea to a bunch.

Maybe you're not ready to tackle commercial sales.

Another option that can increase sales is to consider *Ribbon* social selling. Invite a big bunch of family, friends, and neighbors – encourage them to bring a friend of their own. With a little festive food and drinks, you can explore the *Ribbon* Gift Collections and give them ideas for the type of recipient ideal for each collection (i.e., *Klutz*® for kids, *Pamper* for moms, sisters, and friends). Encourage guests to create a gift list and help them fill it!



Are you ready to "Celebrate"?

We are about to give you something new to celebrate your *Ribbon* business! It's a

collection you've asked for at the price point you need, and it's bilingual. An affordable, all-occasion gift ensemble is about to be unwrapped. This exclusive collection will make a great gift for any occasion, themed around either fall/winter or spring/summer occasions.

An eco-friendly "teaser" mini-book is part of this presentation. It celebrates the recipient – anyone who deserves a wonderful gift – with great items they can choose, and sends them to ordermygift.com to reveal an ever-changing gift selection. Why? To give customers more value, variety, and versatility than ever before. The *Celebrate* Collection is so exciting, you won't be able to keep your hands on them. Let the celebration begin!

Do you have your *Ribbon* extras?

A great way to branch out is to boost your image with pro tools that impress. Stock up on these *Ribbon* business items and watch your business grow! Go to www.quixtar.com > Resource Center > Retailing Support > *Ribbon*

Ribbon logowear



Customer CD with mini-moment videos



Ribbon business cards



Ribbon price list



Ribbon customer order forms



Extra sample *Unique* Collection ensembles



Catalog of Gift Collections



Ribbon Customer Presentation Flier



Delicious TIP



A great way to cook up fast sales with a new business customer is to introduce the **Delicious** Collection first! It remains one of the most popular business gift choices. Food gifts are well received, and a tradition among many professional organizations. Cash in!



GOOD THINGS COME IN SMALL PACKAGES

Put vitamin C to work for your beauty business

An ARTISTRY® favorite for many years now, TIME DEFIANCE® Vitamin C + Wild Yam Treatment may be small in size but has the anti-aging power to reduce the appearance of wrinkles by 58%.

Using pure pharmaceutical-grade, nature-identical vitamin C instead of a needle, this intense anti-aging product is your non-invasive approach to reducing the appearance of wrinkles. And it's the only vitamin C and wild yam product on the market that allows you to control when the vitamin C is activated! The result? The ultimate in potency, effectiveness, and wrinkle-fighting power.

TIME DEFIANCE Vitamin C + Wild Yam Treatment
★P1265B3670Y3150 E-7313 0.34 fl. oz. 41.35

See the difference

If a 58% reduction in the appearance of wrinkles isn't enough to convince your customers to make a purchase, try persuading them with a quick and simple demonstration! Using an apple and a small amount of the Vitamin C + Wild Yam Treatment, you'll be able to show how this incredible product protects against free radical damage and prevents the appearance of premature aging. Here's how it works:

- Cut an apple in half and apply the Vitamin C + Wild Yam Treatment to one half, leaving the other half unprotected.
- In a half hour, the unprotected side will start to turn brown. The side with the Vitamin C + Wild Yam on it stays white and fresh.
- This is proof positive that vitamin C helps protect against free radical damage and the appearance of premature aging!

These unretouched photos show how TIME DEFiance® Vitamin C + Wild Yam Treatment reduces the appearance of wrinkles by 58% around the eye.



Before



After



A growing trend

The anti-aging skin care market continues to grow, with over 1 million cosmetic procedures performed in 2007 alone. With new trends emerging every day, it's important that you get the facts and the support you need to stay on top of what's going on.

You already know that TIME DEFiance Vitamin C + Wild Yam Treatment is an at-home alternative to injectable fillers, but here are a few key points to keep in mind:

- Injectable fillers as a cosmetic procedure temporarily fill and plump out lines and creases in the face.
- Substances that are used as fillers can include collagen, fat, and hyaluronic acid.
- Injectable fillers can cost anywhere from \$500 to \$700 per treatment and typically need to be repeated every three to six months.
- L-ascorbic vitamin C (as contained in Vitamin C + Wild Yam Treatment) is very successful at helping to increase collagen production and reduce the appearance of fine lines and wrinkles.



Aubree Kraut, Thalia Tilma, Sam Kraut, and Matt Borup field questions about health products at a running expo.

A new venue for sales

Booth sales at events can boost your profits

On March 1, 2008, the new Event Sales rule went into effect, allowing IBOs to sell specific QUIXTAR® health and beauty products at temporary health, beauty, and sporting events and expos.

The response has been pretty amazing!

Thousands of applications poured into Business Conduct & Rules, and booths started popping up across the country. In Alaska alone, Michel and Erica Woods and their group were approved to host booths at more than 60 different events. "I'm really involved in the running community," explained Michel, "and this is a great way to expose people to these products."



The couple focused on XS® and provided plenty of samples.

Greg and Kathy Tell, who hosted a booth at a women's expo in Michigan with their upline Platinums, Mark and Stacey Trout, focused on meeting potential customers. Says Stacey, "We had specific selling goals, but we knew not everyone would purchase."

Her group showcased ARTISTRY® skin care and cosmetics and ARTISTRY essentials. "'Mineral' makeup is a buzzword in the industry right now," notes Stacey. "It helped us start up conversations with people and generate customer leads."

Bryson Anderson and his team were excited about the chance to change their strategy at events. "We'd hosted booths and done taste-testing before," he says. But now they were able to sell XS Energy Drinks for the first time.

Sampling drew people to their booth at a local health fair in California. So did a drawing they held for a free case of the drinks. "We had them fill out lead cards to enter the drawing," explains Bryson. "So we had a nice pool of names after the event."

During a runner's expo in Michigan, Sam and Aubree Kraut used the same strategy. They sampled all 12 flavors of XS Energy Drinks, and offered samples



SIMPLY NUTRILITE™ and XS® products were the focus of Cyndi and Cam Hardy's booth at a 5K race.

Advice from IBOs

- Sell products at retail for bigger profit.
- Make sure you have plenty of products and samples on hand.
- Have price lists and product information ready so you can readily answer questions.
- Ask open-ended questions to get people talking.
- Promote the \$75 free shipping offer that's available to new customers – it's a great way to get them excited.
- Follow-up is essential.
- Get your upline Platinum involved in the event – they can coach and guide you along.
- Take the opportunity to network.

of NUTRILITE® Energy Bars and TRIM ADVANTAGE® Protein Snack Bars. Then they held a drawing that netted them about 230 contacts. The couple has already registered several customers and talked to people who have interest in the business opportunity.

Appearances definitely count

Whether you host a booth at a small or a large-scale event, putting together a professional, inviting display is important. Quixtar Business Conduct & Rules sends applicants a CD-ROM with a variety of marketing materials and booth ideas for every budget.

The Trouts' group used several banners and signs from the CD to enhance their booth. "It looked very professional," says Stacey. And the booth won a first-place award in the juried event's Skin Care & Cosmetics category.

Michel Woods sets up basic booths in a lot of outdoor locales, and at some smaller venues. With the XS products and banners catching the eye and an enthusiastic IBO doing the talking, people are drawn to check out the products.

"Setting up a booth requires an investment up front (in materials and products)," Sam Kraut says. "But the payoff is really good."

Plus? It's fun!

One thing all of these IBOs shared was that the experience was fun and rewarding. "We had so many positive reactions from the people at the event," Stacey says.



"We would host a booth at another venue in the future," agrees Bryson. "It was definitely a positive experience."

Michel was even impressed with the initial application process. "Our Quixtar contact was amazing. I submitted so many applications, yet it was still easy – and we heard back on our approvals quickly."

If you want to explore this new way to meet customers and grow your business, follow these two easy steps to apply:

1. Get approval from the event sponsors.
2. Get approval from Quixtar by submitting an application to Business Conduct & Rules for approval at least 30 days before the event.

Check out the details and get an application at **www.quixtar.com > Manage My Business > Compensation, Awards, & Incentives > Booth & Event Sales**

Market yourself!



Let people know you're a Quixtar IBO

The word is getting out. More and more people – potential customers and potential IBOs – are hearing about our company and our products. The national advertising efforts are being seen by millions, the National Spotlight events are drawing tens of thousands of IBOs and their guests, and IBOs across the country are hosting booths at events and connecting with thousands more potential customers (see the story on the previous page).

Just imagine what this increased brand awareness will mean for your business! More contacts, more volume, more opportunities to grow – if consumers know that you're a QUIXTAR® IBO.

Our advertising directs the audience to local IBOs; your role is to make sure they can find you. Here are a few ways you can market your business and products to help them make the connection:

Giftable. Generous. Gratifying.

Laura Smith • Gift & Incentive Consultant
 5101 Spaulding Plaza
 Ada, Michigan 49325-0001
 616-787-4000 Work
 616-787-4596 Cell
 laura_smith@quixtar.com
 www.laurasmithandgift.com
 Quixtar: affiliated Independent Business Owner



Use your products

One way you're sure to attract attention is by using the products in public.

We're touting the NUTRILITE® and ARTISTRY® brands in the "Now You Know" ads, and our integrated direct response marketing campaign for NUTRILITE BRAINIUMS DHA® gummies and other products is running through the end of this month. We also ran SIMPLY NUTRILITE™ and ARTISTRY essentials ads in national magazines earlier this year.

Using the products in public is a great way to catch the attention of those around you who've seen the ads and are interested in the products. And it's a natural way to start the conversation about your QUIXTAR® affiliation.



Promote your business

Advertise in local newspapers, bulletins, sports or play programs, or in the phone book. If somebody sees one of the national ads with the branding, they can make the local connection that you're the person they need to get ahold of for products, or to further explore the opportunity.

You can create your own ads and have them approved by Business Conduct and Rules, or you can choose from a selection of ready-made ads, complete with approved images and copy, which are available online. Simply choose the correct size, drop in your contact information, and submit to the publication of your choice.

www.quixtar.com > Manage My Business

Contact Business Conduct and Rules at 616-787-6712 or qbcr.department@quixtar.com for more details, guidelines, and media tips.

Promote your brands

Visit the Brand Support Center on Quixtar.com to order personalized business materials that can help you promote your product focus.

You'll find offerings branded for NUTRILITE, ARTISTRY, *Ribbon*, and PERSONAL ACCENTS™, including stationery, business cards, invitations, and more. You can even preview your selections before you order. These pieces offer you another avenue for telling people about your products and your business affiliation.

www.quixtar.com > Shop Categories > Partner Stores & Services > Office > Quixtar Brand Support Center

If you want to find new customers, you have to reach out to them. So tell your friends, acquaintances, and the people you meet about your QUIXTAR business!



Help keep your brain on its game

Older people aren't the only ones who should be concerned with brain health. People of all ages should be concerned with maintaining good brain health. Want to do what you can to stay sharp as a tack? These tips can help you coddle the body's command center.

Catch some zzzz's. Sleep is essential for overall health. In fact, sleep deprivation has been shown to affect coordination, reaction time, and judgment. Plus, a lot of brain growth happens during sleep. So the more snoozing you do, the more thinking you'll accomplish.

Play some games. Engaging and challenging your brain keeps your mind active and healthy. Try crossword puzzles, word and number games, trivia quizzes, or jigsaw puzzles. Squeeze some play into your work schedule when you can.

Move your body. Working your muscles and elevating your heart rate is good for the brain. Aerobic activity has been shown to enhance memory skills, and moderately strenuous physical activity is cited as a factor in helping the brain age healthfully.

Eat your veggies. What's good for your body is good for your brain. Vegetables, especially the green ones like spinach and broccoli, contain healthy amounts of vitamin E, which is believed to help fight free radicals. Foods rich in omega 3s (fish, walnuts, tofu) are also important for brain development.

Say goodbye to stress. We feel stress during traumatic events, but it can also build up in our everyday lives with our busy days and work and family responsibilities. Prolonged, daily stress can actually cause shrinking in the part of the brain that controls memory. There's never been a better excuse for a massage!

Make friends. This should be an easy one! A foundation of this business is building relationships. Turns out these social connections can impact brain function.

BRAIN BOOSTERS

NUTRILITE® Veggie 150 Omega Complex

Delivers powerful DHA and ALA, two omega-3 fatty acids known to support your healthy heart, brain, and eyes.

NUTRILITE Ginkgo Biloba and DHA

Focus and energize your brain. The ingredients in this supplement have been used for centuries by people who want to stay on top of things.

NUTRILITE OCEAN ESSENTIALS® Brain Health

It's the omega 3 for memory and learning. The highly concentrated formula is recommended for anyone who can't or doesn't eat fish daily but who wants the benefits of DHA.



We recently asked IBOs to share their biggest retailing challenges – and received plenty of responses! As a result, with this article we're rolling out a series of Q&As focused on selling to customers.

SO **WHERE** ARE THOSE CUSTOMERS?

Q: I'm just getting started with my business and don't know the best way to find customers. What should I do?

A: It can be intimidating when you're first starting out, but there really are customers all around you. Everywhere you go, anywhere you strike up a conversation, there's an opportunity to find a new customer.

Let's look at some informal approaches. First, keep your favorite products in your purse, backpack, briefcase, or locker. You can get someone's attention just by using the products in public. Whether you're with friends, at work, at the salon or gym, or your child's soccer game, you're a walking advertisement for your products.

Getting a potential customer's attention allows you to share your testimonial about why you like the product. And it's one of the best ways to sell conversational products like ARTISTRY® lip care, XS® Energy Drinks, and NUTRILITE® Energy Bars.

Selling with samples is effective, too. In this case, you are likely starting the conversation. In your conversations, find their hot buttons. Do they need more energy? Do they worry whether their kids are eating enough fruits and vegetables? Tell your personal story and share a sample, like NUTRILITE Rhodiola 110 or NUTRILITE

Kids BRAINIUMS DHA®. If they like the product experience, odds are they'll want to buy from you.

Not everyone is a potential customer, though. If someone buys everything at a warehouse or discount store because price is their main concern, they may not value NUTRILITE and ARTISTRY products. A woman who washes her face with soap and water may not be interested in TIME DEFIANCE®, but would love ARTISTRY essentials. Qualify customers by understanding which products they currently use, what drives their purchase decisions, and what motivates them. This will help you offer the right product to meet their needs.

There are also more formal ways to find customers. Once you've gained some experience, you can set up a booth at temporary health, beauty, and sporting events (see our article on p. 16). As your confidence and sales experience grows, you can also join networking and civic groups.

RESOURCES

Sales Kits

- ARTISTRY Skin Care Sales Kit (40-0687)
- Health Sales Kit (40-0766)
- Ribbon Essential Sales Kit (AD-1600)

Quixtar University Online Courses

www.quixtar.com > [Manage My Business](#) > [Education](#)

- How to Sell Ribbon
- ARTISTRY Purse-to-Purse
- ARTISTRY essentials
- ARTISTRY TIME DEFIANCE
- NUTRILITE Sports Nutrition

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



When new IBOs retail, they generate almost twice as much PV as those who don't, they have higher renewal rates, and their 90-day productivity increases as their number of customers increases. It's a strategy these Chicago-area IBOs have put to work in their new businesses. And they're off to a great start in retailing and sponsoring. Their advice? When opportunity knocks, by all means open the door!

Nicole Brach was just a month away from her "real" wedding when the knock came. (She and Dave, who serves in the Marines, quickly tied the knot in Vegas before his deployment to Iraq. They celebrated with family and friends on their one-year anniversary in February.)

"At first, I saw only the potential income I could generate from a QUIXTAR® business," says Nicole. "Now I see limitless choices for our future."

In May, she left her bartending job to join Dave at his base in Arizona. "It's awesome being able to take this opportunity across the country," she says. "We

dreamed of owning a business but couldn't afford to until this came along."

Steve Gename echoes that sentiment. "You've really got nothing to lose," says the independent truck driver, who, along with his fiancée, Erin Llanas, got started in February. "Our investment wasn't that big, and we made it back in our first month," he says.

Adds Erin, a hairstylist, "We held a Home Essentials party and that helped us qualify for the \$50 Cash Award." The cash award is one of the incentives available to new IBOs through the restructured QUIXTAR Business Incentives Program.

"That \$50 cash bonus is a great motivator," agrees Michael Milosovic. "In my job as a union pipefitter, work is either feast or famine. That's why I've always concentrated on generating other streams of income," like starting his own scuba diving business and teaching CPR and AED certification classes.

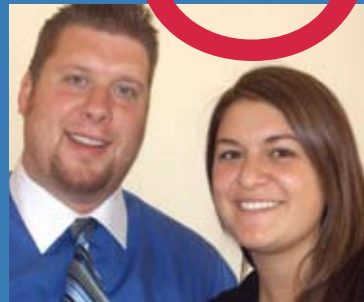
Starting Strong!



Nicole Brach

Joined Quixtar: January 2008
First Retail Sale: February 25, 2008

"Ribbon is perfect for guys who don't know what to buy when it comes to gifts."



Steve Gename & Erin Llanas

Joined Quixtar: February 2008
First Retail Sale: February 2, 2008

"When you hold a home show, be sure to follow up with customers the next month. A good number will reorder," says Erin.

**Michael Milosovic**

Joined Quixtar: December 2007
First Retail Sale: January 27, 2008

"Learn everything you can about the products and rehearse possible conversations. It'll help you respond to questions more quickly and with confidence."

When the QUIXTAR® opportunity knocked on his door last December, Michael saw a perfect fit. "I can devote time to this business on my schedule," he says, but cautions, "You do need to put in the time to keep it moving forward."

Taking it seriously

Like many IBOs before them, this new generation knows the secret to success is treating your business like a business, not a hobby.

"It's a source of income and, hopefully, my ticket out of my job at [a national coffee chain]," says Jameson Gronert, whose passion is hockey. When he's not pouring the perfect cappuccino, Jameson's refereeing up to 20 games a week on the minor pro circuit, which doesn't pay much. "My goal is to break into the NHL," he says. In the meantime, "My income's got to come from somewhere."

Manuel Ocasio Jr. knows the challenge of finding time to dedicate to his new QUIXTAR business. The union bricklayer often has to work Saturdays and even some Sundays. "When I get home, I want to give my wife (Selina Bravo) a break and spend some time with our kids. It's a sacrifice to carve out time from our evenings to build the business."

But it's a sacrifice worth making, Selina believes. "There's simply no comparison to the quality of Quixtar's products. They're easy to sell. And we've received fantastic support from our team and the Corporation!"

Like others before them, these IBOs have discovered the truth behind the saying that, with Quixtar, "You're in business for yourself, not by yourself."

Relying on the team

"We've got a great team and receive a lot of help from them," comments Erin. From tips on hosting product info shows ("We're promoting *Ribbon* Gift Collections for baby showers and weddings") to setting up DITTO® – a Quixtar-patented tool that allows IBOs and customers to set up scheduled orders for their favorite products ("It's so handy!"), staying connected with one's team helps boost excitement and productivity.

Anil Sharma, a biotechnologist, got started in January at the prompting of his wife, Anupam. He sees another advantage to regular contact with his upline: "They've taught me to think positively and limit my distractions, which helps me in my job as well!"

New IBOs also benefit from taking time to explore QUIXTAR University. "There's a lot of information there about the products and customer care," says Jackymarn Caldez, who began building his business with his wife, Jessy Violet, in December.

"I never thought I could do retailing, but this business has boosted my confidence," says Jessy Violet. She's discovered the ease of utilizing ARTISTRY® Drop & Shop at the bank where she and Jackymarn work. "I never worry about complaints, because the quality of the products is so impressive!"

Have product in hand

Justin Shaffer finds it easy to talk to others about the variety of products available from his and wife Jennie's new business. "The TRIM ADVANTAGE® Meal Replacement Bars and Shakes, XS® Energy Drinks, and NUTRILITE® Sports Drinks ... that's all stuff I bring to work every day."

**Anil Sharma**

Joined Quixtar: January 2008
First Retail Sale: February 9, 2008

"I recommend NUTRILITE Rhodiola 110 to anyone who feels fatigued. It really increases energy and focus."

Last November, as another cold and wet winter approached, Justin, a garbage collector, couldn't help thinking, "There's got to be something better than this." A month later, his cousin called to talk about the QUIXTAR® business, and he and Jennie became IBOs.

"We love the quality, convenience, and concentration of the products," she says.

One thing the Shaffers have a hard time keeping stocked are the SIMPLY NUTRILITE™ Twist Tubes. "They're a big hit with customers," Jennie says. "The more samples we give away, the more sales we make."

In addition to offering samples, these IBOs say you can't beat personal testimony to attract customers.



Manuel Ocasio Jr. & Selina Bravo

Joined Quixtar: January 2008
First Retail Sale: March 25, 2008

"I bring a couple cases of XS® to the job site and let the guys sample it. I tell them, 'If you like it, the next one will cost you \$2.50,'" says Manuel.

"I'm on my feet eight hours a day," says Jackymarn. So he took an interest in the Raspberry Joint Health Twist Tubes and their main ingredient, glucosamine. Now he's happy to tell customers about his experiences with the product.

Both Michael and Manuel talk up XS on the job site and offer samples to their co-workers.

"When I'm working the night shift, I see a lot of the guys bringing in energy drinks," Michael says. "I was never a fan of them until I tried XS. Not only does it taste good, but it really works!"

Adds Manuel, "When they see me drinking it every day, they know I believe in it."

Jameson can attest to the quality of the sports and nutrition products. "I got hooked on them through a colleague," he says, which led to him starting his business in March. "I'm training to be a professional athlete, so I need to treat my body right. I know this is good quality

stuff, and if I can make some extra money sharing it with others, why not?"

Finding the balance

While using the products builds confidence and credibility, it does something more: "If you have the products in hand, it also gives you an opening to share about the business opportunity," says Anil.

It's really quite simple, explains Selina.

"When we're giving a product demonstration, customers get excited and want to share what they've learned with others. We tell them, if you know three or four people and those people know three or four people, chances are those people will know more people."

Whether they become customers or part of your team, "Word of mouth is still the best advertising," believes Manuel, who carries applications and his laptop with him wherever he goes. "That way I can sign them up right on the spot."

When you realize that other people are in the same boat – looking for ways to make more money and take control of their future – it becomes a lot easier to strike up a conversation. "You just never know who's looking – or will be," says Jackymarn. "So keep the door open."



Jameson Gronert

Joined Quixtar: February 2008
First Retail Sale: March 7, 2008

"The nutrition products are easy to share at work. People are curious about what you're using and why, so you have a natural opening to talk about them."



Jackymarn & Jessie Violet Caldez

Joined Quixtar: December 2007
First Retail Sale: January 30, 2008

"We've found that personalized recommendations along with sampling leads to repeat customers," says Jackymarn.



Min Chul Lee & Soon Mi Kim
New York

A whole new world

When Soon Mi Kim and her husband, Min Chul Lee, arrived in this country from Korea seven years ago, they didn't know a soul. Min Chul had come here as a pastor of a church, and Soon Mi worked part time teaching piano at an academy while raising their sons, Yae Dam and Yae Moon, now 15 and 9.

Most of the people they met were either from their church or their apartment complex. In fact, it was one of their neighbors who introduced them to the QUIXTAR® IBO Compensation Plan.

"I thought it was great!" says Soon Mi. One of the things that really appealed to her was the fact that Quixtar is a web-based business. "I could see that online shopping was the way things were heading for the future," she recalls. "It was exciting to be part of it."

"I could see the potential of the business, too," says Min Chul, "but I was very busy with my church and didn't really have time to pursue it."

So Soon Mi decided to go for it on her own. "I also liked the fact that this business is not competitive; it's all about meeting and helping other people."

Slowly but surely, her business began to grow, giving her the encouragement she needed. Today she has three legs. "I even have a Diamond in one of them," she proclaims proudly.

Shopping online a big incentive

Soon Mi works primarily with other Korean immigrants, who are also impressed with the online-shopping aspect of the business. "They love it that not only can they get products like the NUTRILITE® supplements, but they can shop at Partner Stores like Dell® and Barnes & Noble," she explains. "People can't believe that all these different products are available to them through the business. It's a big incentive to sign up."

"They also appreciate the fact that they can start their businesses on a part-time basis with a relatively small investment. My kids are even impressed," she laughs. "They say they're going to join me as soon as they're old enough."

When asked how she managed to get through the tough times, Soon Mi pauses to give that some thought. "I don't recall ever going through a really difficult time," she finally says. "Other than the fact that I was a little uncomfortable presenting the Plan to people at first – and the more I did it, the more confidence I gained."

Min Chul explains that he's always been there to help out with the kids, picking them up from school or "doing whatever it takes to make it easy for her," he says. "I'm very proud of her accomplishments and her success."

One of the most satisfying parts of that success is how it's broadened her horizons, says Soon Mi. "From all the different types of people I've met to the many books I've read about business and economics, Quixtar has opened up a whole new world to me."

These days, Soon Mi no longer teaches piano; she now plays for their church and for her own enjoyment. She and Min Chul are also making plans to go on a missionary trip. In the meantime she's discovered something else she loves: golf. "I'm just a beginner, but I'm having fun!" says this go-getter.



**Uichung (Francis) Cho &
Hyunkyung (Claire) Kim**
Texas

Sometimes the opportunity you find is better than the one you were seeking.

Though not an ancient Korean adage, these words certainly ring true for Uichung Cho and Hyunkyung Kim.

The young couple came to the U.S. so Uichung could earn his Ph.D. in engineering. They stayed to provide greater opportunities for their children, Joonhee, now 18, and Keonhee, now 15. Hyunkyung had her master's in psychology, but chose to be a full-time homemaker. She was looking for a way to earn extra money for their children's school tuition, when she saw the QUIXTAR® IBO Compensation Plan.

"I was skeptical," admits Uichung. "But watching Hyunkyung's steady progress made me see the potential she'd seen all along." Now equally enthusiastic, he likens the business to an onion. "As you peel it, every layer offers something new – extra income, personal growth, joy in helping others."

Though thrilled with Quixtar's sales support, the couple says they rely primarily on relationships and referrals. "Our main goal is to generate trust," says Hyunkyung. "Our customers tell us what they need, then we do everything possible to help them – whether it's supplying products or supporting their dreams. It's a wonderful way to grow a business."

"Along the way I'm discovering myself," adds Hyunkyung, who hopes her success inspires other women. "It's like finding a treasure."



Marvin Kwok & Jennie Ho
California

When Marvin Kwok lost his job after nearly 25 years, his wife's first reaction was, "We are so lucky!" Today, Marvin shares that opinion.

After immigrating to the U.S. in the 1980s, Marvin took a job as an electrician on an army base. Jennie, who'd completed a nursing program in China, worked as a real estate agent. After their son David, now 14, was born, Jennie's health declined, and a friend suggested she try NUTRILITE® products.

"As a nurse, I was skeptical," says Jennie. "But I couldn't deny the results. I felt better, went to the doctor less, and generally had more energy." She improved so much, in fact, that she decided to become a QUIXTAR Independent Business Owner – to save money on the NUTRILITE products and make a little extra cash.

But when the army base closed and Marvin lost his job, the business became more. "I knew the real potential," says Jennie. "And Marvin was just beginning to see it. The base closing forced us to make a commitment." And they're happy they did.

"This is a wonderful business," says Marvin. "We've grown personally. We're more self-confident, and have changed from negative to positive thinkers. And growing our business actually gives us more freedom and less stress. Most people can't say that. We're very lucky."



Roger & Roxanne Holt
Florida

Roger Holt, a U.S. military academy graduate and former helicopter pilot, met Roxanne while presenting the QUIXTAR business opportunity. And it wasn't long after their first cup of coffee together that they fell in love and married.

Roxanne, who spent her childhood traveling the world with her diplomat father, says, "Being a stay-at-home mom was what I really wanted." The added income from their QUIXTAR business made her dream possible. Today, the couple's blessed with three lovely daughters Kalee, 12, Aubrey, 9, and newborn Delaney.

At first, choosing to become IBOs was about supplementing income from Roger's job in a mortgage business, the extra purchases it would fund, and financial flexibility. Roger now reflects, "Our QUIXTAR business pushed forward as mortgage and real estate markets slid backward. It's been a blessing for our family in uncertain economies."

Today, their QUIXTAR business is the couple's primary income source.

But, for the Holts, owning this business is bigger than money. It gives them a sense of community, which strengthens their faith. Roger explains, "It's cool where this business will lead you. The camaraderie deepens our connections to friends and neighbors – within and beyond our country's borders."

He points to their growing downline leg in Trinidad. Now more than 100 IBOs strong, it evolved from a friendly conversation in their hometown.

Sapphire



Robbie Mohammed
Trinidad

Ruby



C. Greg Ageeb
Bahamas



Jose & Aleida Aponte
Florida



Trevor & Lexi Baker
California



Stanislaw & Maria Derejczyk
California

Platinum



William Arias & Dolores Sierra
(Marcos Acosta & Petronila Frias)
Dominican Republic



Alejandro & Ana Céspedes
(Jose Inginio Torres & Rosa Pena)
Dominican Republic



Eun Suk & Hae Sook Song
(Jae IL & Young Soon Lee)
California



Rakshit & Vaijayanti Bharadwaj
(Anil & Madhavi Ghanta)
California



Mikyung & Kisok Chon
(Jin & Eunj Ahn)
California



Salvador & Lorena Vasquez
Apartment Maintenance
Housekeeper
(Esperanza Ruan G & Sandra Ruan)
California



Ovidio Carrillo & Liudmila Barrios
(Pavel Gomez & Liliam Martinez)
Florida



Viktor & Olga Lavrinenko
Electrician
Housewife
(Aleksandr & Tatyana Bak)
Washington



Oscar & Mary Velasco
Pharmaceuticals
Real Estate
(Alfredo Flores Pellicer & Regina Brun)
California

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

Gold Producer

Francisco Albert & Maria Toribio
Svetlana Aronbayeva
Joshua & Tasha Beck
Colin & Vicky Carmody
Jose & Maria Casanova
Xiu Chen
Kirk Clarke

Mary Cornwall
Cesar & Isaia Cruz
Paget & Jacinta Graham
Weiqi Huang
Soojung Kim & Ungchoon Lee
Brendan & Kristen Leavitt
Guadalupe Ledesma & Gloria Maldonado

Patrick & Dorothy Liao
Ronnie & Dana Long
Arturo Martinez
Mark & Lori McNichols
Edgardo & Adriana Pabon
Jose Antonio Perez & Aurora Alvarez
Alberto Reyes & Araceli Carrion

Leonardo Rodriguez & Mabel Diaz
Victor Sanchez & Maria Guadalupe Ortega
Scott & Rachael Schmidt
Erin Soria
Dillon & Amy Taylor
Servaldo & Norma Valenzuela
Mark & Jen VanderVeen

Silver Producer

Roger Acebo & Anna Molina-Acebo
Manuel & Sara Alvarez
Sun An
Orrin Applewhaite
Lisa Assim
Isabel Astudillo Munoz & Minerva Salgado
Jesse & Shilo Aust
Timothy & Kimberly Banuelos
Scott Bares
Edwin & Deborah Beitz
Aarti Benny
Martin & Shannon Bento
Gaurav Bhargava & Suruchi Chopra
Steve & Karen Boelter
Joseph & Patricia Breker
Kelley & Jennette Bremer
Francisco & Arcelia Calderon
Eric & Carmen Campos
Betuel & Joann Carrion
A. Castaneda Castillo & G. Castaneda
Armando Castro & Rosario
Martinez Garcia
Francisco Ceballos & Glenis Vasquez
Dermis Cedeno & Juan Francisco Datis
Gerard & Barbara Cellette
Ryan & Jocelyne Chadderdon
Chun Ting Chang
Sungsun & Munyong Chang
Robert Chapman
Arnulfo Chino & Silvia Marin
Insook & Sa Choe
Eun Mi Choi
Hyun Jin Choi & Changho Kim
Ok Ho Choi
Jong Soon & Ki Han Chung
Eugene & Ruth Clason
Steven Constance & Minoska
Constance Hooi
Jose Luis Contreras & Elena Guzman
Cesar Cotes & Sonia Rodriguez
Martin Cruz Diaz & Irene Molina
Robert & Nora Culley
John Dean & Mondira Jagat
Albert & Melissa DeCastro
Aurelio & Miriam De La Cruz
Heriberto De La Cruz Lopez &
Lucina Gonzalez
Francisco & Anna Del Rosario
Jayantkumar & Ashaben Desai
Johnny Deschamps
Marco Diaz Vela & Francisca Salgado
Manuel & Mercedes Diaz
Hao Ding
Dion & Dawn Doar
Ricardo Elias & Mery Pichardo
Gary Ellison
Stanley & Anya Eng
Jose Escobar Ramos & Sofia
Rivera De Escobar

Jose Espinosa Sanchez & Maria
Guadalupe Espinosa
Myong Fabiny & Dok Young Lee
Angel Fernandez & Magaly Hernandez
Pedro Forestal Segura
Victor & Martha Franco
Ryan & Geeta Gangaram
Anibal Garcia
Claudia Garcia
Jose & Noelia Garcia
Julian Garcia & Annarelli Prado
Ovidio Garcia Perez & Clara Maria Filpo
Levi & Carmen Garrett
Christopher & Joyce George
Tristan Ghazal
Oleksiy Glutskyy & Lyubov Glutska
David & Adela Gonzalez
Christopher & Catherine Goodwin
Florence Gray
Ryan & Karen Gray
Angel Guevara & Maria Elena Velasco
Helen Guo
Gudelio Guzman & Anita Cristobal
Manuel Guzman & Sheri Jones
Scott & Bobbie Harper
Russell & Penny Hendrich
Jose Henriquez
Jose Hernandez & Juana Cuautle
Marco Antonio Hernandez
Flavio Hernandez Mendez &
Esperanza Hernandez
Scott & Tanya Hoeck
Mei Hua Huang & Kuan Tse Chien
Eric & Erika Hunter
Jack Sr. & Jack Jr. Hurst
Jonathan & Adriene Inciong
Duane & Robyn Izumi
Kiyoung & Cindy Jang
Libia Jara
Elizabeth & Megan Jefferds
Fatima Jimenez & Maria Angelina Alaniz
Pedro Jimenez Rojas & Maria
Elena Lozano
Helena Jones
Tze Fong Jong
Young Joung
Hye Jin Jun & Kwan Hur
Dustin Kahawai
Jayam Kalyana & Kalyana Ganapathy
Sunja Kang
Jason & Jenae Kaska
Kalen Kawamoto
Jonathan Kilmer
Ji Kim
Jin & Kwang Kim
Junyoung Kim & Yiyeong Kwon
Nan Jung & Byung Du Kim
Yongmi & Kyoungbeom Kim
Yun Soo Kim

Andrew & Kristina King
Hyundeok & Heejung Kwon
Boon Piau Lai
Wilfredo Lazo & Zoila Cabrera
Heari Lee
Hosea Lee
Jeonghee Lee
Mo Hyung Lee
Noel Leon
Linda Shuhua Li
Yanyan Lin & Jiansheng Tan
Homero Llanas & Rosaisela Gallo
Miguel Angel Lopez & Yanet Soria
Samuel Lopez
Rafael Lua & Maria Del Carmen
Lua Morales
Andres Lucero
Jesus Luna Pena & Niurca Medina
Maria Josefina Macias Loza
Lourdes Macias
Robert Malakov & Marina Pinkhasov
Billy Malcom
Pedro & Rigoberta Malpica
Paul & Cynthia Marshall
Gabriel Martinez & Martha Mendoza
Simon & Emilia Martinez
Felipe Matadamas
Ebony Mayes
Jose Mayorga & Zulma Bautista
Chezlon McConney
Lucas Mejia & Catalina Acateco
Julio Cesar Menjivar
T. Devidas & Preethadas Menon
Rodney & Kim Messerschmidt
Leobardo & Braulia Mijangos
Rosalie Mills
Dionne Mitchell
Jesus Morales
Miguel Morales & Teresa Hernandez
Elena Nemtsova
Ambrocio & Maria Nevarez
Krupko Nina
Jorge & Emilia Nuno
Robert & Barbara Nutsch
Daniel & Marissa Ober
Suk Young Oh
Luis Olivo & Mercedes Perez
Noah Pak & Hyosung Kim
Siong Pang
Ghill Soo & Cho Ja Park
Jeong & Gwi Park
Korey Patrick
Gennadiy & Yelena Pavlenko
Julio Cesar Perez
J. Perez Beltran & M. Felix De La Herran
Silvestre Perez Lucero & Santa Teles
Eric & Jennifer Peters
Brad Peterson

Miguel Piceno Medina & Rosa Piceno
Johnny Pichardo & Miledy Tejada
Tulio & Nelina Portal
Jon Puz
Alvaro Resendiz & Patricia Medina
Rafael Resendiz & Fabiola Herrera
David Rios Aguilar & Maria Ruiz
Mee Kyung Ro
I. Rodriguez & S. Campos Giron
Armando Romero & Gloria Santamaria
Lorenzo & Ramona Rosario
Brett & Michelle Rowland
Martin & Ana Claudia Rubio
Jose Jesus & Leticia Ruiz
Manuel Ruiz & Olga Guevara
Martin Ramon Salgado
Rosa Sanchez
Alipio & Mayra Santos
German Santos & Victoria Gomez
Luis Santos & Zulma Ramos
Doug & Kacia Scyphers
Kelva Sepulveda
Min-Kyu Shin & Eun-Jung Lee
Jason & Amy Shook
Miguel Simental & Maribel Caballero
Randall & Debora Simpson
Dhanraj & Nalini Singh
Debby Smith
Timothy & Jungwon Song
Edmund & Anh St. John
Evgeniy Strelcov & Nadezhda Strelcova
Moonwon Sung & Goeng Sek Min
Odalys Tejada
Sriharan Thiagarajah
Trevor & Shirley Thompson
Kacey & Katie Toliver
Heriberto Torres & Raquel Fernandez
Kao Tzu-Miao
Gerardo & Susana Valdez
M. Douglas & Amy Valerio
Abraham & Isabel Vargas
Leonard Jr. & Kenia Vasquez
David Vasquez Nicolas & Pascuala Perez
Dongjun Wang
Kent & Dawn White
Justin Winkler
Huashu Xu
Natacha Yacinthe
Jesus Yanes & Eloisa Munoz
Kanghoon Yang
Peter Yi & Haesun Shin
Jinrong Zhang

Professional development is within reach

The QUIXTAR® Professional Development Accreditation Program™ (PDAP) is proud to recognize and congratulate two deserving organizations on their recent accreditation.



Pictured above: George Peintner, Marcia McAnaney, Jim McAnaney, Linda Roberts, Loretta Alfrey

World Information Network (WIN) accredited April 2008

"We live in a world where there are a lot of unpredictable things happening, and people are looking for something real and honest," said George Peintner of the WIN organization. "Accreditation is a signal to the rest of the world that this organization is real and our practices have been approved by the company we represent."

Network TwentyOne accredited May 2008

"All of the leadership here are proud to have successfully achieved accreditation with Quixtar and to be one of the early participants in this important program," said Jim Dornan of Network TwentyOne. "As a global organization with leadership in more than 35 separate international markets, we feel this sends an important signal that we intend to be valuable partners with the Corporation in best practices wherever we operate."



Pictured above: Nancy and Jim Dornan



Peter Island is the ultimate destination for success. Back row, left to right, Double Diamonds Larry and Pam Winters, Diamonds Alan and Michele Leiningner, Executive Diamonds Danny and Renate Snipes, Diamonds Matt and Alana Grotewold, Diamonds Mike and Jana Waechter, and Diamonds Jake and Jackie Baker. Front row, left to right, Diamonds Gary and Tammy Newell, Founders Diamonds Mike and Susan Bundy, Double Diamonds Joe and Marybeth Markiewicz, and new Diamonds Greg and Jacquie Francis.



Paradise is achievable!

Everyone has dreams. If yours includes crystal-clear waters, soft, sandy beaches, and graceful palm fronds, then it's a goal within reach. And there's no travel agent required. Qualify as a Diamond or above and you'll receive an exclusive invitation to a weeklong business conference – that just happens to be held in the middle of paradise. Peter Island beckons travelers with its awesome scenery, but it also plays host to IBO leaders who discuss, plan, and network in rooms with a view. Business meetings are followed by some fun in the sun, too. The beach. The tennis courts. The hiking trails. The spa. They're all there for some relaxation between the goal-setting and product reviews. So don't just dream: Set your sights on this destination. You can do it!





Platinum Elite

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

Executive Diamond

Jim & Judy Head

Diamond

Randall & Marsha Evans



Founders Emerald

Stefano Ruede &
Nancy Saxton

Emerald

Radhames & Rafaelina Gil
Tim & Beverly Held
Donald & Jennifer Johnson

Sapphire

Aiyadurai & Kirubhamalar
Kanesananthan

Ruby

Jian Lin & Cilong Wang

Founders Platinum

Francisco Baez &
Carmen Lopez
Dario Bernabe & Biula Velez
Antolino Gabriel &
Floencia Garcia
Rico & Maricar Gutierrez
Qutubuddin &
Farida Hashmi
David & Sandy Lenning
Bonghun Na & Yoonsun Lee
Vincent Price
Swapnil & Uma Raut
David & Lisa Teroller
Chris & Pamela Wood

Platinum

Jose Bienvenido Pimentel &
Karen Popa
Jesus & Maria Salgado
Benedicto &
Veronica Torres
Roy Winterdaal

Gold Producer

Eduardo Rosales

Silver Producer

Vicente &
Carmita Aucancela
Ismael & Janett Salas

Platinum Plus

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

Diamond

Velauther &
Thilakawathy Arunasalam

Luis Martin & Maria Chavez
Gregoria Pichardo &
Mariela Sanchez

Founders Emerald

Stefano Ruede &
Nancy Saxton
Donald & John Shanley

Emerald

Wayne & Donalee Clarke
Garry & Lisa Sadden



Founders Sapphire

Dennis & Peggy Osterdock

Sapphire

Mark & Hyewon Choi
Aiyadurai & Kirubhamalar
Kanesananthan
Alberto & Maria Morales
German & Rosa Suarez
Andrew & Lauren Yee

Ruby

Jian Lin & Cilong Wang

Founders Platinum

Henry & Priscila Barteck
Pooran & Amla Benny
Dario Bernabe & Velez Biula
Patrick Bidwell
Carlos & Rufina Bisono
Jan Boyer
Fernando Burgos &
Kismet Encarnacion
Antonio & Lucia Davalos

Terry & Kathleen Donlin
Delbert & Lynn Fickes
Kang Weol &
Jhong Serk Kim
Aristeo Martinez
Benjamin & Maria Ramirez
Swapnil & Uma Raut
Joshua & Suzy Roumi
Thomas & Lynn Smith
Sreerama &
Vidyardhar Tatipamula
Kang-Shi & Yi-Ching Wang

Platinum

Alvin & Shirley Ficek
Mario & Maria Lira
Sergio & Aremy Maldonado
Javier Mendoza
Jesus & Maria Salgado
Jose Luis & Rocio Tapia

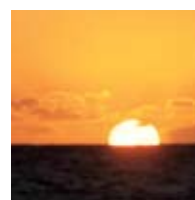
Gold Producer

Kelvyn & Oriella Dominguez
Akelia Hazel
Paul & Sarah Kim
Lorenzo Mejia &
Susana Flores
Thomas Skoog &
Michelle Kindel
Roberto &
Gabriela Villanueva



Silver Producer

Alfredo & Dinorah Abreu
Vicente &
Carmita Aucancela



Rafael & Yolanda Barajas
Teresa Bautista
Garry & Dee Bolhuis
Alejandro & Esther Cruz
Juan Francsico Datis &
Dermis Cedenio
Robyn & Duane Izumi
Dave & Berniece Mitchell
Jennifer Ouellette
Manuel Ruiz &
Olga Guevara
Ismael & Janett Salas



When Jim and Pam Pierce's daughter was born, she needed leg braces to straighten her legs. Money was tight as Jim, a steelworker, had just been laid off from his job. They turned to Easter Seals, which provided the braces and therapy services their little girl needed.

When their daughter was in high school, she again needed Easter Seals after she broke her neck in a devastating car accident.

Easter Seals came into the Pierces' lives one more time to assist Jim's mother with caring for his father who had Alzheimer's.

"We were so grateful for everything Easter Seals had done for our family, we knew we wanted to give back," explains Pam. Although the couple volunteered at their local center, stuffing envelopes, assisting with events, and chores, they wanted to do more. So they gathered their downline and held a garage sale.

"We were so excited when we raised about \$750," says Jim. "We thought if we could raise that much money in one day, we could raise even more over a weekend." So the next year the sale grew. A few years later it grew again to a weeklong 24-hour-a-day event.

"Jim cut down the fruit trees in our yard to fit in more tents and tables," says Pam with a smile.

"We had people parking at the church down the street, people directing traffic, people even camped out to come to the sale," adds Jim. That was more than 20 years ago. Today, the Pierces and their volunteers operate a storefront and warehouse and raise more than \$100,000 annually for their local Easter Seals chapter.

"We learned from our QUIXTAR® business that you need to come full circle and give back," says Pam.

"The biggest benefit of building our business is the freedom to do something like this," adds Jim, now retired from his steel job. "I couldn't do this with a job. It's a 24/7 operation."

At their annual Celebration of Giving in May, Easter Seals honored Jim and Pam Pierce for having surpassed \$1 million in lifetime giving to Easter Seals.

As far as the Pierces are concerned, they have a whole lifetime ahead of them. "I'm looking for someone to donate a building so that we have a permanent site and can consolidate the warehouse, shipping and receiving, and the store in one location." You can bet that will happen soon.

Below left: The Pierces' annual "garage sale" events are jam-packed with merchandise.

Below right: Volunteers sort through the many donations.

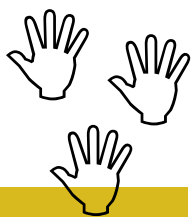


Coming full circle



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





Helping Hands

Building homes, lives, and communities



Waking up at 5:30 in the morning to tackle hard labor in 110° heat with no shade for six hours – along with enduring a few blisters for seven days – doesn't necessarily sound like a fun way to spend your free time. But when the result is seeing smiling, grateful children and parents watching their dreams of a home become a reality, all the hard work becomes worth it.

Over the past four years a group of Independent Business Owners has been volunteering with Habitat for Humanity in Zacapa, Guatemala, to collectively build 35 homes with families who desperately need them. This year alone, 59 IBOs spent the first week of March helping local families to build and buy their own homes on terms they can afford. Volunteers pay their own travel expenses to Guatemala, room and board, as well as any materials necessary to build the houses.

As his first Habitat for Humanity project, Dennis Land went in with a willing spirit and set out to do all the work he could possibly do. "Becoming involved with this project is very fulfilling," he says. "This is a wonderful opportunity and I felt like I was accomplishing something great."

Lee Lampiris says that his initial motivation for getting involved was curiosity. "I did not anticipate the level of poverty and the emotional impact it would have on my life," says Lampiris.

Since then, he's eagerly attended the last two trips. "A week out of our lives is so little," he explains. "However, the difference that we can make is so encouraging because you receive more than you give."

The annual trip has a positive effect on all the volunteers – sometimes it even changes their lives.

“Three years ago when I took my first trip to Zacapa, it was a turning point in my life,” says Marti Foster. “We are so blessed in America to have the opportunities and the freedom we enjoy. It is not necessarily so in Zacapa. I wanted to just help in my small way to build a home for the people who so deserve it and need it.”

While volunteers are building homes, family members are right there helping in any way they can. Together, they carried hundreds of concrete blocks, mixed cement and mortar on the ground with shovels, put cement between the blocks, and much more to create a home.

After spending so much time together while building, it’s no surprise that most volunteers develop long-term relationships with the families they help.

“As you go back, year after year, the previous families you have worked with come to the site and find you with smiles, hugs, and an invitation to come to their homes,” says Diana Hirshberg. “It is a time of rejoicing and tears to see how their lives have been enriched.”



The highlight of the trip comes upon the completion of the building, when each family is offered the key to their house. “It is a satisfying and emotional moment,” says Lampiris. “There is not a dry eye in sight.”

The group advises people who are thinking about becoming involved with Habitat for Humanity to do so right away so they, too, can take part in the indescribable feeling of bringing joy to others.

Do you put your heart into your community, too? If you lend a helping hand, tell us about it.



Send your story along with your name, IBO number, and a photo to editors@achievemagazine.com

or mail to



ACHIEVE® Magazine
Mail Code SC-2N
Quixtar Inc.
5101 Spaulding Plaza
Ada, MI 49355

Talk Back

A place where IBOs can speak their minds

Are you using the national ad campaign in your business?



We've been promoting and displaying the "hello" ads and telling our prospects and customers about not only the new campaign but sharing some of the past as well.

Such as the fact that Amway had the first line of biodegradable products, and was honored in 1989 with the prestigious Award of Achievement from the United Nations for its environmental commitment.

We balance that with the fact we are in a business that promotes a healthier lifestyle and the opportunity to create an income while helping others do the same. Nancy has success in recruiting new customers, some that are co-workers from all over of the United States, and we've sponsored family members and friends.

I'm finding that college-age prospects with an interest in the business are also excited about all the great new products and the fact they are so easy to market.

– **Mike & Nancy Fisk**
Spokane Valley, Washington



Many thanks to the Corporation for helping us with the advertisements in *USA Today* and all the other advertising, including the athletes and the events in the different cities.

When I receive the newspaper or email, I promote to my group to buy the newspaper and use it with prospects in addition to the QUIXTAR® Business Opportunity Brochure. A suggestion would be to have this type of advertising within the Hispanic community.

– **Martin & Eugenia Urbano**
Reedley, California

If my customers can go to the QUIXTAR website and purchase products from Quixtar direct without having to go to my Personal Website, Quixtar will be stealing my customers away.

I can understand a little bit of national advertising, but IBOs are forbidden from doing this unless we get permission.

I don't think it is fair that customers can order directly from the QUIXTAR website without having to go through an IBO. They should have to contact the IBO who contacted them on the street, and call the number on the business card that they were handed.

– **Deborah Mulholand**
Dayton, Ohio



When we learned of the advertising campaign, we informed all of our associates who don't have access to the internet. All of us eagerly awaited the morning to buy the newspapers with a

full-page ad, which had a great impact on many of our prospects and customers, some of whom thought we were tricking them.

We have spoken to people about this growth and, with evidence in hand, they have been very impressed. We have shared it with friends, colleagues, family members, and even a few strangers we run into.

We show them the paper and ask what they think of the ad. They say the company is very interesting and they're going to look into it. We give them our business cards and show them the Plan and tell them about the products. We've had big sales volume thanks to the support of the Corporation.

– **Martin & Cony Lopez**
E. Palo Alto, California



I share the advertising, each of the magazines, and *USA Today*, as part of every Plan I show. They illustrate how the Corporation is stepping up to build the business and is committed to supporting

our efforts. As a result, in comparison to other opportunities, we are in a class of our own.

– **Cherie James**

Del Mar, California

While I am very positive about the intent of the national ad campaign, if the ads in the *USA Today* are a reflection of what's yet to come, I am sure I will be very disappointed. These do not reflect the image of greatness I want to portray.

I haven't gotten any negative response from the ads in the *USA Today* or the magazines, but I can tell you that the most I've heard from any IBOs is "Oh, that's cool." If the new IBOs aren't getting excited about it, how can anyone else? Seriously. How is someone looking through *O Magazine* or *Allure* going to get excited about the product unless they are already using it? They are more likely to skip right past it. Heck, my wife had to search for a few of these ads and she knows what she is looking for.

On the contrary I have gotten a ton of positive responses from the NUTRILITE® ads with the professional athletes on YouTube.

– **Daniel Ryals**

Fayetteville, North Carolina



We have seen great success with the new ad campaign. The *USA Today* ad has been shown in our open meetings where we show the (IBO Compensation) Plan to new prospects. We have also

registered a couple that was in the Amway® business before QUIXTAR®. They were so excited to see that this great online business was connected to Amway. And now they have had prospects

tell them that they saw the *USA Today* ad and want to see how the business works!

We have also had new customers who heard our online business sells the Amway products they used to buy 10 years ago, like SA8® and L.O.C.®. And now we are introducing them to new products like XS® and SIMPLY NUTRILITE™.

– **Paul & Amy Cooper**

Marshall, Illinois

Late one night after one of our business appointments, my sponsors and I got in a car and off we were to look for any copies left of the *USA Today* ad. The next day, after I shared the business opportunity with a close friend of one of my newly registered IBOs, I opened the *USA Today* weekend edition to the full page "hello" ad and the prospect was amazed by the facts and information about the Corporation.

This campaign provides great visibility and awareness to prospects, guests who are looking to evaluate the opportunity. We will take advantage of the ad dollars that the Corporation is putting in to help us advance our businesses.

– **Deepak Rai**

Edison, New Jersey

HELLO MY NAME IS

QUIXTAR
NORTH AMERICA
Amway
GLOBAL

We thought you should know a little about who we are today.
We're Amway Global. In North America, we proudly operate as Quixtar.

WE SUCCEED.
We started as the dream of two men and now operate in 50 countries. We have \$6.5 billion in annual sales from the efforts of over 2 million people who own their own businesses.

WE INNOVATE.
We hold more than 700 patents among more than 500 scientists, and have developed more than 400 quality products. We also marketed the first multivitamin and America. We even own our own organic farms.

WE LEAD.
Our NUTRILITE® products are the number-one-selling vitamins, mineral, and dietary supplements in the world. Together with our Amway® skin care, we're the number-one online health and beauty retailer in America.*

WE EARN TRUST.
That's why we're proud to be a longtime, accredited member of the Better Business Bureau and a recognized industry leader in direct selling.

WE SHARE.
We created the One for One Campaign to improve the lives of children. To date, we've donated more than 500 million and volunteered over 400,000 hours of time to this worthy cause.

We believe that success is about helping people live better lives.

Now you know

To get better acquainted, contact a QUIXTAR® Independent Business Owner, visit Quixtar.com, or call 800-950-7732.

*Based on 2008 sales. **Data compiled by Market Research Corporation.

We always want to hear from you! Look for our monthly Talk Back questions online in What's New at Quixtar.com and share your feedback. Write us at *ACHIEVE*® Magazine, Mail Code SC-2N, Quixtar Inc., 5101 Spaulding Plaza, Ada, MI 49355, or email us at editors@achievemagazine.com. Be sure to include your name and IBO number and send along a photo of yourself if possible.



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