

# Sensual blegsures Awaken your sensuality with these new fragrances from AMWAY®. ANTICIPATE Intense For Women Eau De Parfum An intense oriental fragrance that sparkles with blackberry, crisp white freesia, and a rich exotic blossom of orchid and Arabian jasmine. Soft touches of sandalwood, patchouli and vanilla linger throughout. Perfect for a woman who wants to be noticed. OPPORTUNE for Men Eau de Toilette A refreshing, aromatic fragrance with a vibrant top note of grapefruit, lemon and bergamot. A middle note of pepper, clove and nutmeg is complemented by a herbaceous base of vetiver, cedar and oak moss that transcends through the Opportune fragrance. Ideal for a man that wants to succeed both in business and at home. DESCRIPTION RRP ANTICIPATE Intense Eau De Parfum \$49.95 100600 OPPORTUNE for Men Eau de Toilette \$39.96 \$49.95







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BECAUSE it's for you is designed and produced for AMWAY by Blue Gecko Design and Communication Pty Ltd.

BECAUSE it's for you is published by AMWAY of Australia ABN 49 004 807 756. 46 Carrington Road Castle Hill NSW 2154 PO Box 202 Castle Hill NSW 1765 Australia Telephone (02) 9843 2000 Facsimile (02) 9680 2868.

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# **STRICTLY BUSINESS**

We are already well into the new year, so it is a good time to review your goals and ensure that you are on track to achieving them. If you need any help at all, you can contact us here at Amway. We can provide you with product information, business building ideas, and general advice.

One way that you can increase sales is by promoting the offers contained in *Inside* Scoop: New Beginnings. There are a number of offers from all your favourite brands, plus an accompanying IBO guide that outlines all the features and benefits of the products to help you sell them more effectively. You can order Inside Scoop: New Beginnings on VS 206588.

The qualification period for Achievers 2008 in Mauritius is coming to a close. If you missed out on qualifying for this incredible trip, then it's time to start focussing on the next one. We are currently finalising the details for Achievers 2009, so listen out for the exciting announcement soon.

This month, we launch the new fragrances, Opportune for Men Eau de Toilette and There are also new eye and cheek colours available from Artistry.

With all these resources at your fingertips, you can make 2008 a big year for your business.



John Haires John Haines

Australia/New Zealand

# WHAT'S HOT

#### **FOUNDATION FOR SUCCESS**

Purchase the ARTISTRY® TIME DEFIANCE® Cleansing Treatment, Conditioning Toner, Vitamin C & Wild Yam Treatment, your choice of Day Protect Crème or Lotion and receive your colour choice of TIME DEFIANCE Firming Crème Foundation (valued at \$64.48 RRP) plus an ivory satin drawstring bag absolutely FREE.

VS 209963	Offer with Day Protect Lotion	RRP	\$303.74
VS 209964	Offer with Day Protect Crème	RRP	\$303.74

Foundation to be selected at the time the order is placed. For faxed and mail orders, please note down your foundation colour choice.



#### **PURE NEW BEGINNINGS**

Purchase any three products from the PURE BEGINNINGS® range of baby essentials and receive a moisturising Baby Lotion (valued at \$16.95 RRP) for FREE.

VS 736433	Starter Kit	RRP \$29.95
VS 736434	Nipple Cream 125g	RRP \$16.95
VS 736430	Natural Cornstarch Powder 100g	RRP \$12.95
VS 736432	Nappy Rash Cream 125g	RRP \$13.95
VS 736435	Massage Cream 125g	RRP \$16.95
VS 736431	Baby Massage Oil 125ml	RRP \$16.95
VS 736428	Shampoo and Body Wash 200ml	RRP \$16.95
VS 736429	Baby Lotion 200ml	RRP \$16.95





#### TIME FOR A NEW HEALTH WATCH

 Purchase NUTRIWAY® DOUBLE X® 31 Day, Concentrated Fruits and Vegetables and BIO–C PLUS® 100s and receive the FREE limited edition mens or ladies NUTRIWAY watch valued at \$79.95.

VS 209961	Mens Watch Offer	RRP \$206.10
VS 209962	Ladies Watch Offer	RRP \$206.10

2. Purchase NUTRIWAY Daily (60 tablets) with Concentrated Fruits and Vegetables and receive Omega-3 Complex for half price.

VS 209957	Offer 2	RRP \$106.68
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#### **UNLEASH THE NEW YOU**

Spend \$130 RRP or more on the Core Professional range of products from E. FUNKHOUSER™ New York and receive an exclusive Zulu Cuff Bracelet from Euphoria by EMMA PAGE® valued at \$30 RRP absolutely FREE.\*

Refer to page 86-87 of the Better Choices Catalogue for item details. \* Offer excludes all kits.



When our fathers started this business nearly fifty years ago, they offered people the opportunity to be part of the free enterprise system – the chance to have a business of their own.

That's the foundation from which this business has grown, and from which the Amway Business Plan was created.

But you should know that the Amway Business Plan was developed with an emphasis balanced between sponsoring and selling. And it's a balance that requires a focus on selling first, and sponsorship later. Because we knew then that without developing customers who want to buy product from you, there's a limit to how effectively you can train and support others.

In those days you needed ten retail customers before you could even start sponsoring ... to keep that balance. Today, we are redoubling our efforts to being consumer oriented to help you regain that balance. We need to be talking to consumers in the marketplace in a way that is appealing to them, and makes them want to buy our products.

Consumers need to feel comfortable in how they access us, shopping with us in a way they are accustomed to. We need to give that control to them. We need to give them the chance to choose us. So we're developing products they will want to choose from you. Products that are developed from focused market research to align with their needs and desires.

And as our sales force, we need you to represent all the elements of the Amway business – a convenient purchasing opportunity as well as a business opportunity. You need to recognise when a customer just wants to buy product from you, and in turn ... when that customer just might be interested in starting their own business.

Remember that if they believe in our products, they are much more likely to see the value in this business opportunity.

We'll be here to support you in doing the things that are right for your business. So together we can build an even stronger foundation, and a consumer oriented culture that creates opportunity for everyone.

Doug DeVos,

Steve Van Andel Chairman

- Justil

#### **READY FOR A BRIGHT NEW START?**

Purchase SA8® Liquid Laundry Detergent, SA8 Delicate and AMWAY TRI-ZYME® Stain Pre-Soak and Detergent Booster in the one order to receive a FREE AMWAY Pre-Wash Laundry Spray and All Fabric Bleach (valued at \$37.70 RRP).



VS 209965	SA8 Offer	RRP \$67 95



#### **ANTICIPATE NEW OPPORTUNITIES**

Purchase any two fragrances of your choice, per order, from the range (pictured), and receive 50% off the second fragrance!

VS 100594	ANTICIPATE for Women Eau de Parfum 50ml	RRP \$49.95
VS 103702	ANTICIPATE Intense Eau de Parfum* 50ml	RRP \$49.95
VS 103703	TOLSOM Eau de Toilette 50ml	RRP \$49.95
VS 100595	OPPORTUNE for Women Eau de Parfum 50ml	RRP \$49.95
VS 100600	OPPORTUNE for Men Eau de Toilette* 50ml	RRP \$49.95

<sup>\*</sup> Launching March 2008.



#### **FOUNDERS EMERALD**

IS AWARDED TO QUALIFIED
PLATINUM IBOS WHO
MAINTAIN EMERALD
QUALIFICATION FOR 12
MONTHS OF THE AMWAY®
FISCAL YEAR.

#### BARRY PRAGT VICTORIA, AUST.

OCCUPATION - TOURISM MANAGER

The ability to connect to people of different ages and from varying cultural backgrounds is a trait that will get you ahead in this business. It has worked for new Founders Emerald Barry Pragt. The Melbourne resident is building his AMWAY® business from strength to strength on that basis.

Barry's ever-growing group has seen an influx of new IBOs from the Y generation. These 20-somethings are flocking to learn more about the AMWAY opportunity – and they are telling all their friends about it too. Barry says that the great thing about this age group is that they are very good at networking, which makes it easier to spread the word around. To give you an idea, the average person with today's technology can easily have at least 100 "friends" who they communicate with regularly.

Not only has Barry's business appealed to the younger generation, he also has many people in his group who come from diverse cultural and religious backgrounds. He admits that it is a challenge when innocent misunderstandings occur, but he always rectifies the situation. Barry recalls one slightly embarrassing moment when he greeted someone with a kiss on the cheek, only to find that the person was uncomfortable with the greeting. "We both squirmed," Barry light heartedly remembers. He immediately asked what that person was at ease with and cleared up the miscommunication. He adds, "We are building teams of people so they need to feel comfortable."

Barry now has his sights set on Diamond and plans to help others achieve what they want out of the business. This year is gearing up to be a big year for him with the Emerald Plus 2008 cruise on the Seabourn Spirit, Achievers 2008 in Mauritius, plus a trip to Holland to visit his family. It is the kind of life that Barry has always dreamed of. As Barry says, "The great thing about the business is that the line between work and play is blurred. You are pursuing things you enjoy and at the same time pursuing the business."



#### SUCCESS TIP

Recommend business opportunities and products that appeal to the younger generation.





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



#### YUANZI GONG AND HAIFENG XU

AUCKLAND, NZ

OCCUPATION – JEWELLERY STORE MANAGER/IT PROFESSIONAL

"We are proud of the achievement of being Founders Platinums, not only because of our own success, but also because of seeing so many people having a healthier and better life with our help. Now we have a solid foundation for the greater success of our AMWAY business by helping more and more people to achieve quality of life."

SUCCESSTIP Believe in yourself and never give up. Your dream can only come true when you believe it will come true.



#### JASON AND KELLY INDS

**QUEENSLAND. AUST.** 

OCCUPATION – POLICE OFFICER/

"The Founders Platinum Pin means a lot to us. It means that no matter what else is going on in your life, you can still have success after the struggle. The highlight of our AMWAY life thus far has been riding a Harley with our upline Diamond, Tom Avelsgaard, watching our son swim with dolphins in Hawaii and snorkelling around Gilligan's Island. Life just keeps on getting better and better every year that we've been in this amazing business."

**SUCCESSTIP** Stay focused on your dreams and goals. Plug into your active upline sponsor and Platinum or above



#### **EMILY LONG**

NEW SOUTH WALES, AUST.

OCCUPATION - PROPERTY VALUER

"Founders Platinum is a milestone in my business. This is a basic step so that I can head to higher levels. My goal is Emerald so that I can enjoy the fruit from the successful business I have in China. I really enjoy doing this business because it's a lot of fun."

**SUCCESS TIP** Belief is very important in this business, and so is goal setting.



# GREGORY WATT AND LYNNE JONES VICTORIA, AUST.

OCCUPATION – VENUE MANAGEMENT/ BUSINESS DEVELOPMENT MANAGER

"We feel like we have a solid footing from which we can grow. Our goal is to help others build strong foundational businesses that continue to evolve in line with AMWAY's dynamic aspirations. Your business starts with you, so take ownership of it. Treat it like a business. Be efficient and effective with your time and remember to acknowledge and reward yourself every time you expand your comfort zone."

**SUCCESSTIP** If you would like to go Emerald and Diamond and beyond then follow the path that your Emeralds and Diamonds have laid out before you.







#### KESHAV AND SU BANOVITS NEW SOUTH WALES. AUST.

#### OCCUPATION - RUII DING MAINTENANCE/DATABASE ADMINISTRATOR

Keshav and Su Banovits have come a long way from living in a caravan park in Western Sydney. The couple first met in Perth after Su moved to Australia from England. Su had already seen the business plan in her home country and thought that having an AMWAY® business would be a better alternative to working in a job for the next 40 years. Keshav and Su then decided to move to Sydney where they met their upline Emeralds Glenn and Kay Woodhams.

Su says, "Having moved to Sydney only two weeks prior to joining, we knew no one. We had to learn to meet people very quickly, so to do that we practiced invitation scripts over and over until they became natural. Initially Keshav was so scared of inviting people to look at the business that he was almost physically ill. To get us through this initial period we looked at our goals constantly, kept in contact with our mentors and encouraged each other."

After being in the business for eight years, the couple feel more optimistic about their future. "Overall we're less stressed about money and our confidence has grown in many areas – mine in makeup and skincare and Keshav in meeting people and showing them how the business works. Keshav feels better about his financial future. We've also taken control of our debt and put a program in place to work through it," says Su.

#### WENDY HUI-PING GAO AUCKLAND, NZ

#### OCCUPATION - BEAUTICIAN

Wendy Hui-Ping Gao used to describe herself as shy and lazy, but all that started to change once she became an IBO. As a result of her exposure to the education and training, combined with the positive influence of the people she was associating with in the business, Wendy became more confident and driven to succeed.

Wendy, who owns and runs a beauty salon in Auckland, says, "Before I joined AMWAY, all I knew was work, work and work. I didn't really know what my life was about. If there was a problem, I would try to avoid it. But now, I am more confident in dealing with everything. I have a dream and I know what I really want."

She continues, "I have found myself through the AMWAY Business. Instead of working day and night for the money, I am now able to do what I really want to do. I am more energetic than before."

Being recognised as a Platinum was an unforgettable moment for Wendy. She says, "I was very proud of myself to be able to stand on the stage, to be recognised as a successful Platinum and share my story to all the IBOs in my not-so-good English." And, this is just the start of her journey too. Wendy adds, "I am looking forward to becoming a Diamond and helping more people build their dreams and make them come true!"









**NCCLIPATION - REALITICIAN** 

"I always wanted to have a better life," says Lan Mary Guo. "I wanted to do something that was flexible and enjoyable. I had heard the success stories of AMWAY IBOs, so I decided to give it a try."

Lan, a beautician from Auckland, was met with negativity when she first told her friends that she was going to start an AMWAY business. However, she strongly believed it could give her the freedom she was searching for, so she kept on building it despite their concerns. Lan says, "I was really struggling with my communication skills when I first started AMWAY. I didn't really know how to talk to people and convince them to purchase AMWAY products or even sign up as an IBO. I have learnt a lot from my upline and I am now more comfortable and more confident talking to people."

Along the way to Platinum, Lan has learnt: "To make people believe in me and believe in what I am doing, I have to change myself and change my attitude so I can be a better person with a successful life."

She adds, "With AMWAY, I am the boss of my life. I can schedule when I work, when I play, and when I sleep. I have total freedom in my hands. I am also able to provide my family with what they need. I don't have to worry about the future."



#### DAMIEN KELLY AND ELIZABETH MACKAY

NEW SOUTH WALES, AUST.

#### OCCUPATION - SALES EXECUTIVE/NATIONAL RECRUITMENT MANAGER

Many people bet all of their hopes and dreams on the chance of winning the lotto. Damien Kelly and Elizabeth Mackay used to be one of those people until they realised that there was a better way of making their dream life a reality – and that it would be through building a successful AMWAY® business. The couple say, "We saw how this business could work and how big it could get and we understood delayed gratification. Money has never been everything to us, so we were not interested in spending the rest of our lives working for it. We simply wanted it out of the way so we could get on with living the life we imagined." They add, "Working together had its challenges. In the beginning we used to argue in the car over who should show the plan but we have learnt what our strengths are and now we work in sync."

It's not just the couple who are benefiting from their thriving business either. Both Damien's and Elizabeth's families are enjoying the spoils of AMWAY's great product selection, having access to important health information, and the opportunity to associate with the high calibre leaders that the couple believes this business attracts.

Damien and Elizabeth are excited about what the future will bring them: "We have hope for an amazing life. We set inspiring goals together for our life and our business. We associate with positive, uplifting people who pour into us." And, as a plus, "The business is also paying for our wedding in April!"





# **LOGANHOLME**

We are at a really exciting stage in the construction of the Loganholme facility. March will see the roof placed on the extraordinary four storey, 2,000 square metre facility. Pending favourable weather, we expect to receive the keys to the completed building in early May. We will then start work on the world-class shopping facilities, interactive displays, training and consulting facilities, meeting rooms, product displays and a contemporary, relaxing cafe. From the ground up, we will be servicing all your business needs in one facility, and it will be located conveniently between Brisbane and the Gold Coast on one of the most accessible roads in southern Queensland. Check out the AMWAY website or call us here for more details. Your community, your business, your opportunity... all in one comprehensive site.

#### **Nadia Zeaiter**

State Sales Manager, Queensland and Northern Territory



Greetings from the AMWAY Business Centre here in NSW. I just want to take this opportunity to invite you along to enjoy the state-of-the-art retail facilities here in Castle Hill. The Business Centre has transformed the way you do business. Before it was just a place you could pick up products, now you can operate your entire business here if you wish. It features wireless facilities, experts on the brands you know and love, interactive educational tools, training facilities, health and beauty consultations, and your very own Gloria Jean's Coffees. You can now bring along a prospect with confidence and show them 'Your Business'. So come along and say hello to the team. We look forward to seeing you here.

#### **David Cheok**

State Sales Manager, New South Wales

# **BUSINESS CENTRE UPDATE**

#### THE MOMENTUM GROWS!

From Auckland to Perth, the AMWAY® Business Centres are taking off to better service your needs. This month, the State Sales Managers give you the latest on all the exciting news from your Business Centres.









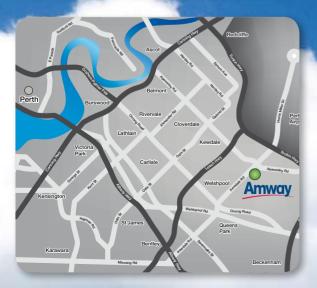


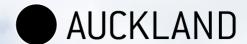
We've commenced construction on your magnificent 2,100 square metre facility in Kewdale. This exciting new Business Centre encompasses not only shopping, interactive LCD screens, training and consulting facilities, but also meeting rooms, product displays and a contemporary cafe. From the ground up we will be servicing all your business needs in one facility, and it will be located to guarantee easy access from anywhere in Perth. Check out the AMWAY website or call us here at AMWAY for more details. As we work on delivering your Perth facility, we're also well into preparation for Melbourne ... and onwards!

#### **Graeme Martin**

Director - Points Of Presence Australia / New Zealand







It is our six month anniversary on 15 March 2008 and what a hectic six months it has been! We will be celebrating our anniversary with an Easter theme, so pop into the Business Centre anytime and receive some yummy Easter treats, and go into the draw to win AMWAY Easter hampers.

Our health and beauty consultations are in demand so bookings are essential. There are also daily ARTISTRY® and NUTRIWAY® interactive presentations by Rachel and Rochelle between 1.30pm and 2.30pm. Come in and relax at your Q Café for some lunch, unwind with a moccachino, or order a mixed platter to take to your group meetings. Check out the new Q Café frequent visitor reward scheme today!

A relaxed environment, friendly staff and a café that serves tasty food, what more could you want? See you soon.

#### **Simon Bennett**

Sales and Marketing Manager, New Zealand





Your Community, Your Business, Your Opportunity



# A DAILY DOSE OF VITAMIN C CAN DO WONDERS FOR YOUR HEALTH AND THERE ARE THREE DIFFERENT NUTRIWAY® PRODUCTS FOR YOU TO CHOOSE FROM.

Most people take vitamin C supplements during winter to help reduce colds and flu symptoms but winter isn't the only time of year when your body can benefit from vitamin C. Vitamin C can help maintain healthy tissues and also support your immune system. It is also essential for the formation of connective tissue, bones and teeth. There are three different NUTRIWAY vitamin C products to choose from: NUTRIWAY BIO-C PLUS®, NUTRIWAY C-500, and NUTRIWAY Chewable Natural C.

#### **NUTRIWAY BIO-C PLUS**

NUTRIWAY BIO-C PLUS is an ideal supplement for people who want a concentrated daily dose of vitamin C. It contains 250mg of vitamin C per tablet. The unique ingredient in this supplement is Nutrilite Acerola Cherry Concentrate. Acerola Cherry is a great source of vitamin C and each Acerola Cherry contains around four times the amount of vitamin C contained in a single orange. For additional phytonutrients it also contains the equivalent of 386mg of fresh lemon peel.

#### NUTRIWAY C-500

NUTRIWAY C-500 is a high potency vitamin C supplement for adults. It contains 500mg of vitamin C per tablet as well as Nutrilite guava concentrate for additional phytonutrients.

#### NUTRIWAY CHEWABLE NATURAL C

This supplement is a great option for children and adults who don't like swallowing tablets. It contains Nutrilite Acerola Cherry Concentrate and each tablet has the equivalent of 30mg of vitamin C. This is the recommended daily amount for general wellbeing of children from seven months to 15 years of age. It also is made with a natural fruit punch flavour so that it is easy to consume.

If you would like help choosing the right vitamin C supplement for you, contact the naturopaths via email on naturopath@amway.com.au or naturopath@amway.co.nz.

**UICK FACTS** 

- NUTRIWAY BIO-C PLUS contains the equivalent of 386mg of fresh lemon fruit peel and Nutrilite Acerola Cherry Concentrate with 250mg of vitamin C.
- NUTRIWAY C-500 contains 500mg of vitamin C and Nutrilite Guava Concentrate.
- NUTRIWAY Chewable Natural C contains 137mg of Nutrilite Acerola Concentrate and 30mg of vitamin C.
- Acelora Cherry is one of the richest known natural sources of vitamin C.

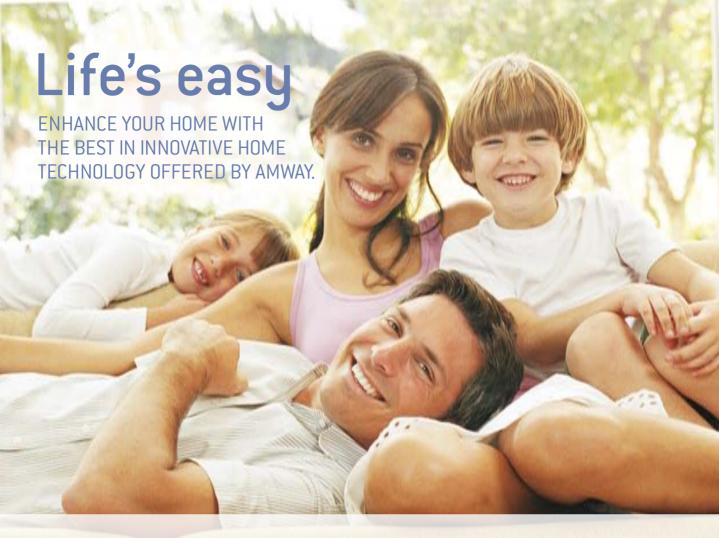




# ✓ NUTRIWAY®

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

# Natural wonder



#### ATMOSPHERE™ Air Purifier

With its innovative air purification technology and superb performance, the ATMOSPHERE system removes 99.99% of airborne particles, giving you and your family clean, crisp, dust-free air. ATMOSPHERE is a whisper quiet and energy efficient solution to local air contamination for your whole family.



#### eSpring® Water Purifier

Water is essential to life, now it can be safer and better-tasting than ever before.

Known internationally as the World's Best Source of Water, the filter technology in the eSpring system might surprise you. Destroying more than 99.99% of water-borne disease causing bacteria and viruses while retaining beneficial minerals and with its own selfmonitoring system, eSpring is far above its competitors.

#### iCook™ Cookware

Cook healthier and live better with the superb range of iCook Cookware. Made from premium-grade stainless steel, this exquisite range is designed to provide you with everything you need to create healthy meals. It incorporates exclusive VITALOK™ technology which helps food retain one third more nutrients and flavour than traditional cooking methods. The OPTITEMP™ stainless steel equally distributes heat. The frypan's DURAMIC non-stick coating means that you can minimise oil and butter usage when cooking.













#### LOOK AFTER YOUR HEART WITH THESE TIPS AND NUTRIWAY® SUPPLEMENTS.

The World Health Organisation predicts that the two leading causes of death globally by 2030 will be ischaemic heart disease and cerebrovascular disease (stroke). Prevention strategies can play an important role in managing both of these. Risk factors can be divided into two areas: preventable and non-preventable.

Non-preventable risk factors include a person's race, family history, age and sex. Preventable risk factors include obesity, lack of regular exercise, high blood pressure, high LDL and triglycerides, low HDL cholesterol and smoking. The good news is that preventable risk factors far outweigh non-preventable risk factors, meaning that you can take control of your health.

Here are some ways that you can create long term results for your health by taking small steps.



#### **OBESITY**

Obesity, in particular central obesity, is commonly associated with both diabetes and high blood pressure which can strain the heart and arteries. A reduction in weight of as little as 4.5kg can produce a decrease in blood pressure. Central obesity has also been linked to insulin resistance which causes our cells to ineffectively process glucose and therefore increase our risk of diabetes.

HEALTH TIP: The TRIM BODY SYSTEM is a great way for you and your customers to take control of your weight.

#### PHYSICAL INACTIVITY

Physical inactivity makes a person more susceptible to heart disease. According to the National Heart Foundation of Australia, walking just 20 minutes per day is enough to significantly reduce your risk of a heart attack. It helps improve the lipid profile (blood cholesterol), blood sugar levels, reduce hypertension, reduce weight, reduce smoking levels and promote a feeling of wellbeing. By committing to a 20 minute walk everyday, you are taking proactive steps to reduce your risk of cardiovascular concerns.

HEALTH TIP: The TRIM BODY SYSTEM includes a simple daily workout called 4-3-2-1 that will easily get you into shape.

#### HIGH BLOOD PRESSURE

High blood pressure is sometimes called 'the silent killer' because of the lack of early warning signs. High blood pressure damages the walls of the arteries and places increased stress on the heart muscle. The great news is blood pressure can be controlled by stress reduction, weight reduction and exercise. All controllable! Reduction of salty foods and not adding salt to food may also be of help. If you have high blood pressure or a history of high blood pressure it is highly recommended that you decrease your salt intake to less than three grams per day.

HEALTH TIP: NUTRIWAY Garlic Heart Care Formula may assist in maintaining a healthy heart.

#### CHOI ESTEROL

A clear relationship has been established between elevated blood lipid levels and coronary artery disease. Diet can be a major controllable risk factor as saturated fats can increase Low Density Lipoprotein (LDL – bad cholesterol), and triglycerides, but lower protective High Density Lipoprotein (good cholesterol). To reduce

your overall consumption of saturated fats, reduce the amount of full fat dairy, red meat, dark meat from poultry and processed cakes and biscuits. Omega 3 fats from fish have been found to help reduce levels of LDL and increase levels of HDLs so it is wise to consume healthy levels of these fats everyday, as the body can't manufacture these important fatty acids.

HEALTH TIP: NUTRIWAY Omega-3 Complex contains the healthy fatty acids from deep, cold water fish. NUTRIWAY Cholesterol Health can also help you to control LDL cholesterol and maintain a healthy heart.

#### **SMOKING**

If you smoke cigarettes you are twice as likely to have a heart attack and the death rate increases with the number of cigarettes smoked. Over 4,000 different substances have been identified in cigarette smoke, that are irritants to our blood vessels. Smoking also makes the blood stickier and can cause clot formation, increasing your risk of a stroke. The good news is that the risk decreases when you stop smoking.

HEALTH TIP: Smoking causes increased free radical damage. To make things worse, one of the most commonly recognised antioxidant vitamins, vitamin C, is destroyed by cigarette smoke. In fact, Frederick Klenner MD claims that every cigarette smoked depletes 35mg of vitamin C from the body. Top up vitamin C with NUTRIWAY BIO-C PLUS or NUTRIWAY C-500.

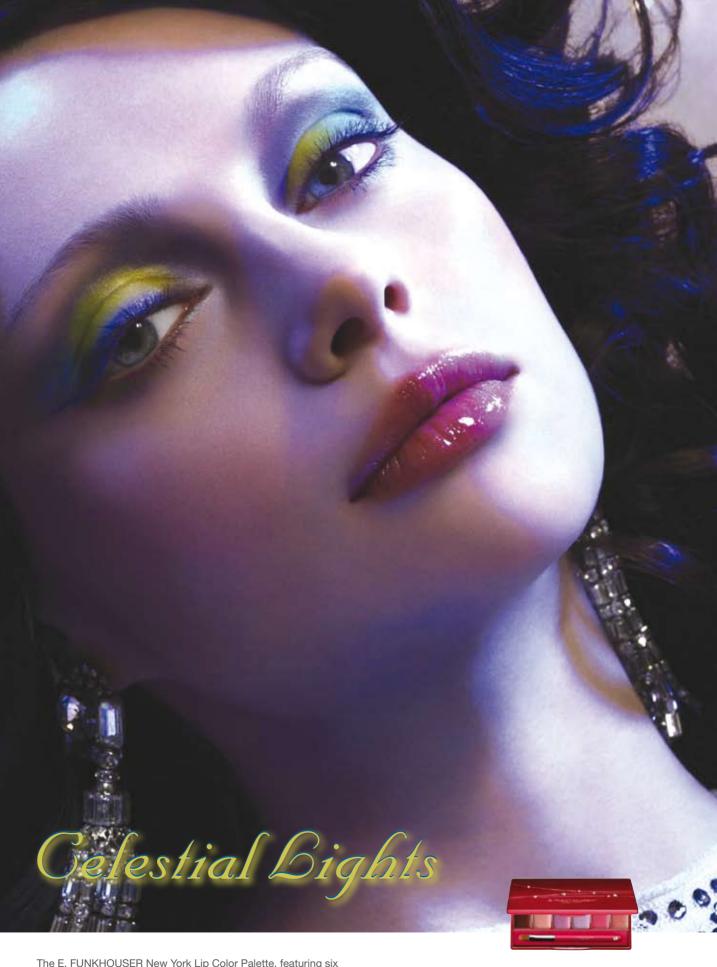
#### YOUR DIFT

It was noticed in the early 1950s that populations living in southern Italy, Greece and Crete had unusually low levels of cardiovascular disease. The Mediterranean diet, which is largely vegetarian and where olive oil is used for cooking, is renowned for its cardio protective actions. Meat is only eaten occasionally during the week and cheese is only sprinkled for flavour. Again, fish features prominently as does one to two glasses of red wine per day. This is in sharp contrast to our western diet which has typically been found to increase our risk of cardiovascular disease.

HEALTH TIP: Supplement your diet with NUTRIWAY Concentrated Fruits and Vegetables. It contains the phytonutrient and antixodiant equivalent of more than 10 servings of fruits and vegetables.



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



The E. FUNKHOUSER New York Lip Color Palette, featuring six complementary shades of gorgeous colour so you're always ready for whatever the universe has in store.

E. FUNKHOUSER™ NEW YORK NUTRIWAY NATUROPATH ROCHELLE TRAIL ANSWERS YOUR FREQUENTLY ASKED QUESTIONS IN THIS NEW COLUMN.

# Q: WHY SHOULD I TAKE A MULTIVITAMIN SUPPLEMENT WHEN I ALREADY EAT A BALANCED DIET?

A: Even if you try to eat a balanced diet with sufficient fruits, vegetables, protein and grains, recent research has found that most people simply don't regularly succeed. There are also mineral deficiencies in some Australian and New Zealand soils which affect the nutrients in our fruit and vegetables. Additionally, the storage and cooking of our food also affects the nutrient value.

#### Q: HOW DO I KNOW WHAT SUPPLEMENTS I NEED?

A: A good rule of thumb is to start with a core supplementation plan that includes a multivitamin and multimineral, an antioxidant, and omega 3 essential fatty acids. The NUTRIWAY foundational range, available in the NUTRIWAY Pack (VS/QO 209809) – DOUBLE X®, Concentrated Fruits and Vegetables and Omega-3 Complex – is tailored to meet these requirements. Then, based on your special needs, you can add other vitamins, minerals and herbal supplements.

# Q: HOW LONG WILL IT TAKE FOR ME TO NOTICE A DIFFERENCE IN MY HEALTH?

A: That is a difficult question to answer as it depends on the person, the condition, and the supplement. Many people don't begin with a good nutritional base, and their bodies may react in different ways when they begin eating better and using vitamin and mineral supplements. Some people feel more energetic and alert while others feel little difference for some time. The supplements you take help bring your body into nutritional balance. Sometimes the health improvements can occur slowly. Supplements provide the body with nutrients to help prevent degenerative chronic conditions and are a good investment in your health.

If you have any questions about your health or supplementation, please email naturopath@nutriway.com.au or naturopath@nutriway.co.nz





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



Jeremy Owen
Age: 24
Occupation:
Musician
Current Pin Level:
Platinum



Meet Jeremy Owen. He was one of the youngest IBOs to build a Platinum business at the age of 20. Now at 24, his business is growing from strength to strength.

#### Why are you building this business?

"I am a musician by passion – it is what I love – but it is a difficult industry to make decent money in. I studied Law and Commerce at uni, but knew I wasn't cut out for corporate life. AMWAY® gave me the opportunity to make money but still control my time. I started at 19 and by 20 I had a full-time income from this business which gave me the choice of whether or not I was ever going to work at all, so I choose not to."

## What advice do you have for other young people?

"Never let age be a barrier, if you think it is a problem it will become one. Products like XS™ Energy and E. FUNKHOUSER™ New York are perfect for the younger market. Some people tell me they "love what they do" in their job, which is great! But no one can know if they will still love it in 10 years time, so I say build a business on the side that can give you the option not to have to work. Trust me, it's definitely worth it."



# TURN BACK TIME

TIME DEFIANCE® INTENSIVE REPAIR DAILY IS PROVEN TO EXTEND THE BENEFITS OF TIME DEFIANCE INTENSIVE REPAIR SERUM BETWEEN QUARTERLY TREATMENTS.

Discover the power to protect and repair your skin's appearance everyday. ARTISTRY TIME DEFIANCE Intensive Repair Daily is the perfect companion to the Intensive Repair Serum. Helping you maintain the amazing skin improvements you've already made, Intensive Repair Daily's light-activated Photosomes reverse the signs of ageing. Working together, these two anti-ageing products provide the most advanced skincare technology available today.

TIME DEFIANCE Intensive Repair Daily is proven to extend the benefits of TIME DEFIANCE Intensive Repair Serum between quarterly treatments. Clinical results show a 9% increase in moisture of the skin, 18% smoother skin, 48% improvement in the clarity of the skin, and 10% improvement in the appearance of fine lines. These results are over and above those already achieved with the use of TIME DEFIANCE Intensive Repair Serum.

TIME DEFIANCE Intensive Repair Daily is designed for everyday use and should be applied every morning under your moisturiser. It is recommended that Multi Protect SPF 30 be applied over your moisturiser for full protection from the sun and its damaging UV rays.



JICK FACTS

Clinical Results show that regular use of TIME DEFIANCE Intensive Repair Daily results in:

- 19% more moisture
- 18% smoother skin
- 48% improvement in skin clarity
- 10% improvement in the appearance of fine lines.

When to use: Apply TIME DEFIANCE Intensive Repair Daily in the morning after toning and before moisturising.

VS	DESCRIPTION	PV	BV	W'Sale	RRP
102006	TIME DEFIANCE Intensive Repair Daily	41.67	142.11	\$156.32	\$195.40
QO	DESCRIPTION	PV	BV	IBO/Member	RRP
102006	TIME DEFIANCE Intensive Repair Daily	44.21	154.29	\$173.58	\$216.98



# Change your life and a child's life too

Making improvements to your health will not only benefit you, but a child as well. Every time you purchase NUTRIWAY® DOUBLE X® 62 Day Tray (VS 6134), NUTRIWAY Chewables Multivitamin & Iron (VS 122) or Chewable Natural C (VS 6109), AMWAY® will donate \$1 to FREEDOM WHEELS® on your behalf.

FREEDOM WHEELS is a program that gives disabled children the life changing opportunity to ride a bike. The custom made bikes are technically engineered by Technical Aid to the Disabled (TAD) and offer these children an experience they originally believed to be impossible. Thanks to your financial support, we are helping disabled children around Australia seize the incredible independence and freedom of riding a bike.









#### Fundraiser success

Diamond IBOs Ken and Chris McGrail held a Business
Development Seminar (BDS) with a mission to raise funds for another bike in Western Australia.
Chris says, "We were running our

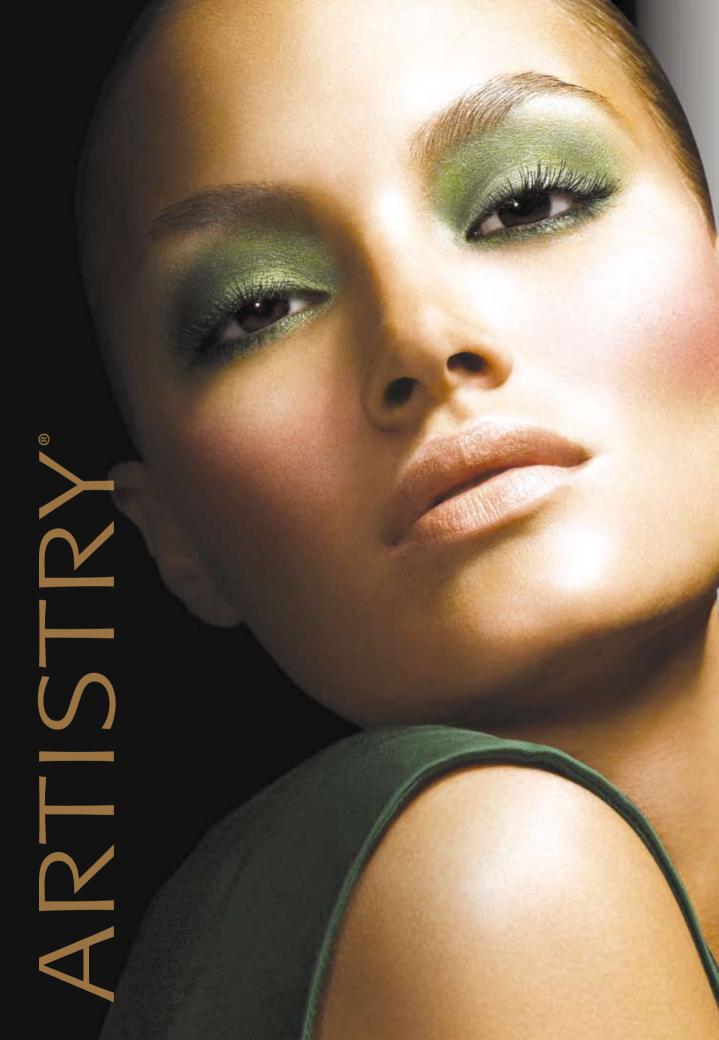
BDS and thought it was an opportune time to run a fundraiser that night." After watching the FREEDOM WHEELS DVD, generous IBOs dug into their pockets and raised \$600! Thanks to all who participated.

#### the a fundraiser star

Support is limited by your imagination! Hold a fundraiser, sponsor a child, donate online and spread the word to family and friends.

For information on how you can get involved, visit AMWAY online and click on the 'Freedom Wheels' link or contact AMWAY directly on 1800 45 46 47 and ask to speak to Deborah Campbell or Nadia Zeaiter. Alternatively, email freedomwheels@amway.com for more information.

Together we change more lives... one by one.



# GIVE YOURSELF THE GIFT OF CUSTOMISED COLOUR WITH SOFT AS SUEDE POWDERS IN UP-TO-THE-MINUTE SHADES.

Bewitching colour for subtle or bold eyes. Sheer colour for fresh, glowing cheeks. These weightless powders glide on easily and last all day, and contain vitamins A and E which are good for your skin. Experience the velvety texture. Experience the modern finishes. Experience the gift of customised colour.

#### WHAT IS UNIQUE ABOUT THIS PRODUCT?

- Colour resists creasing or fading
- Weightless cheek colour glides on effortlessly for a sheer result
- Contains vitamins A and E which are good for your skin.

#### Eve Colour

IPS FOR APPLYING COLOUR

- Apply Replenishing Eye Créme twice daily to condition and nourish the entire eye area
- Prime the eyelid area with a dab of concealer or foundation
- Brush a small amount of loose powder over the area if the skin is oily, as this will ensure the eyeshadow does not move
- Wear colours that accentuate your skin tone
- Pair a light shade with a complementary darker shade for maximum versatility
- For a daytime palette, choose shades that complement your skin tone
- For an evening palette, choose colours a shade or two darker than you would use for daytime.

#### Cheek Colour

- First apply foundation so that the cheek colour lasts longer
- Gently sweep over the apples of the cheeks and back towards the cheekbones
- For a fresh face look, use peach and pink tones or tawny and rose tones
- For an evening look, use deep tones
- For a modern look, tawny or brownish tones are the best
- For a sun kissed glow, rose bronze or pink tones work well
- Choose a cheek colour that accentuates your natural flushed cheek colour.





FEATURE	BENEFIT
Velvety smooth, soft powder	Applies effortlessly; feels weightless
Micronised pigments	Beautiful, pure, sheer colour that lasts without fading
Easily blendable, buildable colour	Versatile looks can be achieved for every occasion and every woman
Vitamins A and E	Nurturing and good for your skin
Modern range of colours and finishes: matte, shimmer and metallic	Up-to-date, fashionable colours for diverse looks

VS	DESCRIPTION	PV	BV	W'Sale	RRP
103842	ARTISTRY Eye Colour — Starry Night	4.10	13.97	\$15.37	\$20.75
103843	ARTISTRY Eye Colour – Nude	4.10	13.97	\$15.37	\$20.75
103845	ARTISTRY Eye Colour – Spun Silk	4.10	13.97	\$15.37	\$20.75
103846	ARTISTRY Eye Colour – Rain Forest	4.10	13.97	\$15.37	\$20.75
103847	ARTISTRY Eye Colour — Glacier	4.10	13.97	\$15.37	\$20.75
103850	ARTISTRY Eye Colour — Bone	4.10	13.97	\$15.37	\$20.75
103851	ARTISTRY Eye Colour — Sapphire	4.10	13.97	\$15.37	\$20.75
103852	ARTISTRY Eye Colour — Bordeaux	4.10	13.97	\$15.37	\$20.75
103855	ARTISTRY Eye Colour — Espresso	4.10	13.97	\$15.37	\$20.75
103858	ARTISTRY Eye Colour — Black Tie	4.10	13.97	\$15.37	\$20.75
103861	ARTISTRY Eye Colour — Knight	4.10	13.97	\$15.37	\$20.75
103863	ARTISTRY Eye Colour — Royalty	4.10	13.97	\$15.37	\$20.75
103864	ARTISTRY Eye Colour — Tulle	4.10	13.97	\$15.37	\$20.75
103886	ARTISTRY Cheek Colours — Latte	4.69	15.99	\$17.59	\$23.75
103888	ARTISTRY Cheek Colours – Sun Kissed	4.69	15.99	\$17.59	\$23.75
103890	ARTISTRY Cheek Colours — Pink Passion	4.69	15.99	\$17.59	\$23.75
103893	ARTISTRY Cheek Colours – Aglow	4.69	15.99	\$17.59	\$23.75
104173	ARTISTRY 4 Pan Compact	1.98	6.76	\$22.30	\$25.65



WELCOME TO THE SECOND EDITION OF HOME HINTS. THIS MONTH WE TAKE A LOOK AT YOUR LAUNDRY. WE GIVE YOU IDEAS ON HOW TO REMOVE STUBBORN STAINS AND TAKE CARE OF YOUR DELICATES WITH PRODUCTS FROM THE AMWAY® HOME ESSENTIALS HOMECARE RANGE.

#### FOOD SPILLS - NO WORRIES

There is no need to worry if you stain your clothes with food and drink. After overcoming your initial embarrassment, all you need to do is spray the stain with SA8® Pre Wash Laundry Spray. There is no need to soak your clothing. Simply spray the spot before washing. Tough stains will quickly dissolve, yet SA8 Pre Wash Laundry Spray is gentle enough that the colour of your clothes won't be affected. If you are tackling more than just an isolated stain, try using TRI-ZYME® Stain Pre-Soak and Detergent Booster instead. It effectively breaks down stains by using a

#### STAYING BRIGHT, EVEN IN AUTUMN

Even though the weather is starting to become cooler, there's no need to let go of the summer just yet. Your clothes can keep their bright, summery feel by washing them in SA8 Laundry Concentrate or SA8 Liquid Laundry Detergent. SA8 Laundry Concentrate contains BIOQUEST® exploding crystals, which dissolve even in cold water. This means that your clothes get a better wash. If you prefer to use SA8 Liquid

Laundry Detergent, all you need is 20ml to wash a complete load. For an extra special clean, add the SA8 Fabric Softener. It leaves your clothes clean and extra soft, and the signature fragrance keeps your clothes smelling fresh too.

#### THERE'S NOTHING TOO DELICATE FOR SA8

Delicates – like lingerie, knits, sweaters, hosiery, crochet, sensitive synthetics, nylon and polyester – need special care. These types of fabrics can look old very quickly if you treat them the wrong way. You can rest assured that your washable delicates are properly taken care of when you use SA8 Delicate. It is ideal for removing stains on these types of fabrics.

#### A GENTLE WASH FOR BABIES

You can take extra care of your baby's sensitive skin with SA8 Baby. It is specially designed to safely remove stains. It has also been dermatologically tested to be gentle on your baby's skin and works well in all water temperatures.

For more information about any of these products, visit www.amway.com.au or www.amway.co.nz.











# **KEEP YOUR BUSINESS MOVING WITH OPTUS.**

With Optus you enjoy all the benefits of a 6+ user plan even if you have less than 6 services. You will also receive loads of included value and exciting services that you can add to your mobile.

#### **'YES' BUSINESS SMART 6+ PLANS**

Amway

- O¢ flag fall (normally 20¢ p/call, waived for IBOs on most calls).
- SmartFleet: Free calls, SMS and MMS to other mobiles on your business account.<sup>3</sup>
- Back2Business: 30¢ for 10 minutes to 3 numbers.4
- SmartRate: 10¢ per 30 secs plus flagfall to any standard mobile or fixed line for 'yes' Business, Smart 59 plans and above. 11¢ per 30 secs on Business Smart 49 plan and below.<sup>5</sup>

#### **BUSINESS SMART CAP 6+ PLANS**

- Unlimited Voicemail deposits and retrievals at no charge.<sup>6</sup>
- Your choice of:
   SmartFleet:
   Free calls, SMS
   and MMS to other
   mobiles on your

business account.3

OR BusinessTime: Free 5 minute calls to 3 numbers.<sup>7</sup>







1. There will be no Flagfall charges applicable to calls from mobile to mobile, calls from mobile to Local and calls from mobile to National Long Distance. For the avoidance of doubt, there will still be Flagfall on calls from mobile to International and on SmartRate calls. 2. SmartRate, SmartCleet and Back2Business apply to calls made and received in Australia. 3. SmartGleet Applies to calls, SMS and MMS made and received within Australia to another Yes Business Smart or Yes Business Smart cap service on the same customer account number, no flagfall applies. Some exclusions apply, including Video calls, International, Premium and Third Party SMS and MMS. Optus Fair Go<sup>™</sup> policy applies for SmartFleet usage of up to 1000 minutes and 1000 SMS/MMS per month. 4. Back2Business: Upon request customers connecting to 'yes' Business Smart 6+ rate plans may set up a Back2Business (B2B) service. Only 3 B2B services per YBS6+ service. If you combine your YBS6+ service with Optus Fixed Line and/or Data you will receive free 10 minute calls. The 3 nominated numbers must be either eligible Optus GSM mobile(s) and/or fixed line(s), as defined by Optus and cannot be a 13, 1300, 1800 or 1900 number. Calls must be made and received within Australia and excludes video calls. After the first 10 minutes standard call rates apply. You may change your nominated numbers no more than once per month. Allow up to 48 hours for activation or changes to your B2B service. Optus Fair Go<sup>™</sup> policy applies for Back2Business usage of up to 1000 minutes per month. 5. Yes Business Smart 6+ SmartRate Choose between SmartRate Mobile and SmartRate Fixed Line. SmartRate Mobile and received within Australia and excludes video calls. Excludes some call types including roaming, SMS services, fax and data calls, directory assistance, 13, 1300, 1800 or 1900 calls. SmartRate Fixed Line: Applies to calls made to Fixed Line numbers in Australia. Calls must be made and received within Australia. If you do not nominate the SmartRate call type of either fixed li



# always hit your mark with NeverLost® satellite navigation

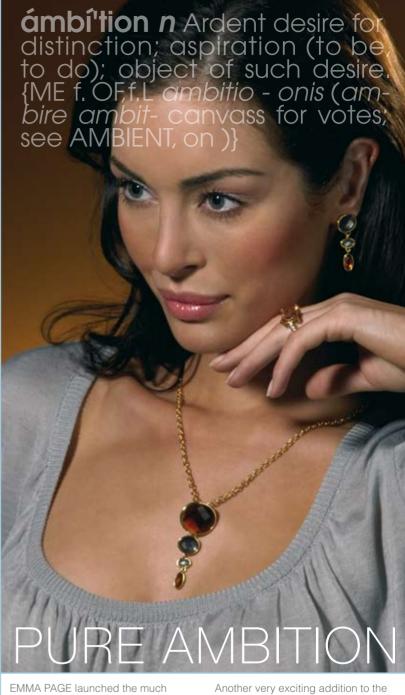
Amway IBOs can stay on target every time with NeverLost<sup>®</sup>. Available\* as an added extra with any Hertz rental car, NeverLost<sup>®</sup> will help you find the most efficient route to wherever you're going. It's just another way Hertz is helping to make travel easier. To make a booking call the dedicated Amway toll free number 1800 780 788 or visit 'Partner Stores' at www.amway.com.au quote the Amway CDP number 1627066.

We're going your way











Virtue ring set



EMMA PAGE launched the much anticipated Ambition collection in February. The striking jewels, in bold new colours and classical styles, are a treat for the eyes and an inspiration for you and your customers.

The collection features the new Visionary necklace and earring set in cool grey or golden yellow hues. The Glory lariat style necklace, trimmed with faceted beads and EP pearls, can be worn as many ways as your imagination allows. We also have a beautiful new brooch called Dream that is sure to be a hit. And what about our new duo? The Virtue ring set with cubic zirconia shines as bright as diamonds.

Another very exciting addition to the EMMA PAGE range is hair jewellery. Styled in Paris and made in France, the unique Bianca and Lucy hair clips feature a new non metallic hinge.

The Ambition Collection is on sale from mid-February and there are three kits available. Choose from the full Ambition kit, the medium size Success kit or the Desire sampler kit.

Visit the EMMA PAGE stand at your IBO Summer conference to view the full collection.



## March and April Training Dates to watch out for!

A quick reminder of the great training coming up in March and April. Training costs \$5.00

MARCH	BRISBANE	PERTH		
HEALTH & BEAUTY ESSENTIALS	Thursday 13 Mercure Hotel 85-87 North Quay Brisbane 7.30pm-9.00pm	Friday 14 Rendezvous Observation City Hotel The Esplanade Scarborough 7.30pm-9.00pm	Please Note: All tickets are non-refundable Unfortunately children are not permitted i Training Sessions. Ticket purchases online can only be placed separate order with no other products inc For more details visit www.amway.com.au or call 1800 45 46 47.	
			CVDNEV	
	ADELAIDE Saturday 15 Education & Development Centre Room 1/11 AB, Milner St Hindmarsh 6.00pm-7.30pm	MELBOURNE Sunday 16 Novotel Melbourne on Collins 270 Collins St Melbourne 6.00pm-7.30pm	SYDNEY  Sunday 16 Castle Hill RSL Lyceum Room 77 Castle St Castle Hill 6.00pm-7.30pm	PENCIL TH DATES IN Y DIARY TOI Visit www.amway.coi for more informa
	VS 209973	VS 209975	VS 209976	



APRIL	PERTH	CANBERRA	SYDNEY	ADELAIDE	DARWIN
EMMA PAGE® STEPS TO SUCCESS	Tuesday 1 Perth Convention & Exhibition Centre Meeting rooms 1-3, Level 2 21 Mounts Bay Rd 7.30pm-9.30pm	Wednesday 2 Rydges Capital Hill Corner of Canberra Ave & National Circuit Forrest 7.30pm-9.30pm	Thursday 3 C3 Centre West Cnr Egerton St & Silverwater Rd Silverwater 7.30pm-9.30pm	Wednesday 9 Education & Development Centre Room 1/11 AB, Milner St Hindmarsh 7.30pm-9.30pm	Saturday 12 Crowne Plaza Darwin 32 Mitchell St Darwin 2.00pm-4.00pm
	VS 209980	VS 209977	VS 209978	VS 209979	VS 209981
TOWNSVILLE	ROCKHAMPTON	MELBOURNE	BRISBANE	LAUNCESTON	TAMWORTH
Sunday 13 Mercure Hotel Woolcock St Townsville 2.00pm-4.00pm	Monday 14 Travelodge 86 Victoria Pde Rockhampton 7.30pm-9.30pm	Thursday 17 Dallas Brooks Centre 300 Albert St Melbourne 7.30pm-9.30pm	See website for details	Monday 21 Hotel Grand Chancellor 29 Cameron St Launceston 7.30pm-9.30pm	Wednesday 23 Quality Hotel Powerhouse Armidale Rd Tamworth 7.30pm-9.30pm
VS 209982	VS 209993	VS 209983	VS 209984	VS 209994	VS 209995

#### **HEALTH & BEAUTY ESSENTIALS**

Understand the fundamentals of health and beauty with two corporate trainers – one from NUTRIWAY® and one from ARTISTRY® – at these 90-minute interactive, fun workshops. Six diamond key rings and a \$700 NUTRIWAY and ARTISTRY gift box are to be won at each workshop.

#### EMMA PAGE STEPS TO SUCCESS

In April, the EMMA PAGE team will enthusiastically launch the latest Euphoria by EMMA PAGE Autumn/Winter 08 Range. Be amongst the first to see this most exciting fashion collection.

This is a night not to be missed, as EMMA PAGE trainers will also be present to share with you all the hints and tips you need to be a successful EMMA PAGE consultant. Sponsor, book, sell, and watch your business grow!

POSTAGE PAID AUSTRALIA



ANTONIA WE WA

LAST GOODBYE

For anyone who is still chasing qualification, this is your last chance to secure your spot on Achievers 2008 in Mauritius. The event will be an incomparable amalgamation of business and leisure. Learn about the latest product developments and mingle with the best in the business. Then in your leisure time relax at the Paradis Hotel and Golf Club and the Dinarobin Hotel Golf and Spa. Set at the foot of Le Morne Mountain and surrounded by a seven kilometre beach, these neighbouring resorts offer access to a spectacular international 18-hole golf course, water sports and superb restaurants.

Contact your State Sales Manager for more details or visit www.amway.com.au to download the AMWAY Business Seminar and Incentive brochure.

