

Amagram

THE MAGAZINE FOR THE AMWAY BUSINESS OWNER

Jan 09

1959



2009

50 YEARS OF LEADERSHIP INNOVATION CARING VISION



We said it would be a celebration like no other... ...and we meant it!

Diamonds and above, from the around the world, will be celebrating Amway's 50th Anniversary in the presence of not one, not two, but FIVE world-renowned entertainers - what an amazing line-up it will be!

• **WYNTON MARSALIS** – One of the most prominent jazz musicians of our times... He has made 16 classical and more than 30 jazz recordings... has won nine Grammys... and was awarded the Pulitzer Prize for Music, the first time it has been awarded for a jazz recording... **WYNTON MARSALIS!**

• **LEANN RIMES** – She made history when her song, Blue, topped the charts when she was only 13 years old... Now in her 20s, this country powerhouse has sold more than 37 million albums. She has won two Grammys and countless other country and pop music awards... **LEANN RIMES** will be joining us.

• **STING** – He's sold more than 45 million records and received more than 16 Grammy Awards for his work. Prior to starting his solo career, he was the principal songwriter, lead singer and bass guitar player of the rock group, The Police... **STING** will be performing on the final night of our Ada celebration!

• **THE BLUE MAN GROUP** – Our first act in Las Vegas, made up of three men who are known for their percussion talents..., their silent comedy... and perhaps the only act that hands out ponchos before their shows... we have **THE BLUE MAN GROUP!**

• **SIR ELTON JOHN** – Performing on the final night of our Las Vegas celebration, he has been one of the dominant forces in rock and popular music for more than 40 years... He has more than 50 top 40 hits, including seven consecutive #1 albums... he's had 59 top 40 singles and nine #1 hits. He has won five Grammy awards and was inducted into the Rock and Roll Hall of Fame in 1994. Four years later he was knighted... **SIR ELTON JOHN!**

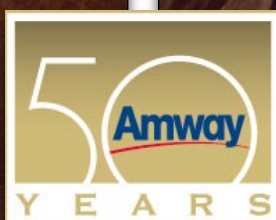




Steve Van Andel
Chairman



Doug DeVos
President



Going farther, faster

We're a successful, strong company – there's no doubt about that. And we're proud about what we've been able to accomplish in our first 50 years. But just being successful and strong is not enough, because we all know that we are in a position to go even farther, even faster.

One of our top priorities this year is to look at our product line, and our pricing, from the perspective of the consumer. We need to know what people want, and what products we can offer that will put a customer in front of you – ready to buy. And we need to know what price will make them want to buy from you.

We have tripled our research budget in the past three years. And we did that for a very good reason – because we want to find out what consumers think. As we find out what consumers really want in a product, we're going to go right to the lab, make it, and get it to the market – quickly!

We want to have more hot selling items in our line-up because nothing helps your business like someone who likes the products they see and the price we ask them to pay.

Having the best products and the right price will help you make the most out of this wonderful opportunity. And helping you be successful is our number one priority.

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Achievers

Happy New Year to you and your family from everyone here at Amway! My goal in 2009 is to support you to grow your Amway business like never before.

We're working on some really exciting plans in this our 50th Anniversary year, the first of which you'll see on pages 22 and 23, fantastic product pack offers for you and your customers.

These offers are designed to help you contact existing customers and find new ones in January.

Please find enclosed a pack of 10 customer offer leaflets with our compliments.

More great news!

We've had some really positive feedback from you on the last edition of the Amagram, so much so that the monthly Amagram is back for 2009 - posted to you and free of charge!

Good luck to you and your Amway business in January.



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



RETAIL ACHIEVERS FOR OCTOBER 2008

HIGHEST CUSTOMER VOLUME SALES

McCoy, Yen Tee & Michael
Bolger, Tony & Anne
Dzwairo, A. & Faessler, M.
Mukasa, Janet & Christopher
Fedane, J. & Fedans, M.
Christophers, Paul & Hinako
Francis, Hassana & Edward
Farrell, John & Cathy
O Farrell, C. & Ghadimi, A.
Chheda, Pravin & Madhubala

HIGHEST NUMBER OF CUSTOMERS REGISTERED

O Farrell, C. & Ghadimi, A.
Ibizugbe, A. & Ajayi, V.
Banwait, Rupinder
Abhumhen, V. & Mutelo, J.
Machulnyy, V. & Machulna, O.
Rzepecki, W. & Rzepecka, G.
Choudhary, Fawad & Rabia
Wightman, A. & Campbell, D.
Smith, Henry

HIGHEST NUMBER OF ACTIVE CUSTOMERS

McCoy, Yen Tee & Michael
Wightman, A. & Campbell, D.
Viyazhante, D. & Manyinga, T.
Soni, Ravi & Deepti
Cass, Margaret
O Farrell, C. & Ghadimi, A.
Shillabeer, Edmund & Barbara
Mc Cay, Moni & David
Dzwairo, A. & Faessler, M.

15% IN THREE MONTHS!

We are grateful to our sponsors, Abigail and Manfred, our upline Platinums, who have been so supportive. The Amway Opportunity has given us the security we have been looking for... and has come at the right time.

The secret to good sales is to work hard, use the products and have a great team behind you.

Janet and Christopher Mukasa



Make 2009 the year of One by One



By buying the 2009 Calendar you will help support UNICEF health and education projects all over the world.

Order no. 107071 - pack of 5 calendars and 5 envelopes (limited life)
Price: £4.15/€6.25



2.5 cm height

Proudly wear your Alex pin and be an example to others on how a small gesture can do a lot for many.

Order no. 107069
Price: £1.65/€2.55



Help UNICEF help children.
Donate - it is so easy.

Order no. 101568
to donate £0.70/€1



Make a commitment in 2009: Help children live better lives





Botanicals – inspired by nature.

Inspired
by nature

Nature has made your skin a wonderfully complex system. It would do perfectly well without any care – if it wasn't for all the environmental influences of today's world.

Let nature take care of your skin once again: with botanicals.

Botanicals extracts are from precious plants and are included to create a pure, nature-inspired formula, which gives your skin the boost it needs. What's more, because botanicals are so controllable in terms of their concentration and effect, they provide perfect care, even for sensitive and demanding skin.



"This modern interpretation of plant-derived ingredients heralds the next generation of skin care – complementing the nature of your skin with scientific precision."

Dr. Patricia Ogilvie

Hydrating

For normal-to-dry skin

1. cleanser
2. toner
3. lotion

Order no. 105489



How does the Nourish 3 Complex work?

Dr. Patricia Ogilvie: "This complex has been scientifically formulated to respond to the demands of normal-to-dry skin, helping to restore its natural moisture levels. It combines three advantages:

- balancing the water and lipids and enhancing the skin's natural moisture barrier
- equalising the skin's hydration levels
- supplementing the skin with essential fatty acids that help replenish the natural lipid area".

What does the Tri-Balance Complex do for my skin?

Dr. Patricia Ogilvie: "Besides hydration and moisturisation, this complex, specially formulated for oily skin, contains unique phytochemicals found in nature and a microsphere technology that:

- normalises the skin's surface oils by absorbing excess oil and giving it a matt finish
- balances water levels by enhancing the skin's natural moisture barrier".



balancing

For combination-to-oily skin

1. cleanser
2. toner
3. lotion

Order no. 105487



Please refer to your Price List for pricing details.

Natural beauty
in 3 simple steps

ARTISTRY™
essentials

ARTISTRY™ TIME DEFIANCE™ Latest Additions

ARTISTRY TIME DEFIANCE products go beyond the surface, using the most advanced science to renew and restore the look of radiant skin.

Last year two classic products, Skin Refinishing Lotion and Illuminating Essence were repositioned within TIME DEFIANCE, so now all the visible signs of ageing can be addressed within the range. With all the essential steps in skin care covered, you can sell the TIME DEFIANCE products to your customers with ease.

ARTISTRY™



ARTISTRY TIME DEFIANCE Skin Refinishing Lotion

A non-acid facial lotion that enhances the natural exfoliation process and immediately provides a noticeable improvement to the skin's texture. Skin is soft to the touch and over 45% smoother.

Order no. 100240 – 30 ml

ARTISTRY TIME DEFIANCE Illuminating Essence (replacing ARTISTRY Bright Idea)

This lightweight milky essence uses leading-edge brightening technology, combined with nature's own clarifying ingredients and powerful antioxidants, to even the appearance of skin. In less than two weeks, skin seems even-toned.

Order no. 105711 – 30 ml

Skin Refinishing Lotion and Illuminating Essence reach their full potential when used with the other products in the ARTISTRY TIME DEFIANCE collection.

Visit the ARTISTRY TIME DEFIANCE Brand Centre online at www.amway.co.uk/www.amway.ie.

Please refer to your Price List for pricing details.

NOW YOU – NOT TIME – CAN BE IN CONTROL OF YOUR SKIN'S DESTINY

You and your customers can say
‘I Love You’
 this Valentine’s Day, with an
 extra special gift from
 ARTISTRY™ Creme LuXury.

If your customer purchases one ARTISTRY Creme LuXury
 (order no. 103564), they will receive a FREE stylish and versatile
 charm. Offer only available while stocks last.

The ARTISTRY Creme LuXury Charm is also available to purchase separately
 (order no. 105564).

Please refer to your Price List for pricing details of Creme LuXury.



This stunning, rhodium-plated charm is set with Austrian crystals and can be worn
 as a pendant or on your handbag. Share the magnificence of ARTISTRY Creme
 LuXury with your customers and dazzle them with this fabulous free gift.

Visit the ARTISTRY Brand Centre online at www.amway.co.uk/www.amway.ie.

Offer valid from 5th January until 31st March 2009.
 Only available while stocks last.



Replenish your skin this winter

Winter is the time when you need to take extra special care of your skin, as the colder months can leave skin feeling dry and irritated. Encourage customers to give their bodies some tender care and replenish their skin with this selection of moisturisers.

ARTISTRY™ Body Definer Firming Gel

Everyone wants to get back into shape after the over-indulgence of winter. Use this invigorating body toning gel to reduce the appearance of cellulite-affected skin. To help with body shape and to lose weight in a healthy way, why not introduce customers to the Lifestyle Balance Solutions by Amway programme (see pages 18-19)?

Order no. 3887 – 250 ml

ARTISTRY AHA Body Refiner Moisturiser

Customers can truly indulge themselves with this unique moisturiser, designed to soften and smooth dry and damaged skin.

Order no. 2780 – 200 ml

ARTISTRY Essential Hand Creme SPF 15

There is no excuse for dry hands this winter with this luxurious hand moisturiser that hydrates, smoothes and softens hands.

Order no. 102205 – 75 ml



Visit the ARTISTRY Brand Centre online at www.amway.co.uk/www.amway.ie. Please refer to your Price List for pricing details.



Have a great start this New Year with the eSpring™ Water Treatment System

Help boost your customers' wellbeing this New Year and introduce them to the benefits of drinking cleaner, clearer, better-tasting water.

Water is essential to life and it plays a crucial role in the function of our bodies. Drinking good water not only sustains life, but also can actually improve health, fitness and even our appearance.

Benefits of water*

- Increases the number of calories burned during regular daily activities
- Proper hydration helps improve concentration and reaction times
- Helps improve levels of energy
- Hydrates the skin, leaving it smoother, softer and more wrinkle-free



Don't forget: New Year, New Filter

Remind your customers to check the electronic monitoring system on their eSpring Water Treatment System. When the filter requires replacement, the system gives both an audio and visual alert so your customers don't have to remember themselves. The filter cartridge will need to be replaced once a year or once it has filtered 5,000 litres of water, whichever comes first.

eSpring Water Treatment Replacement Filter
Order no. 100186

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

eSpring Water Treatment Unit and Auxiliary Tap
Order no. 100189

Please refer to your Price List for pricing details.

* A variety of sources was used for this data, including the Centre for Disease Control, the Water Quality Association, the American Cancer Society, the American Dietetic Association, the American Heart Association (USA) and The World Health Organisation (WHO).



Did you know?

One eSpring filter will treat enough water for an average family of six for one year



Look out for NUTRILITE™ DAILY PROMOTIONAL PACKAGING!



In 2009, we're continuing to celebrate the successful partnership between Ronaldinho and the NUTRILITE Brand with an exclusive cap sticker on every bottle of NUTRILITE Daily!

For 12 months from January 2009, this promotional packaging offers you a positive new way to introduce your customers to all the benefits of this multivitamin, multimineral food supplement.

Ronaldinho takes NUTRILITE Daily and trusts in the NUTRILITE Brand to help him make the most of what nature gave him... and so can you and your customers.

Order no. 4215

Please refer to your Price List for pricing details.



TEAM
NUTRILITE™

ARTISTRY™ Creme LuXury Wins Design Award

ARTISTRY Creme LuXury packaging has won an award in the Skin Care Prestige Category at the International Package Design Awards (IPDA) at the HBA Show in New York City, beating competition from other leading brands such as Estee Lauder Companies Inc. and Hommage Inc. The HBA Show is the definitive event for the cosmetic, fragrance and personal care industry.



ARTISTRY Creme LuXury packaging was created by one of the foremost designers in the field, Olivier Van Doorne. His work evokes an immediate reaction for consumers, while making a long-lasting image in the marketplace.



ARTISTRY™

Visit the ARTISTRY Creme LuXury Brand Centre online at www.amway.co.uk/www.amway.ie.

Share a fantastic offer with your customers this **Valentine's Day** with the **ARTISTRY™** **ICONIC ELEGANCE** Colour Collection.



For a limited period from 5th January until 28th February 2009, you and your customers can purchase any of these fabulous products and get **25% DISCOUNT***. But hurry, this offer is only available whilst stocks last.



Timeless Compact

Lip Crème (3) – Intricate, Style, Couture
Crème Cheek (1) – Rosewood
Eye colours (4) – Bone, Turned-out, Grey Silk, Tribute

Order no. 105052



Inspired Compact

Lip Crème (3) – Neutrale, Essence, Radiant
Crème Cheek (1) – Aglow
Eye colours (4) – Starry Night, Glacier, Draped, Graphic

Order no. 105051

Please see page 31 for pricing details.

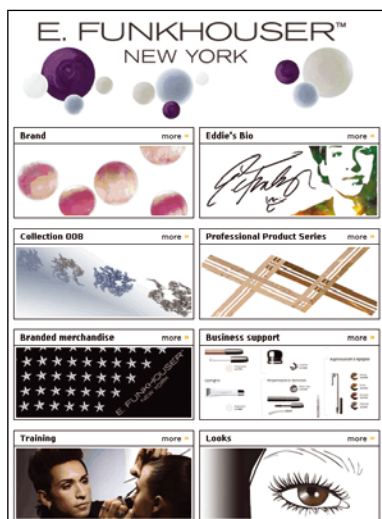
Visit www.amway.co.uk/www.amway.ie – ARTISTRY Brand Centre and watch our fabulous video! These glamorous compacts contain striking colours which can be used for both eyes and lips – definitely a must-have item for your handbag! *With 25% reduced PV/BV.



E. FUNKHOUSER™ NEW YORK

NEW LOOK BRAND CENTRE

E. FUNKHOUSER™ NEW YORK has a fresh, new look brand centre, providing up-to-date information on the brand, product and Eddie Funkhouser.



To visit the site, simply log in using your ABO username and password and click on the Business Information tab / Brand Centres / E. FUNKHOUSER NEW YORK option. When entering the brand centre you will find ten different menu options, all containing valuable information, including:

- Essential brand information and Eddie's biography
- Current Collection and Professional Product Series
- Branded Merchandise and Business Support
- Training and Looks – videos and make-up tips for the collections
- Press Library of over 700 press cuttings

Visit the E. FUNKHOUSER NEW YORK Brand Centre at www.amway.co.uk/www.amway.ie.

BE THE STAR THAT YOU ARE



Leadership Training Seminar 2007/2008 Great news... Antalya

In an effort to support your business as we begin full sponsoring, we are happy to announce some additional criteria that will make it possible for you and your ABOs to still qualify for LTS. This criteria is very simple and applies to all ABOs at the CRC and BC level who have not already qualified.

From September 2008 to February 2009, achieve three Silver Producer months and reach £3,500/€5,250 of income and you qualify. (Income includes CVR, Performance, Leadership, Foster, Ruby and Pearl bonuses). In addition, any Silver Producer months earned during these six months will also count for the 2008/2009 trip to Sardinia!

Leadership Training Seminar 2008/2009 Will be held in Sardinia, Italy!

To qualify for LTS in 2008/2009, ABOs must meet the following requirements:

1. Qualified at the Platinum level
2. Reach a total core bonus income of £7,000/€10,500.
(Income includes CVR, Performance, Leadership, Foster, Ruby and Pearl bonuses).

Exclusive Travel

Aloha! Hawaii

In **2010**, Amway Europe's Diamonds and above will travel 'executive style' to the colourful shores of Hawaii! With this invitation, our top leaders will experience their very own 'Luau' and much, much more besides.

European Executive Diamonds - Around the World!

In 2010, all new and re-qualified Executive Diamonds and above will be invited to travel to Hawaii with a **First Class 'Round the World' Ticket!**... stopping in any city they've ever dreamed of. But that's not all – they will also receive an additional bonus amount of **£6,700/€10,000** per business to spend along the way!

These really are 'Wow!' events and are the opportunity to mix Amway business with pleasure - in true VIP style!

For more detailed information on all incentives and special events and to receive full qualification criteria, please refer to your upline Platinum or your local Amway office and website.





YEARS OF

CREATING CHANGE through leadership.

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



A photograph of a smiling couple in a park setting. The woman, on the left, has grey hair and is wearing a green top. The man, on the right, has dark curly hair and is wearing a light-colored polo shirt. A large, semi-transparent number '5' is overlaid on the left side of the image. The word 'PARTNERSHIPS' is written in white capital letters across the center of the image.

PARTNERSHIPS

When Rich DeVos and Jay Van Andel started Amway in 1959, the two friends formed a deep and lasting partnership with each other, and with the many people who believed in the Amway opportunity.

Rich and Jay shared their ideas with those first Business Owners – beginning with their business fundamentals of freedom, family, hope and reward.

“We are in the business of helping people help themselves,” Rich said. “This business continues to grow and prosper because of that foundation.”

SHAPING OUR FUTURE.

FACT 43

Globally, Amway has paid its Business Owners more in performance-driven bonuses than any other direct selling company in history.

An opportunity for everyone

Amway Business Owners are valued for their individuality. Rich DeVos once said, “There is no average Business Owner. Everyone brings a different story, a different background to this business.”

Amway President Doug DeVos, echoed his father’s thoughts: “The most unique part about this business is people working together. Those who have been in the business awhile have a wealth of knowledge and understanding that they can share with others and, in turn, help them achieve success. Our strength is in those relationships.”

Some things don’t change, even after 50 years.

Today, the next generation of Amway – Business Owners and company leaders – continues to be guided by these fundamentals, and a partnership of caring.

“A compassionate, caring attitude is the heart and soul of our business,” Rich DeVos once told a group of Business Owners. “That’s what makes people stay, even when they feel like quitting – the knowledge that people care about you.”

Being partners has also made us international direct sales leaders.

Around the world, people recognise our top-quality brands – NUTRILITE™, ARTISTRY™, SA8™, Dish Drops™.

And every affiliate market gives new Amway Business Owners the opportunity to realise their life goals with a business of their own.

“My father and Rich wanted to create an opportunity where the Amway business of each and every Business Owner lasts for generations,” said Amway Chairman Steve Van Andel.

Rich and Jay built that concept into their business back in 1959 – the ability for anyone to create a business that can last for generations to come.

That’s the value of a great partnership.

1959
1969
1979
1989
1999
2009



“18 kilograms less and 30 more customers...!”

How Fabrizio Beltrammi lost weight and grew his business with the Lifestyle Balanced Solutions programme by Amway.

“Before the launch of the Lifestyle Balanced Solutions (LBS) programme by Amway, I was about 18 kilos overweight, so it seemed like the right time for me to try out the programme.

I'd had negative experiences with restrictive diets in the past. This time, the trust in a brand such as NUTRILITE™ made the difference! I started to learn about the programme by reading the LBS Manual and I applied the suggestions given in detail. At the beginning it wasn't so easy, but practice made everything easier. I completely committed myself to following the guidelines.

I checked my lifestyle and the nutrition scheme. I began selecting food according to nutritional value, without losing the pleasure of eating. I also tried to drink more water and I planned in exercise, as indicated in the manual. After only two weeks, I lost more than four kilos: this gave me the motivation to follow this new lifestyle. As a result, I have succeeded in maintaining the weight I reached, thanks to ten weeks of LBS.

By checking the daily templates and allowing some “treats”, I was able to give up cakes and some other tasty foods prepared by my down-lines for our meetings. When I refused those foods, I explained that I was so satisfied by the results I had obtained so far and we started to talk more about the Lifestyle Balanced Solutions programme by Amway.

The LBS programme by Amway is well structured, even if it is sometimes difficult to keep it up. In those moments, it is very important to be willing and determined to reach your goal. It is easy enough to do, by shifting attention to the fact that by reaching this target we can get excellent results both from a health and business point of view.

18 kilograms less and 30 more customers certainly makes business more interesting!

Try to think how you would feel with a better shape, and understand that all you need is a tool to help you reach the results. I suggest using the LBS programme by Amway to all those who want to aim for good health and a great shape!”



Fabrizio Beltrammi
Amway Business Owner, Italy.

Do you have an LBS programme by Amway experience that you would like to share?

Why not submit your own testimonial, including 'before' and 'after' photographs to anne_gilmore@amway.com and you could possibly feature in a future issue of AMAGRAM™ or on Amway online!



20% NEW YEAR DISCOUNT on LBS Basic Kit

Incentivising your customers to use the Lifestyle Balanced Solutions (LBS) programme by Amway is so easy if you follow the programme yourself. It gives you invaluable, hands-on experience to share with others. However, with so many positive testimonial statements, such as the one provided by Fabrizio Beltrammi in this issue of **AMAGRAM™**, you can also let the results of others speak for themselves.

As an added incentive, we are offering a **20% discount*** on the **Lifestyle Balanced Solutions Basic Kit** from **5th January until 28th February 2009**, because the new year is the perfect time to plan a journey towards a healthier, happier lifestyle.

A good selection of NUTRILITE™ POSITRIM™ meal replacement products accompany the LBS programme by Amway. These can be combined with healthy foods to ensure that your customers always receive the recommended intake of essential nutrients while they lose weight.

218502 – LBS Basic Kit, comprising:

- 1 LBS Manual • 1 POSITRIM Shaker • 1 Pedometer • 1 Training DVD

Also available:

218503 – LBS Starter Kit

Please see page 31 for discounted pricing details of LBS Basic Kit.

*PV/BV reduced in line with price discount.



NUTRILITE POSITRIM Crème Mix Powders

Order numbers:

- 103792 – Vanilla
- 103793 – Cocoa
- 103794 – Café au Lait
- 103795 – Strawberry
- 218506 – POSITRIM Shaker

PLEASE REMEMBER that the following Refill Packs are being discontinued from 1st January 2009. Now only available while stocks last!

- 105567 – Refill Pack, Cocoa
- 105568 – Refill Pack, Cocoa-Vanilla
- 105569 – Refill Pack, Strawberry-Café au Lait

NUTRILITE POSITRIM Protein Bars

Order numbers:

- 101140 – Chocolate Mint
- 101141 – Orange Crème
- 102617 – Caramel Vanilla

Please refer to Price List for pricing details of POSITRIM products.

For more information about the LBS programme by Amway, log in to the LBS Brand Centre at www.amway.co.uk/www.amway.ie.

As your customers begin to reap the rewards of the LBS programme by Amway, why not recommend **ARTISTRY Body Definer Firming Gel** to reduce the appearance of cellulite and to help ensure that their healthy new figures remain toned and beautiful for longer.

Order no: 3887 – 250 ml



Amway and Access Business Group are part of the Alticor Inc. group of companies, owned by the DeVos and van Andel families.

Access Business Group is the organisation that takes care of all Amway products in 80 countries throughout the world. Major activities on a global level:

- Research & Development
- Production
- Agricultural Activities
- Logistics

Your distribution service

“The ABG operation developed in parallel with the needs of Amway in Europe to become a modern logistical service provider for 25 European countries, with a wide range of services and products.

ABG Europe has over 500 employees and strategically placed service centres in the Netherlands, Poland, Hungary and across Russia, with a total product pallet storage capability of 42,500, an annual average of 62 million products picked and five million parcels delivered in 22 countries for you and your customers.

We recognise and respect the crucial importance of our role as the logistical arm of Amway and by working closely with the senior Amway European management team we provide flexible and responsive ‘customer-driven logistics’, which enables Amway to focus its expertise in supporting sales and ABOs.”

Frank Timmers

Vice President
ABG Logistics Europe

Amway's London Experience Centre

Work on the new London Experience Centre is well under way!

Amway's new flagship Centre will dramatically raise awareness of our products and the ABO opportunity to the general public - what better way for you to introduce a new prospect to your business by inviting them in to the Centre?

We're also preparing for the Grand Opening in April, where we'll be joined by the achievers of the sponsoring promotion in November and December.

Those ABOs who sponsored five Retail Consultants in November, of whom three became Certified by the end of December, will be invited to an all expenses paid trip to the opening - which will be a never to be forgotten experience!

Look out for the winners in the February edition of AMAGRAM™.

Due to the resounding response we have had from the incentive for November and December 2008, we are extending this promotion into January and February 2009:

Sponsor five new Retail Consultants in January, of whom three become CRCs in February and Amway will recognise your achievement in Amagram and on our website. Plus, you will receive an all expenses paid invitation to the Grand Opening of the London Experience Centre.

We look forward to seeing as many of you as possible qualify.

This promotion is only available to ABOs resident in the UK and Rol.



Amway - Committed to the Environment

NEW Customer Leave Behind Leaflets - out now!

Pass these leaflets on to your customers to help show Amway's commitment to the environment and to help promote our environmentally-conscious products, such as L.O.C.™ cleaning products.

At the same time, why not order some more of the varied range of Customer Leave Behind Leaflets to help prompt sales of the product lines you may specialise in? Please see your Price List or refer to www.amway.co.uk/ www.amway.ie for further details.

Order these NEW 'Committed to the Environment' leaflets for just £0.90/€1.35
Order no. 232664 (pack of 10)



Amway Academy Online in 2009

Amway Academy

New online training from the Amway Academy for all ABOs!

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

What do I need to get started?

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

What does the Amway Academy offer?

The possibility to join live training sessions on different topics:

- ARTISTRY™
- NUTRILITE™
- RETAIL

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

How do I join?

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

Dates - 2009 (from 8 - 9 pm)

	JANUARY	FEBRUARY	MARCH
ARTISTRY	13th	10th	10th
NUTRILITE	14th	11th	11th
RETAIL	15th	12th	12th
ARTISTRY	20th	17th	24th
NUTRILITE	21st	18th	25th
RETAIL	22nd	19th	26th



This year...

why not start as you mean to go on with these great customer offers.

Product packs now available to order by all ABOs for January 2009 only*.

Home Care

No matter what your lifestyle, home care products from Amway make light work of your cleaning chores.

Pack contains:

L.O.C.[™] Multi-Purpose Cleaner, DISH DROPS[™] Concentrated Dishwashing Liquid
L.O.C. Plus Metal Cleaner, AMWAY[™] ZOOM[™] Spray Cleaner Concentrate
SA8[™] Premium, SA8 Pre-Wash Spray, AMWAY[™] Pistol Grip Sprayer
AMWAY Plunger Dispenser, AMWAY Plastic Squeeze Bottle

***Order no. 107049**



SAVE 20%

	Normally	NOW
UK	£30.34	£24.31
J/G	£26.43	£21.14
Rol	€46.25	€37.00



“The New Year means a fresh start, the ideal time to make sure you're feeling and looking your very best...”

Personal Care

Our range of personal care, hair care and oral hygiene products have been specially selected to provide great results, time after time.

Pack contains:

GLISTER[™] Multi-Action Fluoride Toothpaste
GLISTER Toothbrushes
GLISTER Mint Refresher Spray
BODY SERIES[™] Refreshing Body Gel
BODY SERIES Concentrated Liquid Hand Soap
PROTIQUE[™] 2-in-1 Shampoo

***Order no. 107048**

SAVE 20%

	Normally	NOW
UK	£19.78	£15.81
J/G	£17.19	£13.75
Rol	€30.10	€24.08



*Available to order from 5th to 31st January, while stocks are available.
Please see page 31 for pricing details. Product packs come with full PV/BV.



SAVE 20%

	Normally	NOW
UK	£54.26	£43.41
J/G	£47.20	£37.76
Rol	€82.65	€66.12

"Essential skin care in no time"

ARTISTRY™ essentials

It is so simple. Three steps. Three minutes. That's all it takes to give your skin everything it really needs. Everything that's essentials. And leaving out things that might cause irritation or have no essential benefit.

Balancing pack contains:

ARTISTRY essentials Balancing Cleanser
ARTISTRY essentials Balancing Toner
ARTISTRY essentials Balancing Lotion SPF 15
ARTISTRY Replenishing Eye Crème

***Order no. 107047**

Hydrating pack contains:

ARTISTRY essentials Hydrating Cleanser
ARTISTRY essentials Hydrating Toner
ARTISTRY essentials Hydrating Lotion SPF 15
ARTISTRY Replenishing Eye Crème

***Order no. 107046**



NUTRILITE™

Eating a well-balanced diet is one of the best investments you can make for long-term optimal health. That's why at Amway we have developed a range of products that could play an important role for your optimal well-being.

Pack contains:

NUTRILITE Daily
NUTRILITE Calcium Magnesium
NUTRILITE Vitamin C Plus

***Order no. 107045**



SAVE 20%

	Normally	NOW
UK	£50.66	£40.51
J/G	£44.05	£35.24
Rol	€63.80	€51.04

Order a further pack of January 2009 retail offer leaflets using order no. 233878 (pack of 10)

Visit www.amway.co.uk/www.amway.ie for further product and brand information



Sunbed in the Med winners!



Congratulations to **the Wills/Brinner Team** for being the “top team” for New Registered Customers for the Sunbed in the Med competition. They chose to enjoy their weekend at the foot of the German Alps. Fantastic food, healthy walks... and lots of great “team memories”!



Congratulations to **Abigail Dzwauro / Manfred Faessler's group**, the Flying Eagles Team, for being the “top team” for New Retail Customers Volume for the Sunbed in the Med competition. Half of the group chose to enjoy their days in Portugal and the other half in Edinburgh.



Jewels of Venice Team, San Marco Square, Venice



Retail Starter Packs - Your Feedback...

“

What “Fantastic” retailing starter packs we have especially with a 50% introduction price for new Retail Consultants. We advise all of our new Retail Consultants to order these packs so they can use them at home to find out how they work, how the prices work for cost per use and be able to retail these products with confidence.

The literature pack also included has great retailing tips and we encourage them to try the WOW Demonstrations. Our new Retail Consultants are having great success with these products with mini “Home/Mobile Showcases” either in their own home or prospective customer homes.

”

Duncan Campbell & Alison Nightman

“

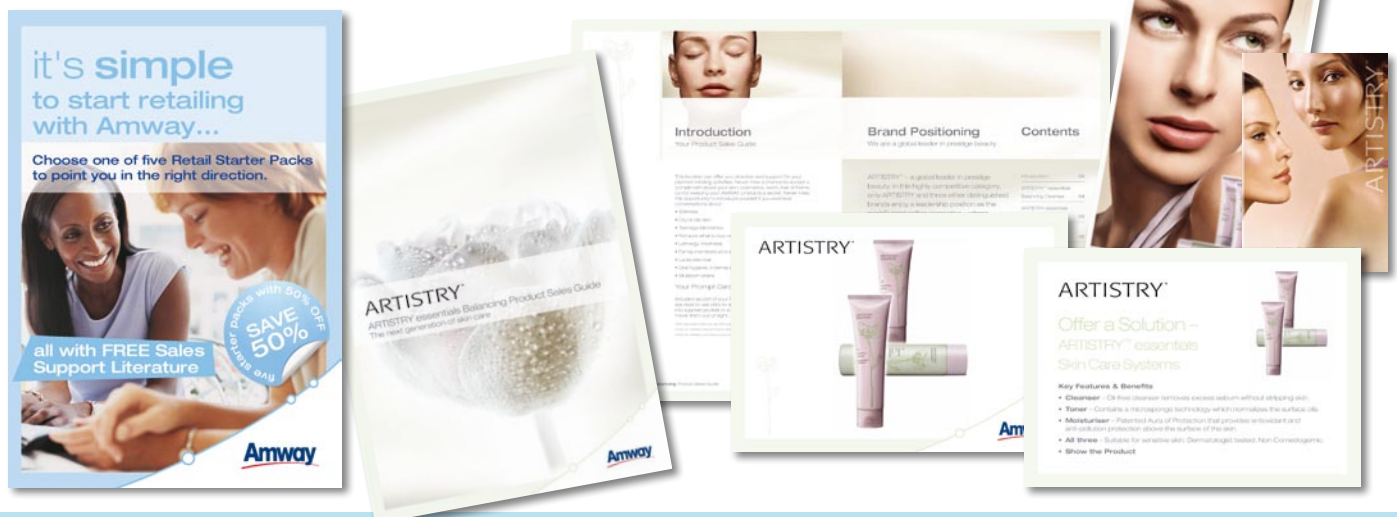
We would like to thank Amway for providing new ABOs with the new Retail Starter Packs. Our new ABOs are able to have access to these products at discounted prices. We encourage new RCs to order a minimum of one of these packs within the first few days. We encourage them to use them for their own personal use to enable them to gain personal experience and knowledge of the products, hence enabling them to promote them to their customers.

The sales support literature and the ‘Retailing with Confidence’ book help them to start selling the products by using the selling skills they have learned and to earn their first profit. We encourage them to organise a sales meeting with 4 - 6 of their friends. We lead these meetings and help the new RCs to learn sales techniques in practice. The sales results from these meetings and especially the special offers for new RCs help them to generate more income as they market them at retail prices. This is the way to help a new RC to become a CRC in less than one month!

Thank you Amway! In our team meetings, we teach how we use the products and we ask all active ABOs in the meeting for their personal experiences.

”

Abigail & Meinrad



AMWAY IN THE PRESS

Amway UK Headquarters are constantly working with the media, regionally and nationally, to achieve coverage on products, to increase awareness of our company and to increase sales of our fantastic product range.

With the mark of Amway UK's 35th anniversary in 2008, the year was one of success in terms of coverage achieved in various high profile magazines and newspapers.

Within the national press, E. FUNKHOUSER™ NEW YORK and ARTISTRY™ products were featured in the publications listed opposite.

Aims for 2009 are to further increase coverage of our products and also to look at the people who are selling those products to our customers who make all the difference!

A monthly coverage highlights feature will be introduced in 2009, so look out for this in each issue and online in the near future.

Within the national press:

Wedding Ideas
Daily Star
Wedding
New!
Pride
Elixir International
Grazia
Your Hair

Within the regional press:

Blackpool Reporter
Blackpool Gazette
LondonCareers
North East Exclusive
Step Ahead
Milton Keynes Citizen
Image, Northants

AND online:

All That Women Want
Womens Everything
Stylebible
istylista
Happy families online
MK Web
That's Beauty and Living
The Independent



REGISTERING CUSTOMERS **ONLINE**

ABO Registers: Online Customer

- The ABO can register a Customer online by logging onto the website and going to the following menu:
- My E-Office – My Customers – click on:
- 'Register New Customer'
- The ABO will need to complete the personal data details for the new Customer
- If the Customer would like to be able to log in online, the ABO will need to click on: 'Create Customer Account'
- If the new Customer does not want to be able to log in online, the ABO does not need to click on: 'Create Customer Account'
- An online Customer is able to browse the site and has the 'option' to place orders to their referring ABO
- Once the ABO has clicked on 'submit for registration', the ABO will receive the confirmation screen. If the Customer is an 'online' account, the Customer will receive an email with the login details.

Customers Can Register Online

- The Customer is able to click on the front page of the website on 'Register as a Customer' and enter in the referring ABO number along with their personal details
- The Customer can also complete the 'Account Data' section, which will allow the Customer to be registered to log in online
- Once this has been completed, the Customer will be asked to read the Terms of Use & Privacy Policy – then click on submit
- Once the details have been entered, the Customer will receive the Registration Confirmation screen.

ABO Registers: Offline Customer

- An offline Customer is one who does not have access to Amway Online - his/her ABO can order on the Customer's behalf.

Customer Ordering

- When logging into www.amway.co.uk or www.amway.ie, your Customer will need to enter their login and password details in the top right hand side of the screen
- Once logged into the site, your Customer will be able to view the products and brands down the left hand side of the page
- Your Customer will then be able to select the items he/she requires and add them to their cart
- Once all items are added and they have finished shopping, they will then need to click on the button 'send order to your ABO'
- The Customer's ABO will then need to log into his/her site to pay and process the order
- If the Customer would like the order to go directly to their address, they will need to advise the ABO before the order is processed
- Normal delivery schedule of three to four days will apply. For the RoI, orders placed on Tuesday will be delivered on Friday.

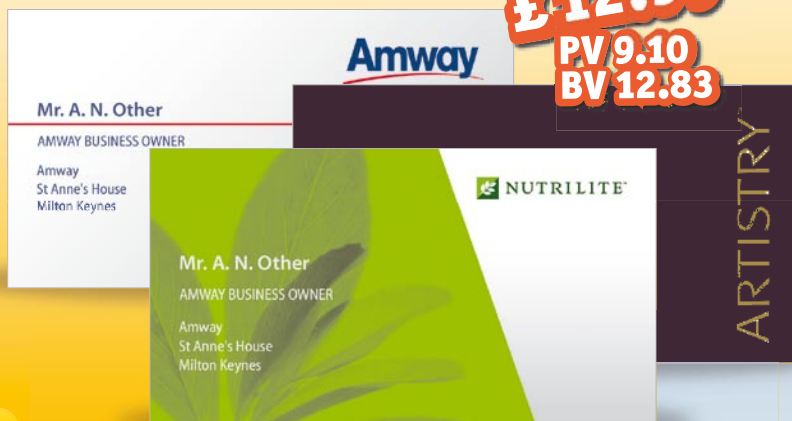


www.amway.co.uk/www.amway.ie

Come to your VistaPrint partner store FOR MARKETING MATERIALS!

Amway Business Cards!

- Low-cost custom printing
- Valuable PV/BV even on small orders
- Amway logos & designs



A Full Suite of Products for Every Use

For quality print products that create a powerful professional image and serve all your business and personal needs, VistaPrint is the answer. Earn PV/BV even on small orders while taking advantage of everyday low prices. We'll truly help your business stand out.

Look how much you can earn!

£*	PV	BV
5	0.83	0.82
10	1.65	1.64
15	2.48	2.45
20	3.00	3.27
25	4.13	4.09
30	4.95	4.91

*Does not include £ spent on postage, processing & VAT.



"We got ours!"

Hurry to your VistaPrint Partner Store now at

www.amway.co.uk



VistaPrint
In association with

Amway

Pure Pleasure of Online Shopping...

In the past three years SHOP.COM has fulfilled over 27,000 orders for 2,700+ satisfied ABOs in the UK.

Join the online sensation that offers you more than 1 Million products from over 150 top UK retailers. The One Place for everything you cannot get through Amway: SHOP.COM -

All your favourite stores - one easy and secure shopping basket!



SHOP.COM™

Did you know?

- SHOP.COM @ Amway has its own **dedicated customer support**. Call us any time should you have any problems with your order on: 0845 257 8035
- You can use the **secure address book** to store all your delivery addresses
- Using the **eGift service**, you set a price range and let your gift recipient choose his/her own present (the price hidden from recipient)
- SHOP.COM @ Amway has a '**Date Reminder**' email service, so you'll never miss an occasion again

pricing details

Page No.	Order No.	Description	Unit Size	UK £					J/G £				RoI €			
				Points Value	Retail	Business Volume	Retail Cost per Unit	Rebate %	Retail	Business Volume	Retail Cost per Unit	Rebate %	Retail	Business Volume	Retail Cost per Unit	Rebate %
		ARTISTRY™ Cosmetics														
13	105051	Colour Palette - Inspired (25% discount)	10 g	10.99	16.70	10.89	41.75	3.63	14.52	10.89	36.30	3.63	25.43	15.76	63.58	5.26
13	105052	Colour Palette - Timeless (25% discount)	10 g	10.99	16.70	10.89	41.75	3.63	14.52	10.89	36.30	3.63	25.43	15.76	63.58	5.26
		Lifestyle Balanced Solutions (LBS)														
19	218502	LBS Basic Kit (20% discount)		16.10	24.47	15.96		5.32	21.28	15.96		5.32	37.28	23.10		7.70
		LITERATURE														
23	233878	January 2009 Retail Offer Customer Leaflets (pack 10)	1		0.89		0.09		0.77		0.08		1.35		0.14	
21	232664	'Committed to the Environment' Customer Leaflets (pack 10)	1		0.89		0.09		0.77		0.08		1.35		0.14	
		PROMOTIONS - January Customer Offers														
23	107045	NUTRILITE™ Product Pack		33.32	40.51	33.03		8.81	35.24	33.03		8.81	51.04	47.84		12.76
23	107046	ARTISTRY Hydrating Product Pack		35.69	43.41	35.39		9.45	37.76	35.39		9.45	66.12	51.22		13.66
23	107047	ARTISTRY Balancing Product Pack		35.69	43.41	35.39		9.45	37.76	35.39		9.45	66.12	51.22		13.66
22	107048	Personal Care Product Pack		12.99	15.81	12.88		3.44	13.75	12.88		3.44	24.08	18.66		4.98
22	107049	Home Care Product Pack		18.65	24.31	18.50		5.29	21.14	18.50		5.29	37.00	26.73		7.65
		UNICEF														
5	107069	UNICEF Pin - 'Alex'			1.70				1.45				2.55			
5	107071	UNICEF 2009 Calendar - pack 5	1		4.20		0.84		3.57		0.71		6.25		1.25	

Ø - If required customer volume criteria are achieved

UK VAT Rate Change

UK Pricing Reduction Announcement resulting from the change in the UK VAT rate

British finance minister Alistair Darling announced on Monday the 24th of November that the UK VAT rate would be cut from 17.5 per cent to 15 per cent until the end of 2009. This change took effect 1st December, 2008.

The lower rate will continue for 13 months before returning to the previous level of 17.5 per cent at the beginning of 2010. As such, Amway (UK) Ltd has reduced its retail prices for UK mainland orders by the same amount (2.5 percentage points) on products that currently charge a VAT rate of 17.5 per cent. **This was effective 1st December, 2008.**

This did not change the £100 minimum requirement for Customer Volume Rebate nor the five Customers / £200 minimum purchase for Bonus qualification. PV and BV also remained unchanged.

Please also remember that literature items and non PV/BV items do not count towards the £100 spend for rebate.

Updated retail prices appear on the website (www.amway.co.uk) and the new price list can be found at Business Information > Library > Other Publications. The new printed price list is also included with this issue of AMAGRAM™.

Product Discontinuance

Discontinuance of Double-sided Adhesive Applicators

The Double-sided Adhesive Applicators (order no. 8928), for use with MAGNA BLOC Discs, now have limited stocks available and are expected to go NLA by the end of 2008 or early 2009. Please refer to Business Services for the current inventory status.

NUTRILITE™

is the world's leading*
brand of vitamin, mineral
and dietary supplements

The NUTRILITE brand's most powerful
claim has been confirmed once again.
Let's spread the good news!



- Over 70 years of experience in nutrition and research.
- Always innovating.
- Always raising quality standards.

*based on 2007 sales, as supported by research conducted by Euromonitor International.



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