

BECAUSE

it's for you

AUGUST 08

ARTISTRY[®]

Sandra Bullock

ARTISTRY Creme L/X

TRUE SCIENCE TRUE BEAUTY

INTRODUCING SANDRA BULLOCK:

The New Face of ARTISTRY® Creme L/X

For the first time ever, famous actor and producer Sandra Bullock has agreed to put her name behind a product.

Sandra Bullock is the new face of ARTISTRY Creme L/X, the ARTISTRY brand's first luxury offering.

Before agreeing to represent Creme L/X, Sandra rigorously grilled ARTISTRY scientists to learn more about the product. She wanted to know why it outshines other high-end skin-care solutions on the market. She needed to trust in the safety of the product. She tested the product herself. Finally, satisfied with — and excited by — the answers she got and the results she

experienced, Bullock let her enthusiasm take over. And it shows. “I don’t endorse things that I don’t use, that I don’t believe in myself,” says Sandra. “I was excited to be behind something that I felt really safe and comfortable with, and that, to me, is really important. I’ve always said no before, because if I wouldn’t put it on my skin I would never ask other women to put it on theirs.” Believing that Creme L/X is truly an exceptional product, created from true science and true beauty, Sandra will share her enthusiasm for the ARTISTRY Creme L/X experience with women the world over.*

**Experience the truth of transformation. Visit the AMWAY website for details. Creme L/X now available.*



ARTISTRY Creme L/X





“I don’t endorse things that I don’t use, that I don’t believe in myself. I was excited to be behind something that I felt really safe and comfortable with, and that, to me, is really important. If I wouldn’t put it on my skin I would never ask other women to put it on theirs.”

- Sandra Bullock



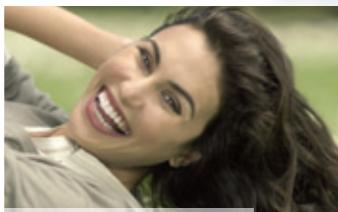
NEW ARTISTRY CREME L/X

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BIGGEST AND BRIGHTEST

In this issue of *Because it's for you* we celebrate the success of our business with the facts about Amway. We are the Biggest, Best and Brightest for a reason. We have history, credibility, values and a future. We'll be around supporting you for the long term. See page 5 to find out more.

We also celebrate the launch of the new Artistry Creme L/X with Hollywood actor Sandra Bullock's proud endorsement.

There are lots of other good things as well, recognitions, business articles and importantly the new Persuasion collection by Emma Page Jewellery, inspired by the Novels of Jane Austin.

Renew your business now and you'll automatically go into the weekly draw to win \$500 in cash. If you renew your business for three years you'll have more chances of winning with three entries in each draw. For more details about renewing your Amway business see pages 14 and 15.

All the best.

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Michial

Michial Coldwell
General Manager Operations
Australia/New Zealand



**Don't chance
your future!**

**Don't chance your future with anyone but the biggest company
with the best opportunity and the brightest future.**

- A 50-year history of success and global investments that will ensure 50 years more prosperity.
- Global sales of US\$7,200,000,000.
- US\$27,000,000,000 in bonuses paid to IBOs since 1959 – more than the combined pay-outs of others in the industry.
- 500 active patents with another 350 patents pending – paving the way for future innovation.
- Nutrilite, the manufacturer of NUTRIWAY® products, has just posted a record US\$3.1 billion in sales, making it the world's leading brand of vitamins, minerals and dietary supplements.
- ARTISTRY®, is ranked among the top five largest selling prestige brands of facial skincare and cosmetics.

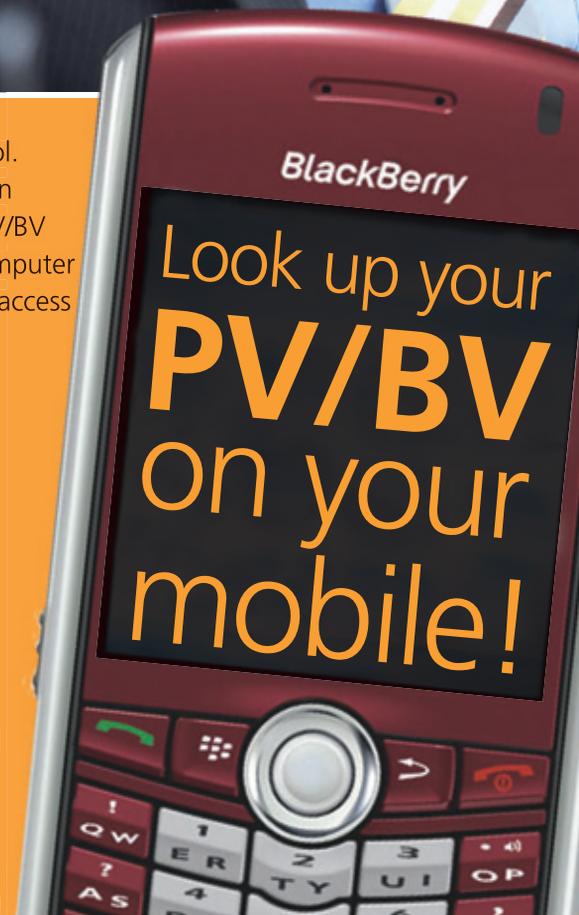
there's only one... Amway®

Business in your pocket

Turn your mobile phone into a valuable on-demand business tool. Imagine – real time business information at your fingertips within seconds! Just call it up on your mobile phone. Get your latest PV/BV results immediately, no matter where you are. No need for a computer and no need to call the Contact Centre for information. Instant access to your personal and group PV/BV details – anywhere, anytime.

REGISTRATION IS EASY!

- 1 Registration is free. Simply register your mobile number for this premium SMS service via one of the following methods:
 - Visit www.amway.com.au and click on **Mobility Registration** which appears in the **My Business** menu option.
 - Update your personal details on the Amway website.
 - Call 1800 45 46 47 and ask to register for this mobility premium service.
- 2 Once you submit your registration, you will receive a text message. Just reply **ACCEPT** to complete registration.
- 3 You will receive a text message confirming your registration. You are now ready to look up your PV/BV details anytime, anywhere!
- 4 To look up your personal and group PV/BV, text the word **PV** to 197 121 21.
- 5 You can also get details for certain downline IBOs in your group – just text **PV** plus the IBO number. You need to ensure a blank space is added between the word **PV** and the IBO number.



For more details, visit us online at www.amway.com.au

Terms and conditions: Service currently only available to Australian IBOs from a pre-registered mobile phone number. Service may not be available on certain phone plans. Messages from your phone to 197 121 21 charged at \$0.55 each including GST. Amway accepts no responsibility for errors or omissions in retrieved data.

WHAT'S HOT



BETTER CHOICES!

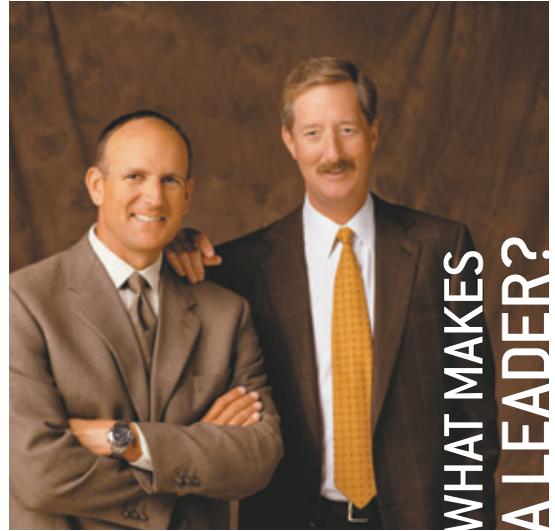
The brand new 2009-2010 *Better Choices Catalogue* will be available on 1 September! It features incredible new products from our leading brands that will be launching throughout the year, plus all the information you need on all your old favourites. You can purchase the *Better Choices Catalogue* on VS 210144.

VS 210144	Better Choices Catalogue	\$5.95 RRP
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MONTHLY BONUSES

AMWAY® rewards you for all the effort that you put into your business. The performance bonus that is paid out every month is just one example of how we reward you for building your business by buying and selling our world-leading products. From September 2009, the performance bonus will be paid to IBOs who demonstrate they are actively building their business by achieving a minimum personal PV of 50 or more. The 50PV comes from a combination of the products you use yourself and those you sell to your customers. If you don't reach 50PV personal in a month then the performance bonus will flow up to the next IBO in your line of sponsorship who has 50PV personal. If you would like more information about how this works, feel free to contact your State Sales Manager today.



Leadership is one of the most important qualities in this business. We see it manifest in so many different ways. We make a point of recognising it, and celebrating it, on a regular basis.

That's why we spend time with our top leaders every year – our Founders Council members. This year we'll be together at the Beijing Olympics celebrating their accomplishments and acknowledging their leadership.

It's important to us, because they exemplify what we all strive for when we represent Amway.

They have the most experience in this business. They've worked hard to achieve their success, and they share it with everyone around them. They pass it along, because leadership is not a solitary pursuit – it's a team effort.

So what does it really mean to be a leader in this business? In essence, it means mentoring the new person. Helping them see the value in this business, and showing them the importance of working together with their group to help everyone succeed ... and then lead ... because the strength of our company comes from the leadership capabilities of every individual who takes part.

Everyone can make a difference. All of us together create an incredible team – a group of people who have the ability to succeed and contribute and lead in their own unique ways.

Doug DeVos,
President

Steve Van Andel
Chairman



DANIEL AND PATRICIA ARMAO

NEW SOUTH WALES, AUST.

OCCUPATION –NUCLEAR MEDICINE/SCIENCE TEACHER

“Financial freedom.” “Live your dreams.” “Have more time to enjoy life.” Does that sound familiar? These are the catchcries of IBOs from all around the world. Whether you are an Independent Business Owner in Russia, the Philippines or Australia, these are the very motives that unite people of different backgrounds to go after a shared vision.

Daniel and Patricia Armao want the same things too and are excited that as Emeralds they are a step closer to their ultimate dream life. But, when you dig a bit deeper, romantic Patricia says that what they really want is to recreate the carefree lifestyle that they enjoyed as teenagers when they first started dating and when “all the time was ours”.

“What we always envisioned is that we would end up with that carefree lifestyle from when we were 16 and 17-year-olds, but having that as adults with our children,” Patricia says.

And with more money, Daniel adds.

It is a sweet dream that the couple are confident they can realise. At only 30 years of age, Daniel and Patricia have an Emerald business, property portfolio and two beautiful sons. The Sydney couple are in the process of building their first home – a “nice big home” Patricia says excitedly – which they will move into within the next year. The business has also allowed Patricia to give up full time work as a science teacher and they hope that Daniel will be able to stop working full time in nuclear medicine in the next five years.

The two also work well together. Daniel focuses more on business building side (Patricia says that he is good at strategising, goal setting and having a vision), while Patricia has a lot of fun building relationships and networking.

“We just love it,” Daniel says. “It’s an awesome business.”



EMERALD





TONY BAKER

NEW SOUTH WALES, AUST.

OCCUPATION

CHARTERED ACCOUNTANT

Tony Baker could see that if he continued working long hours as a chartered accountant he would end up "married to a job".

Tony explains, "My employers earned great money, but spent more time with me than their wives and kids. They were time poor and I realised that it could be me in five to ten years time and my current path was not going to get me where I wanted.

Furthermore, my employers were not going to give me any other options or help me get what I wanted."

"When I saw the AMWAY® opportunity about three years ago, joining was a no-brainer once I attended a function and met the people in the business. I could see that these people had results in their lives and were willing to help me achieve what I wanted in my life. Nobody was offering me that at work or in my circle of friends. I now am very grateful to have some amazing mentors and people in my life just because of this business.

"The journey with AMWAY has just begun for me and I'm looking forward to the future, helping others achieve what I've achieved and more, building to Emerald, Diamond and beyond, and having a fantastic life."



PLATINUM



DREW AND JENI DAWSON

WESTERN AUSTRALIA, AUST.

OCCUPATION

TRUCK DRIVER/DANCER

Drew and Jeni Dawson were trying to get ahead in life by working more hours. Jeni was running a dance studio seven days a week, teaching dance at other studios for freelance work, and dancing at a theatre restaurant three to five nights a week. Drew taught acrobats at Jeni's studio, worked in hospitality during the evenings and was also a banker by day. When they were first introduced to the business, they only had a one hour opening that week where they would both be together.

Jeni was immediately struck by what she saw. "When we saw the business we realised that if you're trading your time for money you'll never get there."

Jeni sold the dance studio a few years ago so that she could spend more time working on the business. Drew also cut back on the numerous jobs he was holding down and is now working as a truck driver transporting concrete. "The business has been responsible for us being able to make those decisions," says Jeni.

The couple, who had to overcome their shyness, share this piece of advice with IBOs: "Take baby steps. We just started by saying hello and built on it from there. You'll slowly overcome anything that you keep persisting with."



PLATINUM



GLENN AND ALISON HALES

QUEENSLAND, AUST.

OCCUPATION

DESIGN MANAGER/NURSE IMMUNISER

Not only has the AMWAY® business helped Glenn and Alison Hales pay off their mortgage, but it has had a profound affect on their personal development. Glenn says, "The business has helped us to become better people. It has taught us to get out of our comfort zones and create relationships with people."

"I was a shy person who was generally happy to watch from the sidelines until I felt comfortable enough to take the next step. The business has taught me leadership and communication skills, but more importantly it gave me the opportunity to develop these skills by putting them into action on a continual basis. I had plenty of opportunities to learn similar skills in corporate training programs but I seldom had the opportunity to put what I learnt into action.

"Now instead of waiting for someone else to make the first move, I have developed the confidence and posture to effectively communicate with people and develop positive relationships. These skills have not only allowed me to triple my traditional working income but also helped me to grow a sizable AMWAY business."

"Being able to spend more time with my beautiful wife and daughter is what drives me to build this business," says Glenn.



PLATINUM



ROCKY LAM AND PAULAN XUAN PHAN

VICTORIA, AUST.

OCCUPATION

SELF-EMPLOYED/RADIOTHERAPIST-SONOGRAPHER

After only joining the business in early 2006, Rocky Lam and Paulan Xuan Phan have built the business to the Platinum level. It might have been a fast journey to Platinum, but the couple are the first to admit that it wasn't an easy one. Along the way, they had to balance a busy lifestyle, looking after their three-year-old son, university studies and family commitments to succeed with their AMWAY business. So how did they do it?

"We had a dream that was bigger than the obstacles and we like to take on challenges," Paulan says. "We learned – from our mentor – to focus on the importance of our future and not on the emergencies. To be successful in life is to do the best; looking forward and not backwards."

One of the highlights of their time with AMWAY has been seeing their team members reach significant levels in the business and also seeing them become the type of people they desired to be. NUTRIWAY® DOUBLE X® is their favourite product because Paulan says, "It boosts our energy for a busy lifestyle."

"We are here to stay for the long term," says Paulan. "We are looking forward to a life where we will be free and have no financial worries."



PLATINUM



PRAVIN AND PRASILLA MAHARAH

AUCKLAND, NZ

OCCUPATION

OFFICE ADMINISTRATION/FULL-TIME MOTHER

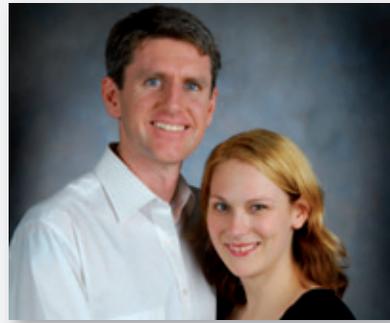
Pravin and Prasilla Maharah were in a very tight financial situation before they were introduced to the business. Prasilla had stopped working; she was pregnant and was also looking after their daughter. Pravin was working a day job and a night job just so that they could cover their costs. The couple were looking for another way to cope, but were only contemplating changing jobs as the way to do that.

"I was very stressed and I didn't know where we were going," Pravin says.

One of their relatives showed them the AMWAY® opportunity and they signed on the spot. It was the solution they were looking for. As Pravin says, "I saw that the future could be more promising building this business instead of just relying on two jobs."

"Now, every day we are getting closer to a better and brighter future with lots of time, lots of money and financial security."

It's been two years since the couple first joined the business. Pravin says that one of the highlights of the business so far has been seeing the excitement on Prasilla's face when they went Platinum and knowing that if he continues to build this business he will be able to better support his family in the future.



JASON AND JENNIFER ROSS

QUEENSLAND, AUST.

OCCUPATION

ARCHITECT/PHOTOGRAPHER

Jason Ross admits that he didn't really understand the AMWAY opportunity when it was first presented to him because he looked at it from the mindset of an employee. Once he could see the bigger picture from the Crown Ambassadors in the business and from others who were building it, he thought that he would "give it a crack".

In the two and a half years that Jason has been involved in the business, becoming a Platinum has been the highlight. He says, "It was amazing receiving a huge amount of respect from people that I have a huge amount of respect for. You're in the position because you've done the work and you can't fake that. Having the respect of my peers is amazing because it doesn't occur in my normal job."

Jason is also grateful for his wife Jennifer and the incredible job she does looking after their child and photography business. "Jennifer has the tougher job between the two of us – I just have to have a lot of coffee," he says referring to how he builds the business outside of his full-time work hours. One day, Jason hopes to be earning enough ongoing income through AMWAY so that either he or Jennifer can take a break from work.





SANDIP AND KARTIKA SHARMA

AUCKLAND, NZ

OCCUPATION

HOSPITAL TEAM LEADER/TRANSPORT SUPERVISOR

"We were always looking for opportunities to improve our lifestyle," says Kartika Sharma.

Along with her husband Sandip, Kartika had been renovating run-down houses and selling them to make a profit. It was very time consuming; they would work on the houses at night after work and on the weekends. "We were making money, but we were investing a lot of time," she admits.

As soon as they saw the AMWAY® opportunity they could see that it was the vehicle that could give them the financial freedom that they wanted. The couple made a commitment to work extremely hard on the business for the first year because they knew that it would continue to pay off in the future. And it has. Sandip and Kartika only joined in January last year and are already Platinums.

The secret to their quick success has been their determination to reach the milestones they set for themselves every month. The Sharmas also review their goals regularly. Combined with the inspiring and helpful leaders in their team, this couple has gained unstoppable momentum.



PLATINUM



JAMIL SUMON AND TASLIMA KHAN

NEW SOUTH WALES, AUST.

OCCUPATION

STUDENT/CUSTOMER SERVICE CONSULTANT

This young couple are excitedly building a dream life together with the help of their growing AMWAY business. After only two years in the business, Jamil Sumon and Taslima Khan can already see the huge impact that it has had on their lives. Jamil and Taslima were previously struggling on a very tight budget. Now Jamil no longer has to work odd jobs in retail and hospitality while he completes his IT degree and Taslima is enthusiastic about creating a lifestyle where she never has to work in a job again.

Taslima says, "The business has given us the opportunity to dream big and think big. It has also given us an environment where we can grow."

Taslima can't stop raving about all the wonderful products (her favourites include ARTISTRY®, EMMA PAGE® Jewellery and XST™ Energy) and she is grateful for the support of their upline and the great training, education and promotions offered by the AMWAY corporation to support their business growth.

Jamil says, "We are true examples of how an AMWAY business opportunity, combined with a strong work ethic, solid mentorship program, and a big dream, can help a struggling young couple build a life of significance."



PLATINUM



TOKYO MILLIONS

TOKYO IS AN AMAZING CITY DIVIDED INTO DISTRICTS TO SERVICE ITS POPULATION OF OVER 12.7 MILLION RESIDENTS. IN THIS ISSUE, WE LOOK AT SIX DISTRICTS THAT ARE 'MUST-SEES' DURING ACHIEVERS 2009.

AKIHABARA

Everywhere you look in Akihabara there is an amazing confluence of high-tech and fancy dress. Camera and computer shops are several storeys high: on one level, you can browse over 2,000 different computers. Venture out into the sun and see the cos-play of the local teenagers as they flaunt their anime-inspired costumes.

GINZA

Located in the Chuodistrict is the premier shopping area of Ginza. Every major fashion label has its own multi-storey presence and the wide streets cater to the thronging hordes that descend on this rarified atmosphere daily.

IMPERIAL PALACE

The current Imperial Palace (Kokyo) is located on the former site of Edo Castle, a large park area surrounded

by moats and massive stone walls in the center of Tokyo. It is the residence of Japan's Imperial family.

ROPPONGI

If you want to dance, visit the nightclub district of Roppongi where you'll find rooms and dance clubs decked out in virtually any style you could want.

SHIBUYA

Shibuya is another very upmarket and fashionable shopping district where every street and area has a different atmosphere. Combine that with another of Tokyo's teenage havens at nearby Haranjuku and you can put in an entertaining day.

SHINJUKU

This district holds many of Tokyo's leading hotels, futuristic skyscrapers, giant camera stores and thousands of restaurants.

Whatever your fancy, you can find it in Tokyo, so don't miss out on the trip of a lifetime – drive your business and book your seat at Achievers 2009.

Demonstrate your commi

RETAIN YOUR RIGHTS

RENEW FOR 3 YEARS

RENEW AND WIN!

SEE 3 YEAR RENEWAL WITH AN XPLORE LOAN

LIVE YOUR DREAM

ent. Rejoin the revolution.

Rejoin the revolution by renewing your AMWAY independent business now. Remember AMWAY gives you the products, the income and helps you choose the lifestyle you want, so what are you waiting for?

WIN

one of two \$500 cash prizes drawn every week*.

Renew and when you do, you'll automatically go into the draw every week until the end of September to win one of two \$500 cash prizes. So the earlier you renew, the more chances you have of winning.

Plus

2GB memory stick BONUS GIFT.

If you renew your business for 3 years, you'll receive this handy and versatile 2GB USB memory stick/key ring, valued at over \$50, absolutely free! **PLUS**, by renewing for 3 years, you will receive 3 entries each week into the \$500 weekly cash prize draw.



Plus

LET XPLORE PAY YOUR 3 YEAR RENEWAL FEE Xplore will pay your IBO renewal fee for the next three years if you or a non-IBO you refer takes out a new Xplore branded loan valued at \$150,000 or above. This offer is only available on loan applications lodged on or after 1 June 2008 and settled before 30 September 2008. Conditions apply.**

And

if you took up a three-year renewal in 2007, you automatically get 2 entries in each week's cash prize draw. If you have already renewed for 3 years you do not have to complete the renewal form.

Only \$35 flat renewal fee for new IBOs

If you are a new IBO and joined the business after 1 September 2007, your renewal is only **\$35** for 1 year, or **\$173** for 3 years. Includes one entry in each week's cash prize draw for 1 year renewal or 3 entries in each week's cash prize draw for 3 year renewal. If you are a new IBO who joined the business in June, July or August 2008, you will be renewed automatically for 1 year free of charge.

If you joined prior to 1 September 2007, your renewal fee is **\$69** for one year *or* **\$207** for three years.

Renew now

So stand up and be counted now. Renew your AMWAY independent business for 2008/2009 by visiting www.amway.com.au, calling **1800 45 46 47** or completing the renewal form you'll receive with the *Because* magazine.

Amway



I love it!
This bike holds me up!
Holly Menzies 13, Nowra

SPONSOR A CHILD AND CHANGE A LIFE

Holly Menzies can't thank you enough for her new bike. The 13-year-old from Nowra, NSW loves that she can ride a bike all by herself, even though she has a disability. You can make more children like Holly happy by supporting FREEDOM WHEELS®. Working together with the Technical Aid to the Disabled (TAD), money raised for FREEDOM WHEELS goes towards

providing modified bikes to children with disabilities. It's fantastic to know that TAD is using funds raised for FREEDOM WHEELS to grow the program and achieve the goal of taking the project Australia-wide. Earlier this year, we saw Victoria and Queensland receive FREEDOM WHEELS vans and we look forward to more developments. Email us at freedomwheels@amway.com.au to find out how you can get involved.



THANK YOU!

Corporate Sponsors

AMWAY Social Club
Australasian Pacific Foods Pty Ltd
City of Charles Sturt, SA
John Hunter Media
VIPS International
XPLORE™ Capital

NEW SPONSORS

Daniel and Linda Biard, Vic.
Ingrid and Irwin Kent, NSW
Michael and Kate Petersen, Qld
Howard and Diane Thomson, Qld

FRIENDS OF FREEDOM WHEELS CLUB

Gold Member

Sunil and Asit Sen, NSW

Silver Member

Peter and Helen Austin, Qld
Phillip Costantino and Natalie Richardson, WA

Bronze Member

Roy Hunter and Loani Monahan, Qld
Kevin and Linda McMaster, Qld
Edward and Sharon Penn, WA
Neville and Julie Robert, WA

DO YOU WANT TO BE THE FIRST TO TASTE THE NEW XS FLAVOUR AND VIEW THE NEW SALES AND MARKETING MATERIALS FROM XS ENERGY?

ARE YOU LOOKING FOR OPPORTUNITIES TO EXPLODE YOUR BUSINESS TO NEW HEIGHTS?

DO YOU WANT TO BE PART OF THE ENERGY DRINK MARKET THAT HAS DOUBLED IN SIZE IN AUSTRALIA AND NEW ZEALAND IN THE LAST FIVE YEARS?

PREMIUM ENERGY

EXPLOSIVE

TASTE

David Vanderveen and Scott Coon, founders of XS Energy, will be blasting their way to a city near you. In this action packed two hour session, you will be armed with all the XS Energy knowledge and information that you can use in your business.

September will be XS month in Australia and New Zealand. We look forward to seeing you at the Premium Energy Explosive Taste Tour. Catch you there!



XS TOUR

BRISBANE

Wednesday 17 Sept.

Mercure Hotel
85-87 North Quay
Brisbane

7.30pm-9.30pm
VS 210228

MELBOURNE

Thursday 18 Sept.

Dallas Brooks Cnt
300 Albert St
Melbourne

7.30pm-9.30pm
VS 210229

SYDNEY

Saturday 20 Sept.

UNSW Kensington
Sir John Clancy Auditorium
21 Mounts Bay Rd
Kensington, Sydney

2.00pm-4.00pm
VS 210230

PERTH

Sunday 21 Sept.

Perth Convention
Exhibition Cnt
Perth

1.30pm-3.30pm
VS 210231

ADELAIDE

Tuesday 23 Sept.

Adelaide Hilton
233 Victoria Sq
Adelaide

7.30pm-9.30pm
VS 210232

Ticket purchases can be made online by visiting www.amway.com.au or by calling 1800 45 46 47. Tickets cost \$10.00.



INDULGENCE

SWEET

We all deserve to indulge ourselves every now and again. With the new Persuasion Collection by EMMA PAGE® you and your customers can look elegant in an array of gorgeous pieces that won't put a strain on your purse.

Bring the romance of Jane Austen's novels to life with the new Persuasion Collection by EMMA PAGE Jewellery. These beautiful and delicate pieces capture the spirit of Austen's love-soaked pages. Necklace and bangle lovers will feel their hearts skip a beat with the double chain Pendulum necklace in red with gold or black on rhodium and the matching Vantage bangles. For others, it will be a case of love at first sight when you first glance at the golden yellow Opera ring, delicate Baroness necklace, Love Knot Lariat and Lydia hoop earrings.

With Father's Day just around the corner, you could even spoil the man in your life with the new Galleon necklace with a detailed bullet chain.

For more Father's Day ideas, visit the AMWAY website or www.emmapagejewellery.com for the full range of classic men's jewellery. Best of all, all of these fashionable pieces are available at affordable prices, which gives you a competitive advantage in this slow economic climate.

The EMMA PAGE Advantage

All over the newspapers and on the nightly news, there are stories about the rising oil prices, and the resulting higher petrol prices, airline flights and even food prices. Even well-known economists are talking about how consumers are decreasing their discretionary spending during these unsteady times.

Don't be disheartened and never allow your success to be determined by the daily newspapers or television – they mostly focus on the bad news. At EMMA PAGE the news is good with sales heading to higher levels due to increased sponsoring and productivity.

FATHER'S DAY SPECIAL

SAVE 50% ON YOUR DAD'S PRESENT THIS FATHER'S DAY!

These exclusive EMMA PAGE cufflinks, designed for Father's Day, are made in solid stainless steel and inlaid with assorted coloured shell, including mother of pearl and tigers eye.



50% OFF

These stylish cufflinks are available for a very limited time for \$92 RRP, or are yours for only \$46 when you purchase any two pieces from the current EMMA PAGE men's range – that's a 50% saving off the recommended retail price!

Available from 4 August 2008 to 5 September 2008 or while stocks last. Offer is valid with purchase of a minimum of two pieces from the current men's EMMA PAGE range in the same transaction. AMWAY of Australia and New Zealand reserves the right to substitute the cufflinks for a item of equal value at any time. Offer is not exchangeable or redeemable for cash. \$46 offer price has no PV/BV.

If you wish to order the Picasso cufflinks separately:

VS	DESCRIPTION	PV	BV	W'Sale	RRP
752931	Picasso Cufflinks	18.17	61.95	\$68.15	\$92.00

Visit the AMWAY website or www.emmapagejewellery.com to see the full EMMA PAGE range.



Galleon necklace



Love Knot Lariat



Vantage bangles



Opera ring



Lydia Hoop earrings



Baroness necklace



Pendulum necklaces

This momentum has almost always been there – even when times do get difficult economically, we see an increase in consumer spending for inexpensive feel-good items like EMMA PAGE Jewellery (and of course chocolates and movies too).

Raymond Vidor, Founder of EMMA PAGE Jewellery, says, "Over the years I have seen a number of downturns in the marketplace and for every downturn I have seen a corresponding increase in EMMA PAGE sponsoring and our retail sales."

Raymond believes that when people tighten purse strings and stop discretionary spending on medium and major items, they soon begin to feel miserable – almost depressed. In such times an introduction to EMMA PAGE Jewellery may offer a solution. A small purchase of say \$70 to \$100 can give someone a brand new look, raise spirits and not harm the family budget. It is important to

realise the unique strategic advantage that EMMA PAGE Jewellery provides at a time when other businesses may slide.

EMMA PAGE has exciting new collections launching in the upcoming months. The beautiful new Persuasion Collection is available now and the highly anticipated new Spring Euphoria range is scheduled for a September release.

Remember that our business opportunity is even more relevant now than it has ever been – and it is available to prospects for just a small outlay! Be confident that EMMA PAGE Jewellery offers new consultants and customers a product range that will make them feel like a million dollars for a whole lot less.



EMMA PAGE
JEWELLERY

HE'S THE MAN



TOLSOM™ HAS A RANGE OF SKINCARE PRODUCTS DESIGNED SPECIFICALLY FOR YOUR MAN (WHICH MEANS HE CAN FINALLY STOP STEALING YOURS).

Have you noticed that your ARTISTRY® products are running out faster than they used to? Do you have a nagging feeling that the man in your life – and the only other person who shares your bathroom – might be digging into your beauty reserves?

Chances are that he is. You might be slightly agitated, but on the flip side it means that he actually cares about his skin. As men's skin produces a lot more oil than women's and is also subjected to regular shaving, men need specific products that look after their skin's unique needs.

TOLSOM has a men's range that contains the patented T-10 Technology that moisturises skin and controls oil at the same time to keep it looking and feeling fantastic. The following are a few simple skincare steps for him to follow:

CLEANSE

The first thing he needs to know is that soap is too harsh to use on the face. Instead suggest that he uses TOLSOM Facial Cleansing Foam to cleanse the skin without stripping it of natural oils.

SHAVE

A good shaving gel or foam is essential for a clean, smooth shave. TOLSOM Shave Gel is a superior long lasting gel-to-foam formula that allows his razor to glide more easily for a close and comfortable shave.

MOISTURISE

Another important step to his skincare routine is to moisturise. Shaving can dry out the skin so to soothe sore, post-shave skin and hydrate it use TOLSOM After Shave Splash. TOLSOM Skin Smoothing Gel can be used to rejuvenate and smooth skin with a patented, non-acidic technology that enhances the natural exfoliation process. Lastly, he too can combat the signs of ageing! TOLSOM Skin Protective Lotion contains an SPF 15 that moisturises and protects his skin from harmful UV rays.

FINALE

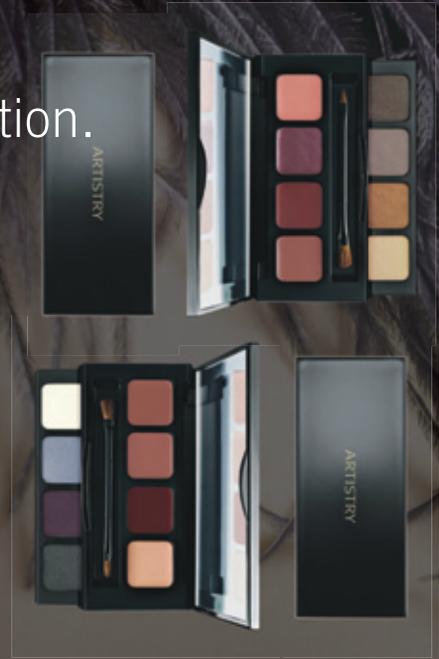
Some skincare products have a fragrance that conflicts with a man's signature scent. Keep him smelling like a TOLSOM man by using TOLSOM Eau De Toilette 50ml. This scent is blended from crushed spices and black pepper with woods, amber and musk to leave a masculine aroma. It smells so good, you might be wearing it too!

TOLSOM™

ARTISTRY™

Modern inspiration. Timeless sophistication.
ICONIC ELEGANCE, SPRING 2008

The new Artistry **Iconic Elegance Colour Collection** gets you into the best of the Spring trends with the prettiest ways to wear them. Two unique palettes of harmonising hues tempered with touches of ivory, everything you need to create the many looks of the season and flatter an array of skin tones. Tucked into each slender compact are four velvet suede eye powders, one crème cheek colour and three rich lip crèmes. All created to mix and blend offering the essence of Iconic Elegance for Spring. The collection is due for release in September.





CREAKY JOINTS

PAINFUL JOINTS AND BRITTLE BONES DON'T HAVE TO BE PART OF YOUR LIFE. YOU CAN REDUCE THE RISK OF SUFFERING FROM ARTHRITIS AND OSTEOPOROSIS OR REDUCE THE SYMPTOMS OF BOTH CONDITIONS BY EXERCISING, EATING WELL AND SUPPLEMENTING YOUR DIET.

ARTHRITIS

Have you had more aches and pains in your joints now that winter has settled in? Many people complain that the colder weather tends to exacerbate

arthritic conditions. By understanding what causes the pain and by making some simple lifestyle changes, this winter's pain can be a thing of the past.

One common form of arthritis is osteoarthritis, also known as degenerative arthritis. Osteoarthritis occurs when the cartilage that covers and cushions the joints wears down. As the cartilage breaks down and no longer protects the bone surface, a person can feel pain, stiffness, and muscle weakness. To give you a visual idea of what is happening to an

osteoarthritis sufferer, just imagine two rough bony surfaces rubbing together without any grease.

Other types of arthritis include juvenile arthritis, rheumatoid arthritis, and gout. While we think of arthritis as a condition common to older people, it can affect people at any age and any joint in the body. According to the Medical Journal of Australia, arthritis affects three million people in Australia.¹ As the population ages this number will increase as well. Arthritis New Zealand writes that more than half a million New Zealanders will be affected by arthritis in their lifetime.²

If you suffer from arthritis, there are a number of things you can do to reduce the symptoms. Firstly, start exercising at least three times a week for 30 minutes. Ensure that you are eating a healthy diet and avoid high purine foods such as alcohol, red meat, meat organs (liver, beef kidneys, brains), sweetbreads, anchovies, sardines, herring, scallops and gravy. You should also supplement with NUTRIWAY® products that reduce inflammation and help rebuild the joint.

To control arthritic pain and slow or reverse deterioration from osteoarthritis, take NUTRIWAY Glucosamine HCl with Boswellia. It helps to repair and maintain cartilage between the joints, therefore reducing inflammation and improving joint mobility. Another anti-inflammatory supplement is NUTRIWAY Omega-3 Complex which may help to relieve the symptoms of arthritis. Omega-3 also helps maintain normal cholesterol levels, healthy heart, eyes and brain and assists in the integrity of cell membranes and nutrient absorption.

OSTEOPOROSIS

Another problem that is associated with our skeletal system is osteoporosis or a decrease of bone mass. Osteoporosis Australia writes that this happens “when bones lose minerals, such as calcium, more quickly than the body can replace them, leading to a loss of bone thickness (bone mass or density). As a result, bones become thinner and less dense, so that even a minor bump or accident can cause serious fractures.”³

There are a number of factors that can increase the risk of developing osteoporosis. These include an inactive lifestyle, cigarette smoking, excessive alcohol intake, and a diet low in calcium. Women over the age of 60 are most at risk due to changes in hormone levels during

menopause, specifically a reduction of oestrogen which results in bones losing calcium at a quicker rate.

You can reduce the risk of developing osteoporosis by exercising. Regular exercise has been shown to increase bone density. If exercise is stopped, bone density decreases. A bad diet also contributes to increased risk. Drinks such as soft drinks contain phosphoric acid, which leaches calcium from the bones. Coffee and other caffeine containing beverages also do the same. Ensure that the diet contains plenty of calcium and magnesium rich foods, including wholegrain, fish, lean protein, dairy products, fresh fruit and vegetables and nuts and seeds.

You can also supplement your diet with NUTRIWAY Calcium Magnesium. It contains calcium and magnesium which are essential for strong bones and teeth and may assist in the prevention of osteoporosis. The recommended dose of four tablets per day provides 800mg of calcium and 540mg of magnesium. This is a great dairy-free option for those who do not get enough calcium from their diets.

For more information about bone and joint support, email our NUTRIWAY naturopaths at naturopath@amway.com.au.



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

¹ Medical Journal of Australia. “Epidemiology of Osteoarthritis in Australia 2004.” Available at www.mja.com.au.

² Arthritis New Zealand. Available at www.arthritis.org.nz.

³ Osteoporosis Australia. “What is Osteoporosis?” Available at www.osteoporosis.org.au

MAKE FIBRE YOUR FRIEND

NUTRIWAY® FIBRE BLEND CHEWABLES

New & improved*
- now with
over 6 times
more fibre!

New NUTRIWAY® Fibre Blend Chewables is a fibre supplement in a convenient chewable tablet. Natural fibre ingredients combined with natural sweeteners offer a premium, and convenient fibre source, to aid digestion and help maintain healthy digestive function.

THE FACTS

According to the leading world health organisations, anyone over the age of six should consume between 30-35 grams of fibre every day. Most of us get nowhere near that amount.

You would need to consume all these foods to get approx. 35g of fibre per day:

1 banana: 3.0g	1 cup brown rice: 5.5g
1 med apple: 4.0g	1 cup of cooked oats: 4.0g
25 almonds: 3.0g	1/2 cup of frozen mixed vegetables: 4.0g
1/2 cup baked beans: 6.5g	4 slices wholegrain bread: 5.7g

THE SOLUTION

Luckily, there's a simple solution. NUTRIWAY® Fibre Blend Chewables offer a convenient blend of soluble and insoluble fibres - a blend of 10 naturally sourced fibres from such sources as sugarcane, oats, lemons, carrots and soy.

In addition to providing 1.7grams of fibre per tablet, NUTRIWAY® Fibre Blend Chewables may help to support cholesterol levels that are in the normal range.

So with minimal effort, you can contribute to the fibre levels your body needs to reach optimal health.

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

Visit the website for more information www.amway.com.au
or email a naturopath on naturopath@amway.com.au

*Replaces existing MULTI-FIBRE

NUTRIWAY® Fibre Blend Chewables are available on VS/QO 104402.

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BEST OF NATURE. BEST OF SCIENCE.

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 Nominate your preferred repairer | Security device discount

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- Hire car after theft
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- Cover if your trailer is damaged in an accident

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- Debris removal after an accident
- \$5,000 death benefit
- Replacement of keys/remote after theft
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IBO Advantage*

Comprehensive Standard Cover - Earn 5% PV/BV plus 5% Cash Rebate of your annual base premium.

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 or call on **1800 021 281**

Note: quotes for the Gold Comprehensive product can only be obtained online.



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OMEGA ALTISE 2000W
 CERAMIC TOWER FAN
 54cm tall



RRP: \$80
IBO PRICE: \$72

EUROTRIKE SUPER DELUXE TRICYCLE
 Available for boys or girls



RRP: \$169
IBO PRICE: \$152

DIGITAL LCD VIDEO
 & PHOTO FRAME
 WITH SOUND



RRP: \$349
IBO PRICE: \$325

NAVIG8R 4.3" GPS
 WITH BLUETOOTH



RRP: \$479
IBO PRICE: \$410

LEXMARK X1270
 SCAN, COPY & PRINT
 INKJET PRINTER



RRP: \$78
IBO PRICE: \$55

CASIO EXILIM
 7.2 MEGA PIXEL
 DIGITAL CAMERA - SILVER



RRP: \$249
IBO PRICE: \$190

JVC COMPACT
 COMPONENT SYSTEM
 WITH SUBWOOFER →



RRP: \$379
IBO PRICE: \$269

AMETHYST PIGGY SPEAKERS
 FOR IPOD/MP3/CD/PC
 Available in pink or white



RRP: \$89
IBO PRICE: \$78

FREE DELIVERY
 for these
 items!

offer ends
 30 September 2008

Great savings in Brand Connexion and more...

Brand Connexion offers IBOs an exclusive website offering a quality range of products from respected and well known brands. Avoid the last minute shopping rush and enjoy the convenience of an easy to use online store with goods delivered direct to your door. In addition to the upfront discount, you'll also receive 5% PV/BV calculated as a percentage of the product purchase price (ex GST).

Visit 'Partner Stores' at www.amway.com.au or simply phone 1300 793 693.

brandconnexion
 .com.au

An Amway Partner Store

In the name of beauty...

TAKE YOUR BEAUTY BUSINESS TO THE NEXT LEVEL WITH THIS BEAUTIFUL NEW PRESENTATION CADDY FROM ARTISTRY®



The new and improved Presentation Caddy for ARTISTRY® colour cosmetics lets you customise your presentations with countless display variations. The result? Beautiful, effortless presentations whenever and wherever your customers may be.

Easily keep full-size product on display for all your customers to see and experience. This versatile caddy accommodates and securely holds a variety of pan sizes in any combination of the following:

- 12 Powder Foundations
- 48 Classic Eye Colour Pans
- 24 Classic Cheek Colour Pans
- 24 Lip Colours

A mirror inside the lid makes demonstrations simpler than ever, while the magnetic closure makes toting this caddy effortless for taking your beauty business on the go.

Now Available on VS/QO 104653

Training Dates to watch out for!

A quick reminder of the great training coming up in August and September.

EMMA PAGE® training costs \$5.00

ARTISTRY® Creme L/X training costs \$5.00

Premium Energy Explosive Taste Tour with XS™ Energy costs \$10.00

Please Note: All tickets are non-refundable.

Unfortunately children are not permitted into Training Sessions.

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

For more details visit www.amway.com.au or call 1800 45 46 47.

AUGUST	BRISBANE	ADELAIDE	MELBOURNE	TAMWORTH	BUNBURY
EMMA PAGE SPRING TRAINING 2008	Friday 1 Mercure Hotel 85-87 North Quay Brisbane 7.30pm–9.30pm VS 210193	Tuesday 5 Education & Development Cnt Room 1-11 AB Milner St Hindmarsh 7.30pm–9.30pm VS 210186	Friday 8 Dallas Brooks Cnt 300 Albert St Melbourne 7.30pm–9.30pm VS 210187	Saturday 9 Quality Hotel Powerhouse Armidale Rd (New England Highway) Tamworth 2.00pm–4.00pm VS 210188	Tuesday 12 The Quality Hotel Lord Forrest 20 Symmons St Bunbury 7.30pm–9.30pm VS 210195
	NEWCASTLE Thursday 14 Crowne Plaza Cnr Merewether St & Wharf Rd Newcastle 7.30pm–9.30pm VS 210194	PERTH Thursday 14 Perth Convention Exhibition Cnt 21 Mounts Bay Rd Perth 7.30pm–9.30pm VS 210189	SYDNEY Friday 15 C3 Centre West (Christian City Church) Cnr Egerton St & Silverwater Rd Silverwater 7.30pm–9.30pm VS 210190	DARWIN Saturday 16 Holiday Inn Esplanade Darwin 122 The Esplanade Darwin 2.00pm–4.00pm VS 210191	CANBERRA Saturday 23 Rydges Capital Hill Cnr Canberra Ave & National Cct Forrest 2.00pm–4.00pm VS 210192

AUGUST	SYDNEY	MELBOURNE	BRISBANE	PERTH
ARTISTRY CREME L/X TRAINING	Thursday 21 Castle Hill RSL Lyceum Room 77 Castle St Castle Hill 7.30pm–9.30pm VS 210276	Saturday 23 Novotel Melbourne on Collins 270 Collins St Melbourne 7.30pm–9.30pm VS 210277	Sunday 24 Mercure Hotel 85-87 North Quay Brisbane 7.30pm–9.30pm VS 210278	Monday 25 Duxton Hotel No. 1 St Georges Tce Perth 7.30pm–9.30pm VS 210279



PENCIL THESE
DATES IN YOUR
DIARY TODAY...

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

SEPTEMBER	BRISBANE	MELBOURNE	SYDNEY	PERTH	ADELAIDE
PREMIUM ENERGY EXPLOSIVE TASTE TOUR WITH XS SEPTEMBER 08	Wednesday 17 Mercure Hotel 85-87 North Quay Brisbane 7.30pm–9.30pm VS 210228	Thursday 18 Dallas Brooks Cnt 300 Albert St Melbourne 7.30pm–9.30pm VS 210229	Saturday 20 UNSW Kensington Sir John Clancy Auditorium Through Gate 9 High St for entry to Auditorium Kensington* 2.00pm–4.00pm VS 210230	Sunday 21 Perth Convention Exhibition Cnt 21 Mounts Bay Rd Perth 1.30pm–3.30pm VS 210231	Tuesday 23 Adelaide Hilton 233 Victoria Sq Adelaide 7.30pm–9.30pm VS 210232

* For parking enter via gate 11 nearest Botany St. parking station



{etiquette/03}

*BOWING:
Instead of greeting
people with a
handshake, Japanese
greet by bowing. And,
just like different forms
of handshakes, the
bow ranges from a nod
of the head to a low,
slow bow, governed by
how much respect you
want to display.*

{Tea Ceremony}:

The Japanese tea ceremony (cha-no-yu, chado, or sado) is a traditional ritual influenced by Zen Buddhism in which powdered green tea, or matcha, is ceremonially prepared by a skilled practitioner and served to a small group of guests in a tranquil setting.

The host, male or female, wears a kimono, while guests may wear kimono or subdued formal wear. Tea ceremonies may take place outside (in which case some kind of seating will usually be provided for guests) or inside, either in a tea room or a tea house, but tea ceremonies can be performed almost anywhere.

To find out more about how you can experience the intricacies of Japanese culture at Achievers 2009, contact your State Sales Manager today.

