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it's for you

JULY 08

**RENEW AND
WIN
\$500
TO BE WON EACH WEEK***

**Conditions apply*

**Renew Now!
Demonstrate your
commitment!**

12 ACHIEVERS 2009 TOKYO

20 BATTLE COLDS AND FLU WITH NUTRIWAY

18 NEW EMMA PAGE COLLECTION - PERSUASION

Amway®

ATMOSPHERE™

LET YOUR
FAMILY BREATHE
EASY THIS WINTER.



CLARUS® FILTRATION
99.99% Effective



PUREFLOW®
Whisper-Quiet Efficiency



INTELLI-SENSE®
One Touch Protection



TURBO POWER
Clean, Fresh, Power

Stop the sniffles from spreading by removing nasty airborne pollutants

The ATMOSPHERE® Air Purifier's CLARUS filtration system removes up to 99.99% of airborne pollutants like pollen, bacteria, viruses and pet dander as small as 0.009 microns. Stop viruses entering your home with the ATMOSPHERE Air Purifier.

Whisper-quiet Turbo Power

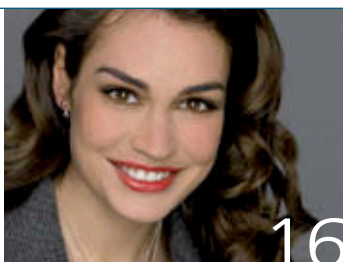
With ATMOSPHERE Air Purifier's INTELLI-SENSE technology, users can simply set it and forget it, or use the Turbo Power option to clear the air in a hurry. The unique PUREFLOW system eliminates excessive fan noise and reduces energy costs, which makes a difference during the winter months when your power bill can be noticeably higher.



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PURE AIR. PURE BRILLIANCE.



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DON'T GIVE UP

Thomas Edison is quoted as famously saying, "Many of life's failures are people who did not realise how close they were to success when they gave up." He should know too. Edison tried more than 10,000 different ways to create an incandescent light bulb before he got it right. The rest, as they say, is history.

The reason why I bring up this story now is that it is time to renew your business. I know that there are some of you out there who haven't decided whether you will be renewing or not. You may have hit a wall; success might not be coming your way as fast as you expected it to. My advice to you is don't give up. You could be just a few steps away from achieving that goal you set. Remember, many of our high achieving IBOs are where they are today because of their persistence. They kept on going. We have more inspiring stories from IBOs from page 7.

As an added bonus for renewing, you will automatically go into the draw to win one of two \$500 cash prizes every week until the end of September. You can also renew for three years and receive a 2GB USB key (valued at \$50) for free, plus two extra entries into the weekly cash draw.

And don't forget that we're here to provide you with all the support, fabulous products, and great incentives to help you build your business. Give your State Sales Manager a call at any time. We'd love to hear from you.

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Additional copies of this *BECAUSE it's for you* are available on VS 206757



Michial

Michial Coldwell
General Manager Operations
Australia/New Zealand

WHAT'S HOT

FREE LOOFAH BRUSH

Purchase BODY SERIES® Deodorant and Anti-Perspirant Roll On, Refreshing Body Gel, Glycerine & Honey Lotion and Complexion Bar Soap for only \$74.50. Receive this FREE Loofah Brush valued at \$19.95 RRP.

VS 210030	BODY SERIES Offer	\$74.50 RRP
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NUTRIWAY BIBLE

We are thrilled to announce the launch of the fifth edition of our NUTRIWAY product bible, *What Could Be More Natural?* It is packed full of all the information you need in a fresh new look and format. Learn about the key essentials for optimal health, common health concerns and supplements to suit. It also includes a nutritional reference

guide, and key features and benefits of each NUTRIWAY product. With this book, you will be equipped with all the key information for understanding and selling NUTRIWAY. It is available for \$4.95 on VS 210236.

VS 210236	WHAT COULD BE MORE NATURAL BOOKLET	\$4.95 RRP
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TRADITIONAL CURE

NUTRIWAY® Siberian Ginseng & Ginkgo Biloba Blend combines age old botanicals in one convenient tablet. This herbal blend may have a beneficial effect on stamina and endurance, especially during winter when the sofa and a warm blanket seem so appealing. It is also great for people who wish to improve blood flow to hands and feet in the cooler weather.

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



STARTING LINE

It's time to get ready, set and participate in TEAM NUTRIWAY's biggest events of the year – the 2008 fun runs! Sydney's City 2 Surf will be running on 10 August 2008 and Bridge to Brisbane will be taking place on 7 September 2008. These fun-filled events are the perfect opportunity to meet other TEAM NUTRIWAY participants, family and friends. See the Amway website for more information on the fun runs and make sure you join in the 12 Week Challenge.

25% OFF L.O.C. RANGE

Purchase this range of L.O.C. Plus cleaners (pictured) for only \$64.66 RRP and save a massive 25%.

VS 210022	L.O.C. Offer	\$64.66 RRP
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FREE HERBAL TEAS AND INFUSER

Purchase these three NUTRIWAY Herbal products for \$194.90 RRP (NUTRIWAY Garlic Heart Care, NUTRIWAY TRIPLE SHIELD® Echinacea, NUTRIWAY Siberian Ginseng and Ginkgo Biloba) and receive two premium loose leaf herbal teas and your NUTRIWAY Tea Infuser, valued at \$40.00, FREE!

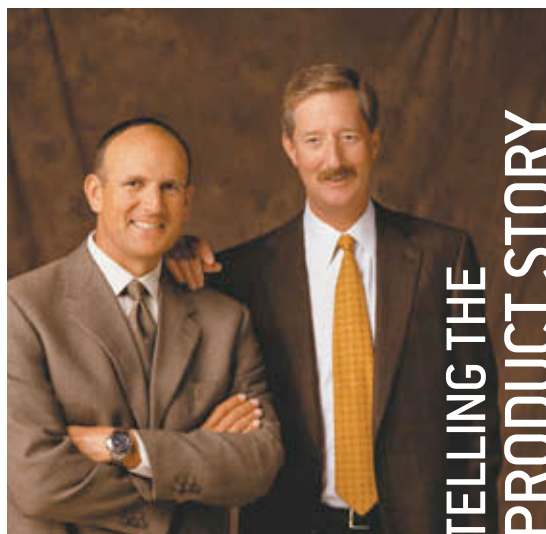
VS 210018	NUTRIWAY Offer	\$194.90 RRP
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FREE XS™ BEANIE

Purchase one dozen of each XS flavour (Grape-Berry Blast, Tropical Blast, Electric Lemon Blast, Citrus Blast and Cola Blast) and receive a FREE XS Beanie valued at \$19.95, to keep you warm in the winter months.

VS 210107	XS Offer	\$176.99 RRP
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As Amway sales people, you know our products and brands are original and of the highest quality. And we have a wide variety of products that people desire and want to buy – when they know about them.

It’s true that many people just don’t know our brands and product story. You could even say that Nutrilite and Artistry are some of the biggest and best brands the public has never heard of. It’s ironic, because, in fact, they represent a consumer story that is very easy to tell – a story we should be telling to people all over the world.

Healthy lifestyle? We’ve been there for decades. Green and organic? We’ve been there for decades. You can tell incredible product stories about our brands – and we are ready to help you focus on them like never before.

We are investing at record levels in marketing, training and advertising. There are hundreds of scientists working right now on the next generation of great products. A team of professional marketers is working around the clock to build demand. And we have the greatest product ambassadors anyone has ever seen!

Dynamic, relevant, innovative – these are the terms that will continue to describe our products and shape our story.

And is there really any competitor out there who can tell a product story like ours? No, there isn’t.

And there is no one who can tell our product story better than you!

Doug DeVos,
President

Steve Van Andel
Chairman



A ONCE-IN-A-LIFETIME OPPORTUNITY.

This year's qualifiers are invited to celebrate Amway's 50th Anniversary. It's an event so big, it takes 10 days and two landmark cities.



COME HOME TO GRAND RAPIDS, MICHIGAN

- 20 May Founders Council members arrive
- 21 May Executive Diamonds and above arrive
- 22-24 May A homecoming celebration of guest speakers, meetings and entertainment
- 25 May Depart for Las Vegas, Nevada



GO FORWARD TO LAS VEGAS, NEVADA

- 25 May Diamonds and above arrive
- 26-28 May Forward-thinking workshops, meetings, and Vegas-style shows
- 29 May Depart for home countries

REMEMBER THE DATES

20-29 May 2009



PAUL AND TRISH YATES

QUEENSLAND, AUST.

OCCUPATION

MORTGAGE BROKER/BUSINESS ADMINISTRATION

"Our story is a classic case of what happens when you don't give up," Trish Yates says from her home in Queensland. "If you hang in there long enough, good things happen."

Trish has been building the business with her husband Paul for several years now. The couple, who are originally from Western Australia, had a great start to their AMWAY® business and qualified at 21% after ten months. At the same time, Paul was running their computer business. They owned six stores, three franchises and looked after 26 staff. Paul says, "Trish never saw me and I never saw the kids."

When Paul became sick with chronic fatigue, their traditional computer business suffered. Their AMWAY business, however, kept on running in the background and continued to provide a monthly income. It was during this challenging time that the couple realised the potential of their AMWAY business.

After Paul and Trish qualified as Platinums in 2004, they were determined to work their way towards Diamond. They see the Sapphire pin as a wonderful step towards their bigger goal. Their advice for other IBOs who want to succeed in the business is simple: "Take your business seriously, but not yourself. And have fun."

SAPPHIRE



MICHAEL AND CATHY FEENAN

NEW SOUTH WALES, AUST.

OCCUPATION

PAPER RECYCLING BUSINESS OWNERS

Between the two of them, Michael and Cathy Feenan were working 120 hours every week in the corporate world and on their paper recycling business. The couple say, "By working longer hours we thought that we could expand our income, but we just lost more time pursuing very active incomes."

Cathy admits that the long hours were taking a toll on their relationship as well. She says, "Michael and I were going in two separate directions. I was concentrating on the corporate ladder and Michael was growing the recycling business. With AMWAY, we have come together again and it has allowed us to focus on setting up a lifestyle for our family together."

"Our AMWAY business has given us the chance to work together and pursue dreams we had when we married 10 years ago."

"The AMWAY business has given us hope. When obstacles and challenges are thrown our way, we know that if we get stuck in life, we don't have to stay there. Achieving the Platinum level even saved our traditional recycling business from going under.

"We've realised that everything in life is our choice. There is a proven business system at our fingertips. If we don't succeed, it's our fault, and when we do succeed, it's our fault!"

PLATINUM





DEREK AND ANNA GOODYER

NEW SOUTH WALES, AUST.

OCCUPATION

INVESTMENT MANAGEMENT/
PRIMARY SCHOOL TEACHER

"At the time when we were shown this business I had gone back to university to upgrade my qualifications," says Anna Goodyer who was working as a primary school teacher. "After a full time year at university my salary hadn't improved much at all. The bottom line for me was that there was no ceiling on what you could earn through AMWAY®."

Anna's husband Derek had different reasons for joining the business. Derek had been involved in stock broking and investment management for years. He is still involved in investment management and enjoys the work, but realises that it is an industry where your leisure time is limited. Derek says, "There are very few opportunities like AMWAY that offer scope to develop a substantial ongoing income stream with minimal capital outlay and very low financial risk."

Now that Anna and Derek are Platinum IBOs, Anna has had the freedom to give up teaching. Even though she loved her old job, she finds that helping others in their business is far more rewarding.

Anna adds, "This business has taught me to prioritise and focus more. It has also taught me that if you really want something it is possible through patience and perseverance and by following the system."



PLATINUM



ARUN AND ANITA KUMAR

AUCKLAND, NZ

OCCUPATION

PROCESS WORKER/BANKING ADVISOR

In less than 15 months, Arun and Anita Kumar built their AMWAY business to the Platinum level. It was an extraordinary feat by the couple who moved their family to New Zealand from Fiji so that their daughter could go to the University of Auckland. The cheerful pair say that they were looking for a business name to complete "the three 'A's". Now the three 'A's are one: Arun, Anita, and AMWAY.

Arun and Anita received their very first rebate from AMWAY a month after they joined. It was for \$300. The Kumars realised that if they could make that much money from the little work they put in, then they could make so much more by putting more hours in. From that moment, Arun and Anita say that their business took off and they haven't looked back since.

The couple say that if you want to succeed in the business, it is important to attend regular seminars, stay motivated, and learn from other people's success stories. Arun has this piece of advice for aspiring Platinum IBOs: "Never quit, believe in yourself, and hard work will disappear and happiness will come." He continues, "Happiness comes when you believe in what you are doing, know what you are doing and love what you are doing."



PLATINUM



SHAUNE McNAMARA AND ELVIRA ROCK

WESTERN AUSTRALIA, AUST.

OCCUPATION

ACCOUNTANTS

Elvira Rock, or Elvie as she is known to many, was working three jobs and raising two children when she was first introduced to the AMWAY business by her friend Liberty Lopez. Elvie's first thought was, "Wow, at least I might be able to drop one of my three jobs by joining the business."

Her first task was to bring three people to the next group meeting. One of those people was Shaune McNamara. At the time, Shaune was lecturing at TAFE and running an accounting practice. His personal life was at a low and he had come to a place where he wanted to stop teaching at TAFE.

Over time the two grew closer and eventually joined forces. Together, the happy couple have achieved many goals. The first for Elvie was owning a house by the time she was 40. The education system also helped Shaune's confidence grow and his accounting practice began to thrive as a result of what he learnt.

Shaune and Elvie's next goal is to go Emerald in the year 2010. Eventually, the generous couple would love to build a church and medical centre in Elvie's home country of the Philippines. Their advice to IBOs is: "Find some way to improve your business every day. It doesn't matter whether it is big or small. If you do something every day, your business will grow."



MAT ROGERS AND CHLOE MAXWELL

QUEENSLAND, AUST.

OCCUPATION

RUGBY LEAGUE PLAYER/MEDIA PERSONALITY

Mat Rogers and Chloe Maxwell are two very well-known Aussies. Mat plays professional rugby league and previously played union. Chloe has worked as a model, actress and television presenter. So how is it that this famous couple became Platinum IBOs?

Mat explains that Founders Executive Diamond Gad Ghabrial first introduced the business plan to Mat six years ago, but back then, the timing wasn't right. When Chloe first met Gad and his wife Melissa, she was intrigued by their fabulous lifestyle and wanted to know what their secret was. In December 2006, Gad showed Chloe the plan and she joined straight away.

Chloe says her life would have nowhere near as much value if she hadn't joined the business. "I would be doing empty, meaningless, vacuous television and media commitments for companies with no real integrity and getting paid once for the work that I've done, spending it, then having to do more of the same. I shudder to think what my life would be like without this amazing company!"

Mat agrees: "I'd probably be investing in shares or property and then hoping or praying that when I retire in two years I have enough ongoing income to live a decent life. The reality is without this business I'd be straight into the workforce, but not anymore."





NATALIE SABIC

NEW SOUTH WALES, AUST.

OCCUPATION

RETAIL SALES

Natalie Sabic was exposed to the AMWAY business long before she decided to start building it for herself. Her father and step mother, Tom and Adrienne Sabic, are Emeralds and she had always loved the products. So why did she ultimately choose to go into business for herself?

She says, "I've seen how the business has transformed lives. I decided I needed to change mine."

Natalie works in fashion retail and had only considered getting a second or third job as a way of earning extra money. In the end she realised that this was not the option she was looking for and that there had to be more to life than just working. She helped her dad build the business in his home country of Croatia and since then realised that this business was something she wanted to seriously pursue.

In the beginning, it was Natalie's confidence that held her back. She says, "I didn't believe in myself. I was scared of people. I loved all the things the business had to offer but I didn't think I could do it. The business challenged me to grow and get out of my comfort zones."

"The change wasn't instant but gradual," Natalie admits. "It happened little by little."

PLATINUM



ROELANT AND JENNIFER TRAUTWEIN

NEW SOUTH WALES, AUST.

OCCUPATION

BUILDER/MAKEUP ARTIST

"We tried to do it on our own and that didn't work," says Jennifer Trautwein of the slow process their AMWAY business was making. Her husband Roelant adds, "I think we were at a weekend function when we realised that what we were doing wasn't working and we should just follow the system."

The couple made the decision to work closely with their upline three years ago and their business has been growing ever since. Jennifer learned how to set goals by using EMMA PAGE® and qualified for the EMMA PAGE Versace conference on the Gold Coast. She reached this milestone the same weekend that their business went 21 per cent.

The business has been a type of health insurance for the couple too. Roelant became critically ill earlier this year. This was the second time that he had become ill. The first was a few years back when he was hospitalised for four months and it took him more than two years to get back to work. "In one way I'm grateful for what happened because it made me realise the importance of having an ongoing income which my traditional business just does not provide," he says. "And this time when I got sick Jennifer and I were able to see that the PV kept moving."

PLATINUM



READYSETGO!

JOIN YOUR TEAM AT THE CITY2SURF FUN RUN / WALK SUNDAY 10TH AUGUST



Get on your nutriWAY and join the team now!

Visit www.amway.com.au for more details. Be quick to secure your spot on the team!

READY — Be a part of the biggest team ever! Within your group organise a team and help us achieve our largest group ever for City2Surf 2008. Let's proudly show Sydney and the rest of Australia how impressive TEAM NUTRIWAY® is!

SET — Join the team now to be a part of the 12 week countdown program with Adro Sarnelli, 'Biggest Loser' 2006 and the TEAM NUTRIWAY® naturopaths/nutrition trainers.

GO — Visit amway.com.au to register your interest. Steps 1 and 2 must be completed to join TEAM NUTRIWAY®.

HOW TO ENTER

STEP 1 GO ONLINE to www.amway.com.au - select the City2Surf link and order your pack. For only \$25 per person (total value \$110), your pack includes:

- Limited edition 2008 TEAM NUTRIWAY® T-shirt & Cap
- Breakfast with Adro Sarnelli, 'Biggest Loser' 2006 & TEAM NUTRIWAY® at the Art Gallery of NSW
- Gourmet BBQ lunch at the NUTRIWAY® Marquee on Bondi Beach
- PLUS take part in the 12 week countdown with Adro and the TEAM NUTRIWAY® naturopaths and nutrition trainers.

STEP 2 GO ONLINE to www.sunherald.com.au/city2surf to REGISTER with the Sun Herald for an entry and bib into the City2Surf run. Entries open Sunday June 1



DOUBLE X

TEAM
NUTRIWAY®

BRIDGE TO BRISBANE

- How about joining us on the sunny shores of QLD with the Bridge to Brisbane Fun Run / Walk on Sunday 7th September? Visit www.amway.com.au for more information.

Demonstrate your commitment



Stand up and be counted.

ment. 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

*Two \$500 winners from Australia will be drawn each week for 17 weeks, commencing 1st June 2008. Renewal for 1 year entitles IBOs to one entry into each week's draw. IBOs renewing for three years receive 3 entries in each week's draw. IBOs that renewed for three years in 2007 automatically receive 2 entries into each week's draw. **Visit www.amway.com.au for Terms and Conditions and permit numbers.

THE CITY WITH EVERYTHING



WHAT CAN YOU DO IN TOKYO? THE ANSWER IS VIRTUALLY ANYTHING YOU WANT. THIS MONTH, WE TAKE A STROLL THROUGH SOME OF THE AREAS YOU'LL BE VISITING AS PART OF ACHIEVERS 2009.

Tokyo is one of the biggest cities in the world, with one of the largest populations. It is separated into different districts or wards, each with its own speciality and appeal. These districts are vastly different from one another, so it's just a matter of deciding what you're in the mood for.

INCREDIBLE VIEWS

Shinjuku, the business district and one of the busiest areas of Tokyo, has breathtaking skyscrapers with equally amazing views. The 243-metre twin towers and surrounding buildings of the Tokyo Metropolitan Government Office (Tocho) have free observatories on the 45th floor of each tower. Among other skyscrapers in the area are some of Tokyo's leading hotels, including the Keio Plaza, Hilton, Century Hyatt and Park Hyatt (featured in the film *Lost in Translation*). Many more skyscrapers have some shops on the ground floors and restaurants with great views of the city on the top floors.

NON-STOP SHOPPING

Just one of the shopping highlights in Tokyo is Yodobashi Camera, located in the Shinjuku district and one of Japan's leading discount electronics retailers. Yodobashi Camera has an unbelievable quantity of 1,500 different camera lenses in stock at any one time and all on display across three floors! And they even have competitors – Big Camera is just as big and just across the road.

But the mecca for shoppers – the undisputed head of world shopping – has to be the Ginza district. Imagine Sydney's Double Bay or Melbourne's Malvern Road, but on steroids. Every influential fashion label you've ever heard of from Europe, the USA, London and Australia (and a few you may never have heard of) have entire multi-storey buildings to themselves.

Wandering through Ginza (especially on weekends and some holidays when they close the streets to traffic, allowing shoppers to meander without the danger of cars or bikes) is like a kind of Disneyland for fashion-tragics and an experience not to be missed.

TOYS GALORE

However, if it's electricals and electronics or anime you're after, as well as the significant sideshow of cos-play in the streets, then you really need to head to Akihabra. The pantheon of electronic and electricals here dwarf their Shinjuku-based counterparts. Computers, cameras, PDAs and iPods, are all here and are all cutting-edge.

This is geek-kingdom where the frenetic pace of the shopping inside is only matched by the swarming hordes of young Japanese teenagers dressing as their favourite anime characters or colour fantasies with way-out costumes, shoes and makeup. Not only do they not mind having their photo taken, many seek it as an endorsement of their efforts.

NIGHTLIFE

Roppongi is a district of Minato Ward and is famous as being home to the rich Roppongi Hills area, an active night club scene and for having a relatively large presence of Western tourists and expatriates; though the vast majority of visitors and residents are Japanese and other Asians. It is located in the southern portion of the circle described by the Yamanote Line, south of Akasaka and north of Azabu.

Rappongi is where you'll find the Tokyo Tower, an exact replica of Paris's Eiffel Tower. The area features numerous bars, nightclubs, restaurants and other forms of entertainment including hostess clubs and cabarets.

STRIKING NATURE

The majesty of Mount Fuji does have a magic about it. From the hot springs that surround its base to its snow-capped summit, this is an enduring symbol of Japan that has reputedly been photographed more times than any other landmark in the world. It's a must-see and is only a 30-minute bullet train ride (at 330 kilometres per hour!) from Tokyo Central.

Tokyo is basically anything you want it to be – you just have to wish for it, access the extraordinarily streamlined train system (yes it is in English too!) and you're there. Don't miss out on your chance to be part of Tokyo with Achievers 2009. For more information, contact your AMWAY State Sales Manager today.



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@amway.com.au

*Replaces existing MULTI-FIBRE

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

AVAILABLE
FROM JULY



NUTRIWAY®
BEST OF NATURE. BEST OF SCIENCE.

BUSINESS BREAKTHROUGH

MORE REWARDS, MORE INCENTIVES AND MORE WAYS TO BUILD YOUR BUSINESS TO EVEN GREATER HEIGHTS. HERE IS A RUNDOWN OF WHAT IS GOING ON AT THE AMWAY® BUSINESS CENTRES THIS MONTH.

LOGANHOLME

As we speak, the contemporary building for the Loganholme Business Centre is being fitted out. It won't be long until you can shop till you drop, enjoy free product demonstrations, hire the amazing training facilities or just relax in the exciting new coffee shop. We are counting down the days until the doors open. I've taken it upon myself to start a promotion. The first 50 people who email me to tell me why they are excited about the centre will receive two free coffee vouchers! Bring your best friend or bring your new prospect. Be amongst the first to relax in the new comfy coffee lounge. I'm waiting for your email! Contact me at nadia_zeaiter@amway.com.

Nadia Zeaiter

State Sales Manager, Queensland and Northern Territory

AUCKLAND

Did you know that you can book in your own specialised NUTRIWAY® presentation for your group at the Auckland Business Centre? Kathleen, our resident NUTRIWAY Naturopath, is available for group meetings now. She covers topics like the immune system, heart health, becoming stress free, XS™ Energy, and illness risk factors. Call Kathleen today on (09) 919 8875 for more details. Don't forget we also have nightly ARTISTRY® and NUTRIWAY presentations by Rachel and Kathleen. All attendees are offered an exclusive special, but you have to take advantage of the offer on the night.



Kathleen

Try something from the new Q Café menu and earn PV for what you eat. For every \$40 spent at Q Café you get 5PV in return. What a fantastic opportunity for you and your team to accumulate extra PV each month. So ask about the PV loyalty card (stamps are in multiples of \$4) and try something from the new menu today.

There are even more rewards in store. Check out our Loyalty Shoppers Card next time you are in the Auckland Business Centre, where you are rewarded for regularly shopping. Spend over \$100 per day to receive a stamp and when you have four stamps in total you receive a free mystery gift.

We look forward to seeing you soon!

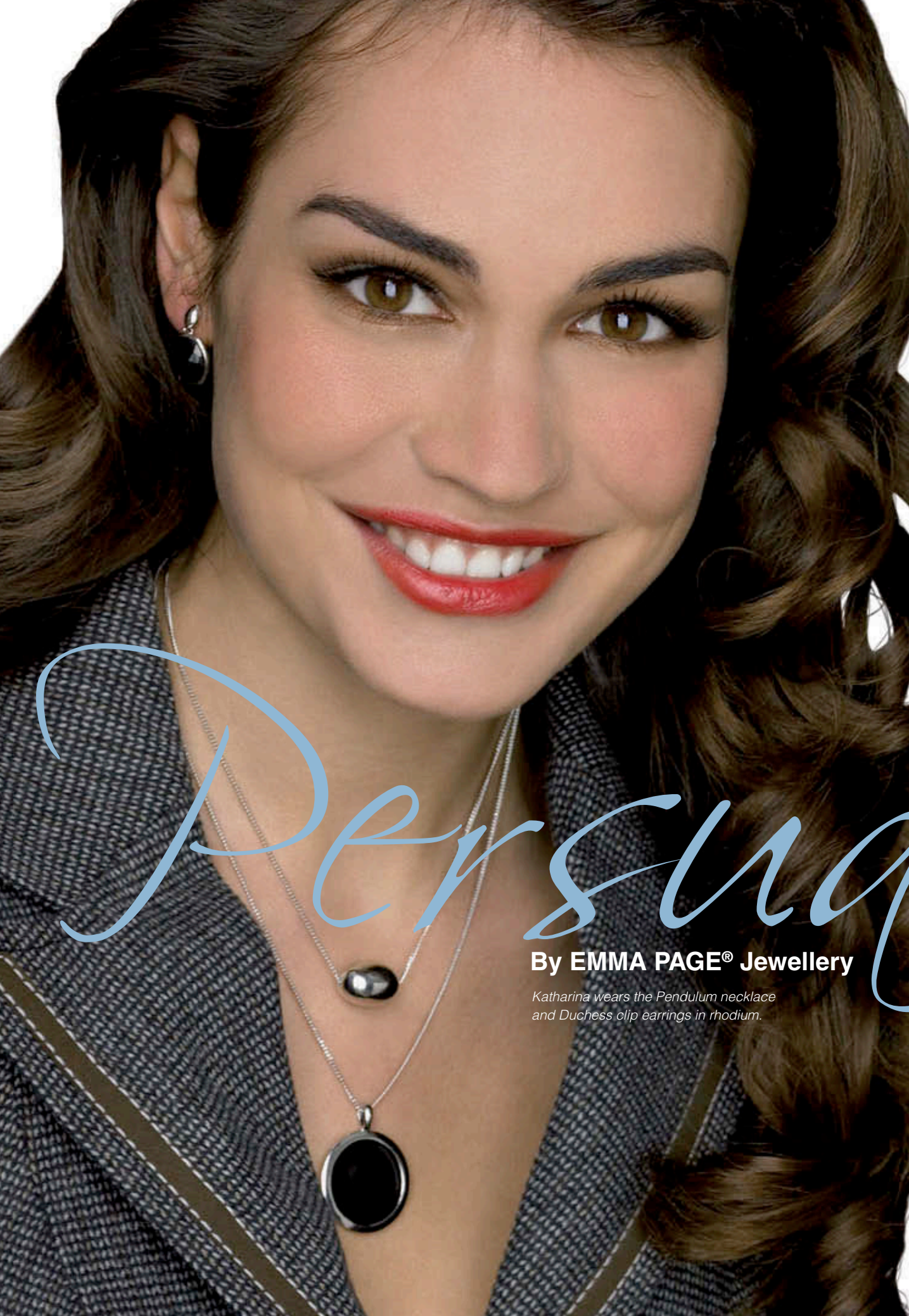
Simon Bennett

Sales and Marketing Manager, New Zealand



Amway
Business
Centre

Your Community, Your Business, Your Opportunity



Persuna

By **EMMA PAGE®** Jewellery

*Katharina wears the Pendulum necklace
and Duchess clip earrings in rhodium.*

Inspired by the romance of Jane Austen, the new Persuasion Collection from EMMA PAGE is full of beautiful and alluring pieces. Fall in love with the new golden yellow Opera ring and delicate Baroness necklace. Or perhaps the double chain Pendulum necklace in red with gold or black on rhodium and matching Vantage bangles will captivate you. Other highlights include the bold and fashionable Love Knot Lariat and Lydia hoop earrings while the men will be delighted by the new Galleon necklace with a detailed bullet chain.

The Persuasion Collection is available for pre-order in June and will be officially launched on 15 July 2008. For more details, visit the newly updated EMMA PAGE website at www.emmapagejewellery.com or touch and feel the full Persuasion Collection by EMMA PAGE at your IBO Winter conference.



Love Knot Lariat



Lydia hoop earring



Vantage bangles



Opera ring

SPECIAL OFFER

Order your Persuasion Kit and receive a 20% discount off the normal IBO Price (includes discount off PV/BV)! Kits are available for a limited time. Visit the Amway website to download the order form.

Persuasion Kit

Includes 27 pieces, one of each new design in both colours.*

VS 210169 Full Payment

VS 210170 Instalment Option

Pemberley Kit

Includes 14 pieces, one of each new design* in a selection of colours. VS 210171

Meriton Kit

Includes eight pieces in a selection of designs in mixed colours. VS 210172

*Excludes Opera Ring



Galleon necklace



Baroness necklace

Persuasion



EMMA PAGE
JEWELLERY

BREEZY WINTER

WIN THE BATTLE AGAINST COLDS AND FLU THIS WINTER WITH THE HELP OF NUTRIWAY® VITAMINS AND SUPPLEMENTS.

We all know people who breeze through winter without a sneeze, sniffle or cough. Then there are those of us that spend most of the season in bed with a box full of tissues and a drawer full of medicine by our side. So is it a virus alone that causes a cold or flu? Or does a person's health, vitality and wellbeing play a role?

Your body has a number of ways to defend itself against viruses. The first stop is the skin, nasal hairs and mucous membranes (the inside of your nose, mouth and lungs). Tears, urine, sweat, and your skin's natural oils are another way that your body fights viruses. Then there is the hydrochloric acid in the stomach and acid in the urinary tract that further defends the body.

If the virus is too strong for those defences, then it's time for the real stars of the whole immune system to enter the picture. Your own personal army that

defends you against viruses are the white blood cells. These cells work together with tissues and organs to recognise foreign matter and destroy it.

WHAT AFFECTS IMMUNE STRENGTH?

Stress has a major effect on the number of immune cells you produce. That is why you can be more prone to infections after significant life changing events like moving house, relationship break-ups, and even joyful events like a new job or promotion. In all these cases, the extra stress on your body weakens the immune system.

Another factor that affects your immune system, is how well the thymus gland is functioning. The thymus gland sits just behind the sternum and activates a type of immune cell called the T-cell. A zinc deficiency and age can reduce the thymus gland function. This is why it is important to include zinc-rich foods like sunflower seeds, pumpkin seeds, lean red meat, and oysters in your diet.

BUILDING A STRONG IMMUNE SYSTEM

An easy way to help reduce the duration and severity of colds and flu, is to start building a strong immune system by supplementing your diet with a multivitamin/multimineral. Taking NUTRIWAY DOUBLE X® supplies your body with 100% or more of the recommended dietary intake with 12 essential vitamins and eight minerals.

The amino acids from protein are valuable building blocks for a healthy immune system. If you are not getting enough good quality protein from easily digested foods like fish, organic chicken, and lean meat, then you should consider supplementing your diet with NUTRIWAY Protein Powder and POSITRIM® Protein Bars.

You should also include omega-3 in your diet. Healthy amounts of these fatty acids help to build strong membranes for your immune cells. NUTRIWAY Omega-3 Complex is a great option if you are not eating omega-3 rich foods like salmon, tuna and soy. Each capsule contains omega-3 from fish harvested in deep cold ocean waters.

Inhalation is one of the major routes of entry for viruses and bacteria. Studies have shown that indoor pollution can contribute to asthma, allergies and flu. If you keep the air inside your home or office clean, then it should help to prevent you from catching colds and flu. ATMOSPHERE® Air Purifier removes 99.99% of all airborne particles including viruses and bacteria.

Just by following these simple steps, you should be fighting fit through winter. If you would like to email the NUTRIWAY naturopaths directly about any of your winter concerns, you can contact them at naturopath@amway.com.au.

FIGHTING FIT

WHAT DO YOU DO WHEN A COLD OR FLU SLIPS THROUGH THE DEFENCES? HERE ARE A FEW HERBAL REMEDIES THAT CAN HELP MINIMISE THE DURATION OF YOUR TIME SPENT IN BED.

ECHINACEA

Research shows that Echinacea works by increasing the number of T-cells in the blood stream and enhancing specific immune cells to engulf and destroy foreign matter. NUTRIWAY TRIPLE SHIELD® Echinacea uses fresh plant and roots of Echinacea harvested at their prime. It is processed to maintain therapeutic levels of the compounds that help build the immune system to assist in reducing cold and flu symptoms.

GARLIC

Garlic can help alleviate the symptoms of colds and influenza by supporting your body's immune function. Taking an odourless garlic supplement like NUTRIWAY Garlic Heart Care Formula could be of benefit.

SIBERIAN GINSENG AND GINKGO BILOBA

Being tired and not having enough energy after a cold can make it hard to get back to work. This is where NUTRIWAY Siberian Ginseng and Ginkgo Biloba can be helpful. The herb Siberian ginseng has long been used to increase stamina and endurance and is great for general wellbeing.



FREE!
NUTRIWAY loose leaf herbal teas and Tea Infuser
See P05 for details



NUTRIWAY®
BEST OF NATURE. BEST OF SCIENCE.

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



SLIPSTREAM

Become a beautiful expression of your inner star qualities.

SLIPSTREAM

Model wears products from E.FUNKHOUSER™ New York C007

Start with the range of Core Professional Products, selecting the shade that is right for you from E.FUNKHOUSER™ New York Stick Foundation, Highlighting Wand, Contouring Powder and Concealer + Eye Base.

Then complete the look with:

Brow Defining Pencil & Highlighting Powder - Brown

Eye Color Trio - Creation

Lash Volumizer

Mascara - Black Onyx

Cheeks - Bronzing Powder

Lip Color - Santini

Lip Gloss - Magnetism

Nail Lacquer - Lucite

Visit amway.com.au for information on the new colour collection, the ongoing professional product series and step by step instructions on how to apply SLIPSTREAM and other latest looks.

E. FUNKHOUSER™
NEW YORK



Spice up your winter with this low-fat curry from iCook. Simply follow the instructions below for a warm and tasty curry that your friends and family will enjoy. Not only does it taste sensational, it is low in fat and packed with nutrition too! The exclusive VITALOK™ technology featured in all iCook cookware pieces is designed to lock one-third more nutrients in the food you cook. That makes this meal even healthier for you. Make sure you try this recipe today and taste the iCook difference yourself.



Low-Fat Vegetable Curry

Utensils

3 Litre iCook Saucepan
2 Litre iCook Saucepan

Ingredients (Serves 4)

- 1 Spanish onion, diced
- 1 bunch cilantro, finely chopped
- 1 knob of ginger, finely chopped
- 2 tbs. olive oil
- 1 tbs. fennel seeds
- 1 tsp. crushed coriander seeds
- 1 tsp. ground cumin seeds
- 1 tsp. turmeric
- 1/3 tsp. ground chilli flakes
- 2 medium carrots, diced
- 1 small butternut squash, diced
- 1 bulb of garlic, pre-roasted in oven at 180° C
- 1 can light coconut milk (400ml)
- 1 can crushed tomatoes (410g)
- 3 tsp. rice wine vinegar
- 1 cup water
- 1 head of broccoli, cut into florets

- 1 bunch of Swiss chard, shredded
- 300g tofu (optional)

Directions

1. Heat oil in large saucepan. Add onion, cilantro, and ginger, and cook over medium heat for 2-3 minutes.
2. Add all dry spices and stir until fragrant, approximately 2-3 minutes.
3. Turn the heat to low and add orange vegetables, garlic, tomatoes, tofu (optional) and vinegar. Simmer for 20-25 minutes.
4. Place water, broccoli, and Swiss chard in small saucepan and bring to a boil with lid on.
5. Lower heat and simmer for 3 minutes, then remove from heat. Allow to rest for 3 minutes.
6. Add broccoli and Swiss chard to curry.
7. Sprinkle with coriander, salt, and pepper before serving.

Spice of life
with iCook®

Reveal your beauty

FIRST IMPRESSIONS ARE EVERYTHING – ESPECIALLY IN BEAUTY. NOW YOU CAN PRESENT THE GORGEOUS ARTISTRY® RANGE IN THE NEW AND IMPROVED PRESENTATION CADDY. IT KEEPS YOUR COLOUR COSMETICS PERFECTLY ORGANISED.

With the new and improved display caddy it is easy to display full-sized products for your customer's convenience and yours.

The ARTISTRY Caddy lets you take your colour presentations to your customers with countless

colour variations that deliver endless opportunities for different makeup looks. It creates the natural flow to link selling and is instantly eye catching.

The ARTISTRY Caddy holds a variety of the following products:

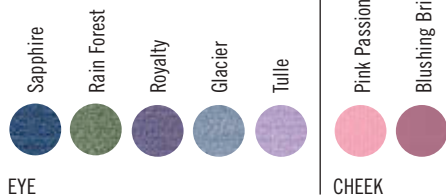
- Powder foundations
- Classic eye colour pans
- Classic cheek colour pans
- Lip colours.

A mirror inside the lid and magnetic closures make this the ultimate tool to take your business to a truly professional level.



FOR EYES AND CHEEKS

COOL

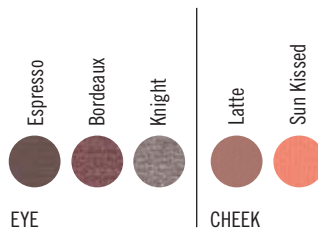


Here is a simple guide to show one option of arranging your eye and cheek colours in warm, cool and neutral tones. Group your lip colours into metallic, satin and shimmer finishes.

NEUTRAL

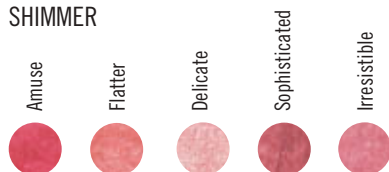


WARM

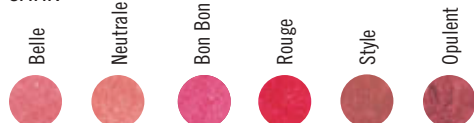


FOR LIPS

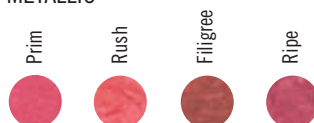
SHIMMER



SATIN



METALLIC





Here are some examples of how you can show versatility with colour choice and increase your volume of business:

Eye shadows can be displayed in colour selections of warm, neutral and cool. This makes it easy to instantly go to the colours that will appeal and suit your customer.

Place the eye shadows into duos so that they can easily be combined as tones that contrast or harmonise.

Create a stunning palette of eye shadows and classic cheek colour that offer looks for day or night.

Cheek colours can also be displayed in warm, neutral or cool tones. Place them with matching eye and lip colours so that you can create the total colour look for your customer.

Powder foundations can also be included and displayed into the caddy to offer a quick and easy foundation application prior to colour application.

Another option for this versatile caddy is to place combinations of colours so colour choice is endless. For example this caddy will hold 32 classic eye shadows and eight classic cheek colours.

ARTISTRY®

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

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 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



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

XS PREMIUM ENERGY EXPLOSIVE TASTE TOUR

JOIN XS FOUNDERS DAVID VANDERVEEN AND SCOTT COON
AT THE XS TOUR SESSION NEAR YOU IN SEPTEMBER



Looking for insurance? We offer assurance.

AFS Motor Insurance gave us a competitive premium and handled our recent claim quickly and efficiently. We are very pleased with the service and happy to recommend AFS Motor Insurance

Carolyn Burnett



At AFS Motor Insurance we pride ourselves on delivering low cost car insurance with the highest levels of professional service and quality repairs.

Our success stems from the ease and convenience of the claims process. We understand that making a claim can be stressful, so our friendly, professional consultants assure you of a smooth experience. Claims are lodged over the phone, removing the need for time consuming paperwork. The integrity of the process is maintained by our advanced IT system which records and can instantly retrieve any correspondence related to a claim.

At our Insurance Assessment Centres, skilled assessors manage the repair process from beginning to end. Through close relationships with expert repairers, we control costs and timings, monitor quality and return your vehicle in the best possible condition.

IBO Advantage

Comprehensive Standard Cover

Earn 5% PV/BV plus 5% cash rebate of your annual base premium

Comprehensive Gold Cover

Earn 8% PV/BV plus 8% Cash rebate of your annual base premium.



Refer your family and friends to this fantastic product and not only will they be able to take advantage of low cost car insurance, you will too by receiving the PV/BV and cash rebates from each policy referred. Remember non IBOs must quote your IBO number so payments can be allocated correctly.

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Quote online by visiting 'Partner Stores' at www.amway.com.au or call 1800 021 281

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+



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per month over
24 months

- \$300 included monthly value
- Unlimited VoiceMail¹
- \$0 USB Modem
- 5GB Monthly Data Allowance[#]

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To top this off Amway will give you 41.17PV/140.42BV and 3% of mobile plan value ongoing plus you will also receive upfront commissions and annual loyalty commissions for OWB³

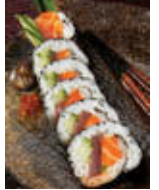
Amway

SMALL & MEDIUM BUSINESS



Terms and Conditions. 1. **Unlimited VoiceMail:** Optus Mobile Fair Go™ policy applies. Upon connection, VoiceMail will be set up, deposits and retrievals will not be charged. 2. **Optus Mobile and Wireless Broadband pack:** Available to eligible business customers who combine Optus Wireless Broadband 5GB (\$39.99 plan) with the \$49 Business Smart Cap plan for the Nokia 6500 Classic for 24 months. Minimum total cost for the \$89 Pack is \$2135.76. Cancellation fees apply. All accounts must be in same name and ABN/ACN/ARBN number to be eligible for 'yes' Business Rewards. **#OWB General:** Excess usage charges of \$0.15 per MB or part there of apply if you exceed your 5GB monthly data allowance. Usage will be counted in Kilobytes (kb) i.e. 1MB = 1024KB and includes both uploads and downloads. A 1.0% fee applies if you pay your account by a credit, charge or debit card. OWB is available in areas covered by the Optus Mobile 3G/HSDPA network, subject to network availability. For coverage details see www.optus.com.au/coverage. Only available for use on Optus-approved devices. For complete product details and PC requirements go to www.optus.com.au/businesswireless. Optus Coverage Satisfaction Guarantee applies. Offer cannot be combined with other offers or rewards (including the 4 months free promotion), unless stated. Optus is not responsible for allocation of PV/BV. Allocation of PV/BV falls under your contract with Amway. Please contact Amway for any queries. 3. Only available to eligible Amway Independent Business Owners as defined by Optus. OWB Upfront commission of \$15 plus an annual loyalty commission of \$15 is only available to new to Optus customers connecting on a 24 month plan. Amway commission offers are payable through Amway. Please allow 60 days for your service commissions to be paid. General: Offer available until 31 July 2008 unless withdrawn earlier. Offer cannot be combined with other offers or rewards unless stated. For more information, refer to www.optus.com.au/standardagreement. Information correct as at 1 May 2008. SingTel Optus Pty Limited ABN 90 052 833 208.

SMB_AMWAY 05/08



{etiquette/02}

BUSINESS CARDS:
Business cards should have English on one side and Japanese on the other. Exchanging business cards is a ritual where great respect is shown for the other person. Never put a business card away immediately — this is very insulting. Instead, study the card carefully first.

{Kabuki}:

Experience the drama, music and dance of traditional Japan as portrayed in Kabuki. This form of theatre dates back to the 17th century and is performed by an all-male cast. With elaborate set pieces, costumes and stories of historical events, love and moral conflicts, you will be enchanted by this captivating piece of Japanese culture.

The innate power of Kabuki performance is associated with Chi, our inner power that is harnessed and projected outward to the audience making for a breathtaking experience in the theatre.

You can watch a Kabuki drama in Tokyo just by qualifying for Achievers 2009. For more details, speak to your State Sales Manager today or visit the AMWAY Website.

