

# Amagram

THE MAGAZINE FOR THE AMWAY IBO

February 07

**DEFY THE VISIBLE SIGNS OF TIME  
NEW ARTISTRY™ TIME DEFIANCE™  
Skin Care Products**

**Amway**



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E. FUNKHOUSER™ NEW YORK brand?

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Collection and Professional Product Series.

E. FUNKHOUSER™  
NEW YORK



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# What's Special About the Amway Opportunity? Part Four (Quality Products)

More than 45 years ago, Rich DeVos and Jay Van Andel created a plan that let anyone start their own business selling quality products and giving other people the chance to do the same. Amway has grown into a world leader in direct-selling through this simple opportunity.

Today, Amway supports your business with more than 450 exclusive products and services, a state-of-the-art global ordering and distribution network and more than four decades of experience and advice to help you when you need it. And by focusing on developing products that outshine the competition, Amway gives our Business Owners the competitive edge they need to build strong, thriving businesses.

Nutriline is just one of those products. The world's leading brand of vitamins,

minerals and dietary supplements\*, Nutrilite is the only global vitamin and mineral brand to grow, harvest and process plants on their own certified farms.

The high level of quality found in Nutrilite is what you find in all our products and brands. Whether nutrition, beauty, or home care, all our products help people live better lives.

And that's reason enough to celebrate your relationship with us and take pride in your status as an Amway Business Owner.



**Steve Van Andel**  
Chairman

**Doug DeVos**  
President





# Leaders Reach the Highlands

In June last year, having previously hosted world leaders at the G8 summit, the Gleneagles Luxury 5-star Hotel opened its doors to welcome Amway's European Top Leaders to the 2006 Diamond Conference.

European Diamonds and above, as well as newly-qualified Emeralds, enjoyed the best of Scottish hospitality. Breathtaking scenery surrounding the resort provided an unforgettable setting for this amazing event, whilst the haggis (a local delicacy) provided a completely different – but still unforgettable – taste of Scotland.

During their stay, our VIP guests were offered many exclusive activities: business sessions (with updates on new initiatives and the European business), recognitions to all new Pins, entertainment, music, dancing and tours to Edinburgh (the Scottish capital) – well known for its comedy festival, the historic castle and winding streets and tunnels. But... that wasn't all! Our Leaders also enjoyed hours spent learning falconry, jeep driving and, of course, the chance to play golf on one of the world's best known courses.

Stirling Castle, dating back to the 15th century, provided the setting for the final Gala Dinner – another exclusive event for our special guests to enjoy and take in the sweet sounds and traditions of Scotland.

The next Diamond Conference (this month) heads to Sydney, Australia. Amway is already looking forward to welcoming our Leaders at this event and repeating the great success and enjoyment of Gleneagles.



Coming soon!

## 3 all **new** product manuals

The separate Health, Beauty and Home information manuals will do a lot more than just explain the features and benefits of the extensive Amway product portfolio. They will deliver a wealth of information on our brands, products, their history, technology, scientific research, product development, ingredients, demonstrations, hints, uses and a lot, lot more.



**Health Information Manual**  
Nutrition & Health Care



**Beauty Product Manual**  
Product Information and Technical Information



**Home Product Manual**  
Product Information, Technical Information and Demonstrations





What would you do with an **EXTRA** £20,000 / €30.000?



Buy a new car?  
Enjoy a once in a lifetime holiday?  
Further education for your children?

**Qualify for NEW levels and find out!**

As you grow your business, your success will be recognised with additional one-off payments for each successive Pin Level you achieve.



<b>New Platinum Bonus</b>	<b>£4,000 / €6.000</b>
<b>New Emerald Bonus</b>	<b>£10,000 / €15.000</b>
<b>New Diamond Bonus</b>	<b>£20,000 / €30.000</b>
<b>New Executive Diamond Bonus</b>	<b>£20,000 / €30.000</b>

Full details can be found in your SIP materials or consult your direct upline.

## Local Achievers

### Anathan, Nithyanantharaja and Thaksha

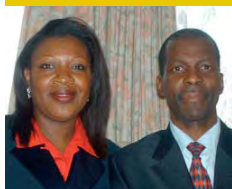


**GOLD  
PRODUCER**

We were in a dark tunnel before January 2006. Now we have seen the light in our lives through this wonderful

opportunity. We are really thankful to Ravi and Shiyani (from Canada) for showing us this opportunity, all our upline and Amway from the bottom of our hearts. Special thanks to our team; without them we wouldn't have reached this level.

### Gardner, Carlton and Claudia



**GOLD  
PRODUCER**

This business offers everyone the opportunity to succeed as long as you remain consistent and persistent. We

are very excited about our future and look forward to achieving the higher levels. Stay focused and never give up on your dreams.



**SILVER PRODUCER**

**Kartik, Subramanian and Bhuvaneshwari**

**Olwe, Charles**

**Viyazhante, David and Manyinga, Tecla**



**18%**

Gaule, Baron and Margaret  
Moyo, Innocent and Nomalanga



**15%**

Bhatt, Romit  
Bohm, Hlmalika and Sivasambu  
Brownlee, Ian Edward and Doris Maria  
Bussan, Bahadur and Gurbakhash  
Cardy, Mkie and Jan  
Chitre, Ranjit and Monika  
Chopra, Atit  
Cooke, Agustina  
Dammen, Hakon and Casey, Cara  
Deeble, Timothy and Susan Helen  
Eliav, Oded and Raquel  
Forbes, Leslie and Ilse-Mari  
Furey, Daniel  
Haley, Greg and Fiona



**15%**

Jaiswal, Praveen and Anjani  
Keser, Aysin  
Landsberg, Diana and Abele, Christopher  
Lannigan, Paul  
Maddams, Kevin and Jackie  
Mufushwa, Chistina  
O Rourke, Mick and Gill  
Owsley, Ryan Harry  
Perrin, Angela and Anthony  
Potter, Robert and Pansy  
Rose, Derek Hugh  
Saund, Tajpal and Harvinder  
Shah, Amil and Purvi  
Shah, Nirav and Daxa  
Stone, Anton and Mia  
Szombat, Georgina  
Thaker, Tejas and Suresh, Jigna  
Threlfall, Sue  
West, Catherine Ann



**12%**

Algreen-Vassing, Anne Marie  
Banda, Joyce  
Bilmez, Berna  
Borsa Zirinis, Agnes and Zirinis, Kostas  
Brew, Matilda  
Bweupe, Ennie  
Byrne, Vasanthi and William  
Cakmak, Nazan and Yavuz  
Cardona, Graham  
Catlow, Steen  
Charoni, Elena  
Chau, Kerina S  
Christoforou, Hara  
Darby, Benjamin and Wall, Rochelle  
Djimo, Tinda and Ifefo, Pauline  
Du Plessis, Heindrik  
Duggan, Michael and Dugan, Lauren  
Edige, Bihin  
Francis, Todd and Lee-Francis, Rhonda  
Galanis, Thrasyvoulos and Anastasia Nadia  
Genitsari, Despoina  
Ghama, Issome  
Gul, Cihan  
Hill, Rosalie  
Human, Henri  
Inalman, Handan and Burak  
Ingleson, Ender and Mark  
Jankowitz, Jean and Henrich  
Jenkins, Hannah  
Kabengera, Michel and Nasioka, Vasso  
Kariuki, Jane  
Khan, Mohammad and Iqbal, Amena  
Knabe, Katja  
Kusumaningrum, Maria Ratih  
Kuvengwa, Maggie  
Lock, Linda and George  
Lombaard, Tanea  
Malakotianou, Martha  
Matthews, Julie  
Mcdowall, Jamie and Gilmore, Joanne  
Mead, Lisa  
Moradi, Siavash and Rank, Serena  
Morgan, Michelle and Charles  
Nasser, Cheryl  
Nemes, Adrienn  
Nxumalo, Thembisile  
Osborne, Donna  
Oyugi, Nicholas  
Parsons, Alison Jane  
Pavides, Christos



**12%**

Philipakos, Petros  
Pierrakos, Joannis and Pierrakos Mouriadou, Maria  
Pragasti, Maria  
Russell, Nicole and Nolan, Stephen  
Seeruthun, Ammeer Sing and Purnima Selman, Susan  
Stergiou, Konstandina and Bindevinos, Mikos  
Tan, Suna  
Taylor, Jacob Alexander  
Tennant, Robynne  
Thomsen, Lisbeth and Hansen, Allan  
Tran, Trang  
Vangi, Nikolettta  
Vangis, Nikolaos  
Wallace, Stephen James and Mairi Elaine  
Zidan, Fiona and Bashar



**9%**

Ahmed, Saeed  
Allen, Joan  
Antoine, Pedro  
Arseen, Moneka  
Atkinson, Thomas Ian  
Bak, Anna  
Baker, Mathew Stephen  
Bartlett, Paul and Sarah  
Beazley, Mary and Anthony  
Betts, Jamie  
Bhagal, Rachhpal Kaur and Sukjeender Kaur  
Booth, David and Heather  
Broadhead, Kay  
Cabral, Alessandra  
Callaghan, Patrick  
Carrington, David and Dorrian  
Chareka, Peter  
Chaudri, Vishal and Parul  
Chitsote, Rita  
Chowdhury, Mahbulul and Bristee, Noumee  
Cope, Teresa  
Coppin, Claire Emma  
Daniel, Steve and Erma  
Darko, Clement  
Darlington, Peter  
Davidson, Darryl and Goodwin, Emma  
Davis, Joan



**9%**

Deakin, Caroline  
 Deen, Imtiyaz  
 Delotz, Simon and Jones, Samantha  
 Donkor, Isaac and Anika  
 Du Plessis, Christiaan and Elmien  
 Dubey, Sandeep and Neelam  
 Durmishi, Dagagsin and Florise  
 Emm, Marjorie  
 Evren, Perihan and Hilmi  
 Farr, Lydia Elizabeth  
 Fordham, Geoff and Allen, Rebecca  
 Frecklington, Gavin  
 Freeman, Elliott and Sadie  
 Gaspar, Marta  
 Gillies, Deborah  
 Glynn, Stevie  
 Gnanatheysihan, Rajendram and Valarmathy  
 Goodbody, Anthony  
 Gosai, Pratap  
 Greer, Uyllyn and Morgan, Vaughn  
 Henricks, Hyacinth  
 Hobbs, Dolores  
 Hornbogen, Roland and Eva-Gabriela  
 Hoskins, Kevin  
 Hossain, Mahbub and Shamimara  
 Hussain, Shaikh and Shaikh, Saima  
 Irudhayasamy, Anasthasia and Shah, Chamdresh  
 Jaber, Muhiuddinand Sumi, Rasheda Sultana Ferg  
 Jayasinghe, Palitha and Mala  
 Jones, Alison and Kenneth  
 Kaliyati, Martha  
 Kellington, Elaine  
 Kerr, Michael  
 Koroma, Dauda and Sadio  
 Koroma, Kafifa  
 Kuriakose, Thomas and Mary  
 Kuruvilla, Susan  
 Lancaster, Annette and James  
 Landsberg, Martin and Hasbina  
 Lekandis, Stavros  
 Levy, Margaret and Dorrington, Alan  
 Lewis, Martin  
 Lewis-Shallow, Judi  
 Lock, Candice Emily and George  
 Lock, David  
 Lodge, Bill and Natasha  
 Loft, Tanya and Elliott, Ian  
 Loosley, Victoria  
 Lowe, Danny

**9%**

Magus, Louise  
 Mahud, Shamima  
 Mannion, Maria and Parkes, Arthur  
 Maranga, Evans  
 Marton, Nagy Sandor  
 Mata, Raphael  
 Matthews, Sandra  
 Mcfadyen, Helen  
 Mearns, Kate Jane  
 Mitra, Abhijit and Amita  
 Mullen-Smith, Carmel  
 Mustafa, Ajaz  
 Newell, Marco  
 Nicholson, Philip Walter  
 Nogveira, Alessandro and Lima, Tatiana Glauca  
 O'Neill, Sean  
 Osborne, Caine  
 Osullivan, Nicholas  
 Owusu, Vivian  
 Padda, Tajinder  
 Pagadala, Nanda and Neeli, Rajasekhar  
 Pankhania, M K  
 Patel, Sanjay and Roshni  
 Pearce, Claire  
 Penfold, Caroline and Amy  
 Perring, Robert  
 Petridis, Aggelos  
 Phillips, Ryan and Ban, Brigitta  
 Pisiolek, Barbara and Katherine  
 Prithcard, Terry and Poole, Rachel  
 Rao, Ganesh  
 Ravindran, Manesh and Manesh, Shobha  
 Remblance, Reece  
 Rowan, C and H  
 Rughoobur Sudesh K, Dave  
 Sakoulas, Dimitris  
 Sakoulas, Pavlos and Davri, Donna  
 Sanghera, Sukhdev  
 Sathyamoorthy, Ketheesuay  
 Scarrott, Dean  
 Schidt, Anita  
 Scott, Jayne and Kevin  
 Scotto, Nicola  
 Searle, James and Evens, Charmane  
 Selvendrarajah, Surendran  
 Senthamarai Selvi, Mariappan and Krishnan, Gopala  
 Sharpe, Kenneth  
 Singh, Gurpreet  
 Singh, Vipin and Shiah

**9%**

Smale, Alex  
 Smith, Sylvia  
 Sutherland, Jan  
 Szombat, Zsuzsanna  
 Tan, Omer and Muzeyyen  
 Tharakan, Chrstina  
 Theo, Ike  
 Turnbull, Thomas James  
 Twist, Reyna  
 Uno, Yuko

**9%**

Unwin, Paul  
 Vashko, Fatiar  
 Venkataraghavan, Supriya  
 Verdier, Jishnu  
 Vojnarovics, Orsolya  
 Von, Portatius K  
 Williams, Dawn  
 Yogeswaran, Shanthi  
 Zaman, Shahid and Gillani, Syeda  
 Zorides, Christos and Laya, Zwelky



○ Are you a new IBO?

○ Want to stand out ahead of the crowd?

○ Want to reach your potential?

Want to grow your business  
to that all important 6% level?

Then lace up those running shoes  
and become a 'Pace Setter'

**Pace Setters**  
*your route  
to success*



With Pace Setters in full motion, we are pleased to see so many of you taking on the challenge to grow and develop your business in your first three months of joining Amway. The following IBOs have qualified during the months of September to November and October to December and will be joining us here at Amway's UK office to claim their reward:

Aggelos Petridis  
Alice McClymont and Benjamin Murray  
Augustine And Rose Tyffour  
Beatrice Antwi  
Claire Emma Coppin  
Clement Darko  
Deborah Gillies  
Dimitris Sakoulas  
Erica Odusote and Olayemi Odusote

Fathima Rifath  
Fran Strathan  
Francis Kwame, Adu and Juliet Addai  
Hyacinth Hendricks  
Joyce Ofori and James Bediako  
Majella Molloy and John Molloy  
Molik Musaddek Ahmed and Bablin Molik  
Nagy Sandor Marton  
Pavlos Sakoulas and Donna Davri

Pierre Niamke  
Portatius K Von  
Pratap Gosai  
Roland and Eva-Gabriela Hornbogen  
Samuel Badu  
Sandra Matthews  
Theresa Tausch  
Uylyn Greer and Vaughn Morgan  
Vivian Owusu

It is not too late for you to qualify as an Amway Pace Setter. Simply meet the criteria below and you too will be recognised and will receive the fantastic reward and other benefits that come from being a Pace Setter:

## The Goal

1. In month 1 – 200 PV personal group volume
2. In month 2 – 500 PV personal group volume
3. In month 3 – 700 PV personal group volume

Sponsor four new Independent Business Owners during the three month period.

## The Reward

- A tour of Amway UK's prestigious headquarters.
- Lunch at the Amway Training Centre, hosted by key Amway personnel – giving you the chance to ask questions of the experts.
- A session in the Training Centre, where leading marketing personnel will talk to you about new products and new initiatives. Senior sales personnel will tempt you with new IBO and Leadership Seminar presentations.
- Pace Setter certificate and pin, presented to you by a senior manager.
- Recognition in Amagram.

Not only do you get to do the above, but you are now on the right course for taking your new business to greater heights. The possibilities, opportunities and rewards are endless.

## The Criteria

The required volume can be made up of PV generated by retailing to your customer base, your own personal purchases, as well as the retail and personal purchases made by the IBOs you have introduced to the Amway Business Opportunity during the qualification period.

It's important to encourage your newly-sponsored IBO to become a Pace Setter too. In turn, as they develop their business and introduce their newly-sponsored IBOs to the program, everyone will benefit.

## Qualifying

When you have achieved the Pace Setter qualification, please complete the progress form on the back page of your Pace Setter Flyer which was included in your Amway Welcome Pack.

Ask your supporting IBO to sign it, then send it into Amway. You will then be contacted by Amway and invited to attend headquarters to receive your rewards.

For more information, please contact your upline leader – or contact the sales department on +44 (0)1908 629500.







### Max Schwarz

Germany



FOUNDERS CROWN  
AMBASSADOR 50  
**AUGUST 2006**

#### **“Nothing is impossible - just do it”.**

That is the motto of Max Schwarz, who has achieved the highest distinction in Europe to date: Founders Crown Ambassador 50.

With these six words he not only means to get on with something, but also to do it simply.

For he believes that one does not need to have much in order to be successful, but that with sufficient inner conviction one can overcome obstacles and achieve anything.

It is not surprising that in the course of his career as an Amway business partner, Max himself always believed in his visions and looked ahead. Perhaps that is the true secret of his success, namely, that he always sets a good example to his business partners, with his powers of persuasion and zest for action – a real visionary.

Even today, as Founders Crown Ambassador 50, he has not forgotten his roots. In addition to managing his Diamonds, he has retained many tasks from his early days as a new EDC-Diamond in Russia. Today, he even still serves some of his oldest customers himself.

Max Schwarz started his Amway business together with his wife Marianne in November 1977. With much optimism, single-mindedness and discipline they qualified as Crown Ambassador in 1982 and, in 1996, they reached the peak of their joint career with the Founders Distinguished Award.

Shortly afterwards, in 1997, Marianne Schwarz died of leukaemia, a great loss not only for Max Schwarz, but also for all business partners and Amway staff. But despite this terrible blow, Max Schwarz continued to shoulder responsibility for his own business and those of his international partners.

Max Schwarz achieved many qualifications all over Europe. He is Founders Crown Ambassador in one country; Crown in another two countries; Double Diamond in three countries; and EDC-Diamond and Diamond in a further seven countries.

In order to keep an eye on every aspect of this big organisation Max Schwarz has to travel a lot, but he is all the more grateful when he can spend a weekend at home in Langenmosen with his partner, Mona May, and his two younger children, Maximilian (3) and Marilena (2 months).

His goal is to reduce the amount of time spent travelling in the future and to organise several small events in the neighbouring town of Winkelhausen, or even in his own house.

In 2001, his daughter Anja took over the business in Austria, while his son Andreas, a keen horseman like his father, looks after the stud farm. In 2003, Max Schwarz also founded his “Max Club”, especially for the purpose of training and motivating the leaders on their way to the Diamond qualification.

You might ask what goals a man like Max Schwarz could still have, or what holidays or awards could still give him pleasure. Although Max Schwarz still talks enthusiastically about his trip to Peter Island and is looking forward to going there again, his wishes are very modest, such as a tour of Iceland or the Faroe Islands.

Max Schwarz is very proud of all his leaders, Diamonds and Crown Ambassadors. His intention is to train and support his national and international business partners to achieve higher qualifications for a long time to come.





**Hans & Eva Nusshold**  
Austria



FOUNDERS CROWN  
**August 2005**

Hans and Eva Nusshold are convinced that their great success during the past fiscal year is based on simple principles and belief patterns, rather than on themselves.

Here are some of their convictions:

**1: "Get out of your comfort zone"**

Up to Double Diamond level Hans and Eva Nusshold lived in Wagrain/Salzburg. To move to Vienna was a big step – new surroundings – new school – new house – new friends... but for business growth it was the only thing to do. Today, 12 years later, they have a wonderful home in Vienna but haven't lost their roots in Wagrain. They spend 6 – 8 weeks per year with their daughters Nadine (23) and Nina (14) enjoying the tranquillity of the mountains.

**2: "Fall in love with your team."**

Teamwork only works on the basis of mutual respect and trust – *"These are principles that Jim and Nancy Dornan shared with us and we, in turn, are happy to share with our leaders."*

**3: See Europe as ONE country."**

Today 90% of their business is outside of Austria. In Ada, Michigan, Hans and Eva read the following sentence: "A business without borders". This sentence turned into a reality of modern Europe. The opening of Eastern Europe started a new way of thinking and a new, bigger business dimension.

**4: "Give priority to your family."**

"Only when we made the step to the 2nd generation, when our children are as thankful and they appreciate the unique possibility of the Amway business, as we do today – then we are able to say: "We succeeded in this". The first basic rule for our girls is: *"Be a 100% user of the products!"*

**5: "Focus on your goals."**

Today, the team spirit of the whole organisation (18 countries) is focused on success. In Sydney, Australia they will be present with Diamonds from nine different European countries and by 2010 there will be further growth in their organisation!

***"Never be too proud to admit your mistakes and never be too humble to celebrate your successes!"***



**Massimo & Elisabetta Bini**  
Italy



FOUNDERS DIAMOND  
**AUGUST 2006**

The best investment of our life has been the Amway business. We have the financial independence and the time for ourselves and our daughter, but the most important reward is to have achieved this success helping other families to improve their lifestyle. We strongly believe that each person with clear objectives, deep commitment and perseverance could reach this level. We wish everybody success!





**Nataliya Yena**  
Ukraine



FOUNDERS  
CROWN  
**AUGUST 2006**



FOUNDERS TRIPLE  
DIAMOND  
**AUGUST 2006**



FOUNDERS  
DOUBLE DIAMOND  
**AUGUST 2006**

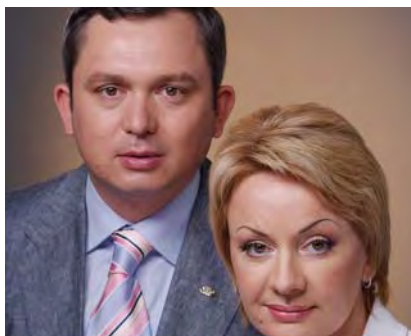
Before the Amway business, Nataliya Yena had tried different kinds of traditional businesses: commerce, public catering, manufacturing, tourism, but these did not bring her the results she desired. She lacked a regular income and stability in her life.

Nataliya was looking for new opportunities and then she was invited to an Amway Independent Entrepreneurs seminar. At the seminar, Nataliya heard about the Amway business and many stories of success from other people. She saw that people of different nationalities, different skin colours and classes, different religions, the young and elderly were all inspired by the same business idea. They were looking to a more secure future with the Amway business. They told of rewards, business trips provided by the company and they thanked their Leaders for support and assistance.

Nataliya decided to devote all her spare time to the Amway business for a year and to follow the company's and her sponsor's recommendations. In just three and half months she achieved the Silver level and realised that she would never leave this business and that she had found the business of her life - the one she had looked for for so long!

Nataliya has two children. Her son, Anatoliy, is 21 years old, daughter, Anna, is 14. They grew up surrounded by the Amway business, so Nataliya didn't have to convince them that there was no better business. Nataliya's daughter is already a great help, and Nataliya's son has his own business; he is a Founders Platinum.

Nataliya wants to share her joy with you: on 30th September, her son married a beautiful girl who is also his business partner, Olga. Nataliya is glad that they are connected not only by great love but also by the perfect business: Amway.



**Vera Arkhipova & Alexei Mautanov**  
Ukraine



FOUNDERS DOUBLE  
DIAMOND  
**AUGUST 2006**



FOUNDERS EXECUTIVE  
DIAMOND  
**AUGUST 2006**

Vera and Alexei made a very important choice in their life. They chose the way to freedom and prosperity, and are eager to help other families and children all over the world.

Was it hard? Yes, sometimes very hard! At times they had to leave their children at home when they travelled to other cities to build their business there. But they strongly believed that the day would come when they would be always together – travelling and enjoying the happy family life which they now live.

Vera and Alexei, along with their huge team of Diamonds and Emeralds, show by their example a way to a better life for millions of people. Thanks to Amway, they have the opportunity to travel around the world.





**Rachel & János Demeter**  
Hungary



**FOUNDERS EXECUTIVE  
DIAMOND  
AUGUST 2006**

János and Rachel have played a significant role in Amway's Hungarian and international life for more than a decade now. Relying on their top line, they managed to acquire the bulk of their business knowledge through their persistent work and diligence. Their activity is also recognised on an international scale: János has been a member of the European Diamond Advisory Board since its foundation.

"We have always tried to show a kind of blueprint to our children. Now we feel we have succeeded because the boys are eagerly looking forward to launching their business. It is always good to see parents working together with their children. Only if we have dreams, if we have targets and if we believe in them, will we remain successful."



**Taras & Iryna Demkura**  
Ukraine



**FOUNDERS EXECUTIVE  
DIAMOND  
AUGUST 2006**



**FOUNDERS DIAMOND  
AUGUST 2006**

Taras and Iryna Demkura were both schoolteachers when they first encountered the Amway business. They are confident that they have found a reliable company with whom they can develop their business, and that Amway provides permanent support in their business development.

The couple thank their upline and leaders for giving them the opportunity to use their combined years of experience as professionals to help them develop their own leadership qualities.

The life credo of the Demkura family is to organise a business in such a way as to have freedom, achieve financial goals, and explore an opportunity to help many people to become happier, more financially secure and realise their dreams.



**Valeriya & Igor Haratin**  
Ukraine



**FOUNDERS EXECUTIVE  
DIAMOND  
AUGUST 2006**



**FOUNDERS DIAMOND  
AUGUST 2006**

If it were not for Perestroika, the lives of Igor and Valeriya Haratin would not have been much different from those of thousands of young people who had graduated from pedagogical institutes and started their careers as school teachers. It took the Amway business little time to find a place in their hearts. Igor and Valeriya recognised that they were determined to reach their financial goals, to have free time and, most importantly – to work together, build their family business and help many other families to do the same.

Igor often states: "Success is never final, mistakes are never fatal, and it is courage that counts!" This is the motto of the Haratins, of their organisation, and of those who are working together with them, building a future for their families.



**Inna Polishchuk & Tetyana Kuzmenko**  
Ukraine



**FOUNDERS EXECUTIVE  
DIAMOND  
AUGUST 2006**

We had been looking for a business that we could devote our energy and time to. We found the Amway business and it became our way of life. First, we love what we are doing. We live our lives in accordance with the ideals of the company. Secondly, we have chosen the philosophy of a healthy lifestyle, i.e., the philosophy of harmonious development. Developing a leader within yourself, you should not overlook the harmony between body and soul.

Taking care of our families, IBOs from our organisation and ourselves is rewarding as we receive sincere satisfaction in return, which is far more important to us than any other achievements. We are sure that such business attitudes are the core values for the future.

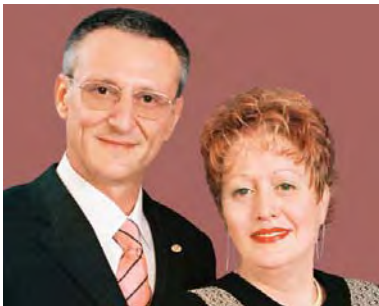


**Dr. Daniel & Eniko Goncz**  
Hungary



**FOUNDERS DIAMOND  
AUGUST 2006**

Daniel and Eniko started their businesses separately and got to know each other through the Amway opportunity. Originally, Eniko qualified as a language teacher and Daniel was a young medical doctor. They are grateful to their sponsors, Mitch and Deidre Sala. Their advice: 1. Have a goal. 2. Learn from a high pin. 3. Do it. In one year everything could change for you!

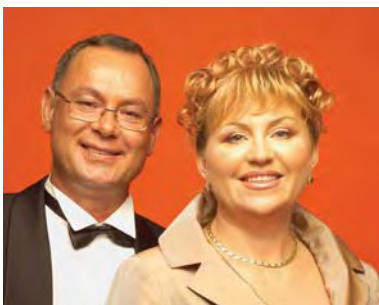


**Ioana & Adrian Guta**  
Romania



**FOUNDERS DIAMOND  
AUGUST 2006**

We discovered the business in a difficult moment of our lives but we have set all our hopes on it. There was a difficult journey but now we are enjoying the numerous things this opportunity offers. We are glad we made the right choice to welcome Amway as our business partner, together with the sponsors devoted to this business. Now we want more and to continue the journey.



**Sergiy Kurilov & Tamara Kurilova**  
Ukraine



**FOUNDERS DIAMOND  
AUGUST 2006**

"Lucky circumstances make friends, predicaments test them". The Kurilovs live by this principle. Tamara and Sergiy speak always with gratitude about their sponsors who showed them a great opportunity. The Kurilovs learnt from their sponsors that reaching the Diamond level in the Amway business is not what they'd thought as a top level, it was only the first step.



# Achievers

## European Founders



**Yildiz & Murat Kurmali**  
Turkey



**FOUNDERS DIAMOND**  
**AUGUST 2006**

The key to success in this business is to offer opportunities to everyone in order to fulfill their ambitions. When we ask people today about their expectations from this business, you realise that their thinking is similar in many aspects. The Amway Business Opportunity supports these expectations.



**Németh László & Némethné Nagy Irén**  
Slovakia



**FOUNDERS DIAMOND**  
**AUGUST 2006**

We have learned more about humility, gratitude and love from our uplines during one year, than during many years at university. We are grateful to Amway for offering us this opportunity and we say thanks to our upline for the example they have shown us. With Amway, we became members of a wonderful international family.



**Sissy-Petra & Alois Szuchar**  
Hungary



**FOUNDERS DIAMOND**  
**AUGUST 2006**

It's good to travel the world, not only as mere tourists but as guests. It's even better to introduce Artistry, Nutrilite, e-Spring and all the other great Amway products to our hosts. Amway is the best means to make our lives special, because it is something that we can share with others. We are also supported, even when successful!

## **NUTRILITE™ DOUBLE X™ Business Cards - NOW AVAILABLE!**

Use these Business Cards to introduce your Clients to the DOUBLE X Food Supplement.

- Each card shows the amount of food you would need to consume to get the same level of different nutrients from a 1-day supply of DOUBLE X. (Servings are approximate)
- Fill in your contact details at the back of the card to ensure your Clients come back to you to place their orders.

Order no. 218734 - pack of 25. Please see page 31 for pricing.





ARTISTRY™

## DEFY THE VISIBLE SIGNS OF TIME

NEW ARTISTRY™ TIME DEFIANCE™ Skin Care Products

The most advanced anti-ageing system available.

- > PATENTED INGREDIENTS AND PATENT-PENDING TECHNOLOGY
- > SOLUTIONS THAT GO BEYOND TRADITIONAL ANTI-AGEING APPROACHES
- > FORMULATIONS TO PRESERVE AND RESTORE THE APPEARANCE OF YOUTHFUL SKIN AND PREVENT THE VISIBLE SIGNS OF AGEING
- > MODERN PRODUCTS FOR THE MODERN WOMAN WHO TAKES CONTROL OF HER LIFE





Leading-edge skin care formulas work in synergy, each boosting the effectiveness of the others while providing benefits beyond procedures. **TIME DEFIANC™** Cleansing Treatment gently cleanses and calms the skin. TIME DEFIANC Conditioning Toner pampers, hydrates and prepares the skin to receive the maximum anti-ageing benefits. New TIME DEFIANC moisturisers offer our most powerful age defence available to help prevent and restore damage, protect collagen and elastin and instantly increase hydration.

## UNIQUE CELL COMMUNICATION TECHNOLOGY FOR AGELESS BEAUTY

Our scientists have researched every aspect of skin function and the importance of cell communication, pioneering a unique formulation called Derma Cell Exchange. This formulation helps to renew skin's vital cell communication system, providing excellent protection against the visible signs of ageing.

For further in-depth information on Derma Cell Exchange and the communication of the skin, please refer to the ARTISTRY™ TIME DEFIANC Brochure.

**Order no. 218882 (pack 5)**

**Please see page 31 for pricing**

### THE RESULTS:

- 10%** more effective when used as a system\*
- 19%** firmer tone when using the **TIME DEFIANC** Cleansing Treatment
- 41%** more youthful-looking skin\*\* when using the **TIME DEFIANC** Day Protect Crème or Lotion and **TIME DEFIANC** Night Recovery Crème or Lotion
- 55%** more effective at reducing the appearance of fine lines and wrinkles than previous **TIME DEFIANC** product technology when using the **TIME DEFIANC** Day Protect Crème or Lotion and **TIME DEFIANC** Night Recovery Crème or Lotion

*\*clinicals showed a 10% add-on improvement when used as a full system (TIME DEFIANC Cleanser, TIME DEFIANC Toner and TIME DEFIANC Moisturiser together)*

*\*\*improvement in all factors of the visible signs of ageing (wrinkles, fine lines, texture, elasticity, pigmentation, laxity, clarity and dryness)*










ARTISTRY™ TIME DEFIANCE™: FOR THE WOMAN WHO KNOWS HOW TO TAKE CONTROL



## ARTISTRY TIME DEFIANCE Skin Care System

ARTISTRY TIME DEFIANCE Skin Care System offers anti-ageing solutions at every step in your skin care routine, for younger-looking skin with a flawless finish.

STEPS	TIME DEFIANCE Skin Care Products	SKIN TYPE	ORDER NUMBER
<b>Step 1</b> PREPARE your skin to receive the maximum anti-ageing benefits	TIME DEFIANCE Cleansing Treatment	All	<b>102795</b> - 125ml
	TIME DEFIANCE Conditioning Toner	All	<b>102796</b> - 250ml
<b>Step 2</b> Help RESTORE the damage already done to your skin with these aggressive anti-ageing treatments	TIME DEFIANCE Intensive Repair Serum	All	<b>100282</b> - 14 vials of 1.5ml
	TIME DEFIANCE Wrinkle Relax	All	<b>102050</b> - 4ml
	TIME DEFIANCE Vitamin C and Wild Yam Treatment	All	<b>7313</b> - 10ml + 0.5ml
<b>Step 3</b> PROTECT your skin from UV with our most powerful free-radical protection available today!	TIME DEFIANCE Day Protect Crème SPF 15 or	Normal to dry	<b>101821</b> - 50ml
	TIME DEFIANCE Day Protect Lotion SPF 15	Normal to oily	<b>101822</b> - 50ml
<b>Step 4</b> Help RESTORE the skin from the visible signs of ageing while you sleep	TIME DEFIANCE Night Recovery Crème or	Normal to dry	<b>101823</b> - 50ml
	TIME DEFIANCE Night Recovery Lotion	Normal to oily	<b>101824</b> - 50ml
<b>Step 5</b> PROTECT your complexion for more radiant, younger-looking skin	TIME DEFIANCE Firming Crème Foundation SPF 15 TIME DEFIANCE Firming Crème Foundation Samplers also available - order no. 103527	All	 <b>102691</b> - Porcelain - 30ml
			 <b>102693</b> - Cameo - 30ml
			 <b>102694</b> - Buff - 30ml
			 <b>102695</b> - Linen - 30ml
			 <b>102697</b> - Fawn - 30ml
			 <b>102699</b> - Sand - 30ml
			 <b>102701</b> - Almond - 30ml



ARTISTRY™ TIME DEFIANCE™ GOES BEYOND THE SURFACE, USING THE MOST ADVANCED SCIENCE TO RENEW AND RESTORE THE LOOK OF RADIANT SKIN.

See for yourself how the **TIME DEFIANCE** Skin Care System can defy age beyond procedures. Visit the **ARTISTRY TIME DEFIANCE** Brand Centre at [www.amivo.co.uk](http://www.amivo.co.uk) or [www.amivo.ie](http://www.amivo.ie) - an excellent resource for learning about all of the **TIME DEFIANCE** Skin Care Products



Order the **TIME DEFIANCE** Brochure NOW to support your knowledge of the new and exciting **TIME DEFIANCE** Skin Care System. Order no. 218882 (pack 5)

Please see page 31 for pricing.



## PROMOTION: NEW ARTISTRY Beauty Case

The ARTISTRY branded Beauty Case is the ideal way to introduce ARTISTRY TIME DEFIANCE Skin Care Products to all your clients. Receive this Beauty Case as a FREE GIFT when purchasing an ARTISTRY TIME DEFIANCE Skin Care System\*.

**Order no. 104576** - Normal to dry skin

TIME DEFIANCE Cleansing Treatment  
TIME DEFIANCE Conditioning Toner  
TIME DEFIANCE Day Protect Crème  
TIME DEFIANCE Night Recovery Crème

**Order no. 104577** - Normal to oily skin

TIME DEFIANCE Cleansing Treatment  
TIME DEFIANCE Conditioning Toner  
TIME DEFIANCE Day Protect Lotion  
TIME DEFIANCE Night Recovery Lotion

\*From 1st February 2007, while stocks last. Please see page 31 for pricing.



ARTISTRY™



A Special Occasion. A Special Person.

# A Special Gift.

For beautiful gift ideas this Mother's Day, take a look at the current AMWAY™ Boutique Collection. From stunning lingerie and exquisite jewellery to fabulous fragrances and stylish hosiery, you will find the perfect gift.

Amway  
*Boutique*



The **NATURAL** range of lingerie offers subtle shades of natural coloured flowers and leaves, entwined over soft mesh, adding a touch of luxury for everyday wear. This stunning non-padded bra has intricate detail and small feminine bows, adding the final touch of luxury. The Natural thong complements perfectly, and the soft scalloped edging creates a flattering look across the top of your leg.\*

The **OCEAN** range is the second of five stunning lingerie ranges on offer. The pretty underwire bra includes embroidery lace front with stylish rolling wave detail, finished with a swirling wave adornment.

This range also offers both a brief and a thong to complete the look. Both include the attractive wave detail and adornment. A beautiful range for someone special.\*



**ANCESTRY™ for Women** is a powerful, feminine fragrance with a harmonic structure. The unique and elegant character is both sensual and luxurious, offering a delicate fragrance for that final touch of luxury.

ANCESTRY for Women Eau de Parfum  
Order no. 101842 - 50ml

**OPPORTUNE™ for Women** is a radiant fragrance cleverly combining bergamot, red pepper berries and citrus for a distinctive top note. Energetic and self-confident, this fragrance is the perfect gift for someone special.

OPPORTUNE for Women Eau de Parfum  
Order no. 100595 - 50ml

For further gift ideas please refer to the AMWAY Boutique brochure - Order no. 218205 (single) / 218206 (pack of 5), which includes details of the full collection. Alternatively, you can visit our website at [www.amivo.co.uk](http://www.amivo.co.uk) or [www.amivo.ie](http://www.amivo.ie)

\* For sizing detail please refer to the AMWAY Boutique brochure. Please refer to your IBO Price List for pricing.



# NUTRILITE™ POSITRIM™ Crème Mix Powder

## How it can work for you

Ever struggled with a diet you don't like, only to regain weight later? Are you disappointed with diets that forbid your favourite food? Try POSITRIM meal replacement, an integral part of the exciting new weight management programme by Amway.

Not only is POSITRIM Crème Mix Powder a delicious, thick and creamy meal replacement, it also has other features and benefits:

### For the weight conscious:

- Aids in weight loss when combined with an energy-restricted diet and exercise programme.
- Can be used to replace one or two meals per day.
- The thick and creamy texture gives a feeling of fullness, to keep you going to your next meal.
- A component of the Lifestyle Balanced Solutions programme by Amway, a diet programme with no 'forbidden' food.
- Provides balanced nutrition when controlling calorie intake.

### For the health conscious:

- When made up as directed, each meal provides at least 30% of the recommended daily dose of vitamins and minerals.
- The formula includes trace minerals recognised as essential, although no RDA has yet been established.
- When made up as directed, each meal provides 275 kcals, 18 g of high quality milk proteins and 3 g of dietary fibre.

### For people on the go:

- Portion-controlled, each serving comes in an individual single serving pouch.
- Scientifically-balanced nutrition, a more healthy option to many fast food alternatives.
- Provides the benefits of a well-balanced nutritious meal, when there's no time to cook.
- When prepared as recommended, provides macro-nutrients and micro-nutrients found in a well-balanced meal.

**Each pack contains  
14 sachets.**

**Vanilla – order no. 103792**

**Cocoa – order no. 103793**

POSITRIM Crème Mix Powder should not be used as the sole source of nutrition. Please see page 31 for pricing.



**NUTRILITE™**  
BEST OF NATURE. BEST OF SCIENCE.

NUTRILITE is the world's leading brand of vitamins, minerals and dietary supplements (based on 2005 sales, as supported by research conducted by Euromonitor International).



## Coming Soon: Lifestyle Balanced Solutions programme by Amway

Amway is proud to present the new **Lifestyle Balanced Solutions programme**. It's not just a diet, but a whole new way of life.

POSITRIM™ Crème Mix meal replacement is an integral part of the programme, and other NUTRILITE™ products are also featured.

### How the programme works

The programme caters for three eating patterns, and is designed in four phases: the first to set your goals, the second and third to lose weight, and the fourth to learn how to maintain it.

The weight loss phase lasts for a minimum of six weeks. Also included in the programme is advice on how to find the balance between your calorie intake and calorie expenditure, and to calculate the right calorie allowance you need to lose weight healthily.

The programme also includes the 4-3-2-1 Body Training system that takes essential exercise components and puts them together in a simple session lasting only 10 minutes (fully diagrammed and explained in the manual).

### Order no. 218502 – Basic Kit, comprising:

LBS Manual, POSITRIM Shaker and POSITRIM Pedometer

Also available separately: Positrim Shaker - order no. 218506

### Eating Patterns

#### Vegetarian

##### No meat or fish

Characteristic: healthy carbohydrates, yet as rich in protein as a meat and fish diet

#### Mixed

##### Meat and fish included

(3 or 4 times a week)

Characteristic: more choice, you can choose from the complete food range

#### Meat/Fish

##### Meat or fish every day

Characteristic: meat, meat products or fish, without feeling guilty



### Coming Soon

**Start now** to get ready for this exciting new programme launch  
See [www.amivo.co.uk](http://www.amivo.co.uk) or [www.amivo.ie](http://www.amivo.ie) to find out more.

### Order no. 218503 – Starter Kit,

**comprising:** LBS Manual, POSITRIM Shaker, POSITRIM Pedometer, POSITRIM Crème Mix Powder (1 carton each of Cocoa and Vanilla), POSITRIM Protein Bar Caramel Vanilla flavour, NUTRILITE Multi-Fibre and NUTRILITE Omega 3 Complex.

### Order no. 218505 – Refill Pack

**Variety, comprising:** POSITRIM Crème Mix Powder (1 carton each of Cocoa and Vanilla), POSITRIM Protein Bar Caramel Vanilla flavour, NUTRILITE Multi-Fibre and NUTRILITE Omega 3 Complex. It is offered with a 10% discount.

### Order no. 218504 – Refill Pack

**Cocoa, comprising:** POSITRIM Crème Mix Powder (2 cartons of Cocoa), POSITRIM Protein Bar Chocolate Mint flavour, NUTRILITE Multi-Fibre and NUTRILITE Omega 3 Complex. It is offered with a 10% discount.



## > HOW TO MAKE YOUR LIPS LOOK PERFECT

CAREFUL APPLICATION OF THE ARTISTRY™ LIP DEFINE LINER CAN CHANGE THE SHAPE OF YOUR LIPS TO MAKE THEM LOOK LARGER, SMALLER, OR BETTER PROPORTIONED.

The Lip Define Liner's tapered lead delivers a precise application, thick or thin. The unique twist-up colour never needs sharpening and its built-in lip brush delivers convenient, professional application.

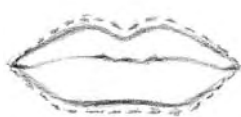
### APPLICATION TECHNIQUES

To maintain a perfect point, rotate product clockwise to propel the product lead to 3mm. Apply at an angle with the edge of the pencil as shown below.



### APPLYING LIP DEFINE LINER

- Place two dots on the upper lip on the area called the cupid's bow. With your mouth slightly open, apply Lip Define Liner along your top lip line from the outer corner to the centre or 'bow' of the lips on each side. On the bottom lip, follow lip line from the outer corner to the centre on each side.
- Gently soften the line by brushing colour towards the centre of your lip for the most natural effect.



#### > SMALL LIPS

To make lips appear larger, use Lip Define Liner and line lips just outside the natural lip line.

Apply a light shade of frosted lip colour.



#### > LARGE LIPS

To make lips appear smaller, line lips just inside the natural lip line.

Apply Lip Colour in a medium to dark matt shade.



#### > SHAPELESS LIPS

Extend line from peaks of bow to corners of mouth. Keep lines naturally curving and smooth.

Extend lines from corner of mouth.

### TOP TIP

Always select a shade that matches the lip colour or gloss you plan to wear, or choose a shade that matches the natural colour of your natural lip.



# iCook™ Knifeware

## FAQs



- Why is having a good set of knives important?** Good cooking begins with good cutting. Although quality knifeware can be costly, properly handled and well-maintained knives are a lifetime investment, invaluable to your work in the kitchen. Good knives offer ease of use and comfort when cutting. High quality knives that are well-maintained require the use of less force when cutting, making them easier to use and less likely to cause injury to yourself.
- Why is it important to sharpen my knives?** For three reasons: 1) Safety - forcing a cut with a dull knife is one of the easiest ways to injure yourself. 2) Good cutting action - you will get straighter, cleaner cuts with a sharp, well-maintained knife than you will with a dull knife. 3) Comfort - using a high level of force over an extended period of time can cause discomfort to your hand. Keeping your knives sharp makes it easier to cut, thereby reducing the required force and time per use.
- How often should I sharpen the knives?** For maximum performance, the knives (except the slicer which needs to be sharpened professionally) should be sharpened before each use. At a minimum, sharpen your knives once per month or whenever they become dull.

- What are the cutting parts of a knife?** There are no set rules as to which part of a knife must be used to handle specific tasks. However the tip, the centre of the cutting edge and the heel are each suited best for certain types of task. Use the tip for delicate tasks, the heel (end nearest to the handle) for the heaviest tasks and the centre of the cutting edge for more general tasks or those that require longer strokes.
- The knives seem really heavy to me. Why are they so heavy?** The knives are heavier than those offered in the past because the previous knife sets were stamped and the iCook Knifeware is forged. The forged construction results in a heavier knife with a thicker blade and solid bolster for increased strength and longevity. The ergonomic design helps to offset the weight when used.
- How do I wash my knifeware? Are the knives dishwasher safe?** iCook Knifeware is NOT dishwasher safe. In order to create and maintain an edge on a knife, a special type of stainless steel is used. This steel is very different from the stainless steel used to make iCook Cookware. The stainless steel used to make cookware is very corrosion resistant. The stainless steel used to make knives is less corrosion resistant so it can rust if not properly cared for. Dishwasher use or soaking the knives can cause moisture to get trapped underneath the knife's composite handle, resulting, over time, in the development of corrosion/rust.

Wash the knives in a solution of DISH DROPS™ Dishwashing Liquid and vinegar before the first use to remove any lingering oils or polishes from the knives. Carefully wash the knives by hand with DISH DROPS Dishwashing Liquid and water immediately after each subsequent use. Do not soak your knives to prevent rust and accidental injury. Never submerge a knife in sudsey water and reach into the water to retrieve it as the exposed blade edge could cut you.

Dry your knives thoroughly. Knives can be dried with a towel or air dried. Do not store your knives if they are still wet as rust could form. Do not allow food residue to remain on the blades for prolonged periods of time.

Please refer to your Product Brochure for ordering details and your IBO Price List for pricing details.





# The Amway Spring Fayre

- Join the Amway team at an exciting Spring Fayre to be held over two days at the locations below
- Bring your Prospects and Clients to see the products in your Business
- Scheduled product line presentations throughout the two days
- Competitions and special promotions on the day
- 10.30am - 6pm

## Edinburgh

17th and 18th March

Holiday Inn Hotel  
132 Corstorphine Road  
Tel: 0870 400 9026

## Dublin

24th and 25th March

Crowne Plaza Hotel  
Demesne  
Tel: 353 1 862 8888

## Swindon

31st March and 1st April

Hilton Hotel  
Junction 15, M4  
Tel: 01793 881 777

## Manchester

14th and 15th April

Holiday Inn Hotel  
Wilmslow  
Tel: 0870 443 6961

## Milton Keynes

21st and 22nd April

Amway Training Centre  
Caldecotte  
Tel: 01908 629400

## Dartford

28th and 29th April

Hilton Hotel  
Crossways Park  
Tel: 01322 284444

To reserve your tickets (£2.00/€3.50) please contact Anne Gilmore:

Tel: 01908 629499 or e-mail: [anne\\_gilmore@amway.com](mailto:anne_gilmore@amway.com)



# Get ready for Mother's Day at the Training Centre!

Once a year we celebrate Mother's Day to show our appreciation for all they have done for us. In recognition of this, we will be holding a special Mother's Day event in the Amway Training Centre at the headquarters in Milton Keynes.

Come along and view all the Boutique and gift items that will be on display from our gift collection. Our Internet café will be open for you to place orders for all your Mother's Day gifts.

You will be met by corporate staff who will show you our amazing range of products and help answer any questions.

Whilst you browse the Amway products, a range of tasty treats and refreshments will be offered.

In addition, we are offering a makeover or facial on the day to the first ten people who book their place!

**Wednesday 28th  
February, 2007  
12 – 8pm**

Please advise us of your attendance in advance by contacting Anne Gilmore, our Training Centre Coordinator, on: **+44 (0) 1908 629499** or via email at: **[anne\\_gilmore@amway.com](mailto:anne_gilmore@amway.com)**





## TRAINING CENTRE

February - March 2007



## ARTISTRY™

Everyone needs to look after their skin. Big business can start with just five products but also learn how ARTISTRY speciality products can meet your client needs and expand your business.

**ARTISTRY SKIN CARE WORKSHOP**

Monday 5th February  
Monday 12th March  
6-9pm

## NUTRILITE™



Learn how NUTRILITE products can assist your optimal health programme, what makes NUTRILITE different and the amazing impact NUTRILITE can have on your business.

**NUTRILITE WORKSHOP**

Thursday 22nd February  
Tuesday 20th March  
6-9pm



Learn, and see demonstrated, those basic cosmetic skills to enhance both you and your business.

**BASIC COSMETIC APPLICATION**

Friday 9th February  
Monday 5th March  
3-5pm



Professional tips and creative looks demonstrated to inspire you and your clients.

**ADVANCED COSMETIC TECHNIQUES**

Monday 26th February  
Friday 23rd March  
3-5pm



Not just a filter but a complete water treatment system. Learn the benefits eSpring can bring to you and your business.

**eSPRING WORKSHOP**

Tuesday 13th February  
7-9pm

## SATINIQUE™

SATINIQUE Hair Care System is a unique range of products with an exclusive formula. Realise the benefits for healthy hair and your business.

**SATINIQUE WORKSHOP**

Thursday 15th March  
7-9pm

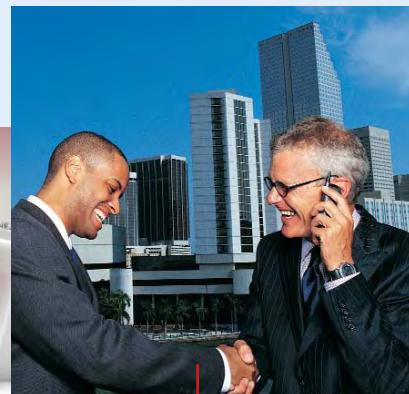
To reserve your place on any of the workshops, please contact our Training Centre Co-ordinator Anne Gilmore on +44 (0)1908 629499 or email [anne\\_gilmore@amway.com](mailto:anne_gilmore@amway.com)

[www.amivo.co.uk](http://www.amivo.co.uk)  
[www.amivo.ie](http://www.amivo.ie)

Visit [amivo.co.uk](http://amivo.co.uk) / [amivo.ie](http://amivo.ie) for all the information you need to run your own AMWAY™ Business from the convenience of your home.

Learn about the latest in new product offerings and get up to date information to manage your business.

We invite you to get online with one of the best business opportunities in the world.



## Available 24/7

Open when you want.  
The Internet is open 24 hours a day, 7 days a week.

## Business Information

Check your PV/BV online and download business forms.

## Partner Stores

Shop with our partner stores where you will find some great additions to the Amway Catalogue.

## Convenience

Order from the comfort of your own home and have everything delivered to your door.

## Great Products

Access to all the great Amway products that are complemented by items from other famous brands.



# keeping you informed

## Authorisation of Amway IBO Web Sites

**To support you in promoting the Amway Business opportunity Amway have in place a number of processes that ensure that all information that IBOs make available in the public domain (such as web sites for example) are compliant with local laws and regulations, copyright requirements, etc.**

Our team, based at our corporate offices are kept constantly up to date with such requirements and are there to help you in ensuring absolute accuracy in terminology and messaging so that you can have peace of mind and assurance in the promoting of your business.

The requirements laid out by such processes are to be found in the Amway Rules of Conduct/Code of Ethics, and the Independent Business Owners' Web Site Policy. Knowing this in advance will make submitting all materials for review a quicker and easier process for you.

It is an essential requirement for all IBOs to submit their Amway web sites for review. This process has been developed to assist us in eliminating possible risk to both the IBOs and the Company's integrity and reputation. As you know, this business is built on relationships and we want to support you in the development of strong relationships of trust with your groups, clients and prospects.

To allow for a speedy and accurate review, we are asking IBOs to support this exercise by submitting their sites in hardcopy form, i.e. paper copy, together with web site address, and all necessary passwords. Both the UK office and Worldwide Business Conduct and Rules will conduct reviews. Together we will identify any challenges that appear in relation to, but not limited to, the categories detailed below:

- Inappropriate terminology
- Implied Guarantees of Success (is there information we can provide to substantiate them?)
- Accurate messaging
- Trademark Names, Copyright and Intellectual Property Rights requirements

- Reproduction of Imagery without licence/written approval
- Quotes and statistical information that require references/sources
- Compliance to local Laws and Legislation

Please be advised that META TAG KEYWORDS in the digital environment are considered to be a form of national advertisement and, as such, cannot be used. Therefore, please remove all Meta Tags from the source code of your web site, if any are present. This request is to eliminate the risk of Prospects, Members and IBOs typing the word "Amivo" or "Amway" into a search engine and obtain access to web-sites other than official Amway sites. This can cause confusion and potential cross line communications that can disrupt the integrity of lines of sponsorship.

As indicated above, we require details of the domain names of all web sites owned and developed by IBOs, used in the support and promotion of their Amway business, together with all appropriate passwords, forwarded in hardcopy format. We therefore ask for your support in this endeavour and for this information to be forwarded to the Business Conduct department as soon as possible.

For your protection the owners of the IBO web sites, whose sites are found on the Internet, and who have not contacted the Business Conduct department with details for their site, will be contacted by this office and requested to remove their site immediately until the review process is completed. Such requirements have been found to protect, secure and support IBO business development. They assist us in strengthening both the IBO and the company reputation in the public domain which is essential to everyone's success.

May we take this opportunity to thank each of you involved in utilising such media as the internet to promote your businesses and work with your teams. Keeping up with technology ensures we remain at the cutting edge of business development.



# conduct ethics obligations

## Satisfaction Guarantee versus 'Buy-Back' Rule

### What is the Amway 'Satisfaction Guarantee'?

The Amway 'Satisfaction Guarantee' covers sales made to Clients and assures that consumers of Amway products will be satisfied with their purchases (NOTE: A 'Client' is the end-user or consumer of the product). The guarantee provides that, if for any reason a Client is not pleased with an Amway product he has purchased, he may apply for:

- a) replacement of the product, or
- b) full refund of the purchase price

### How is the Satisfaction Guarantee fulfilled?

The IBO who sells a product that is regarded by a Client as unsatisfactory is expected to honour the guarantee, take back the product and return it to Amway. A written explanation for the nature of dissatisfaction should accompany the item being returned under the terms of the guarantee.

### How does the 'Buy-Back' Rule differ from the Satisfaction Guarantee?

The Satisfaction Guarantee covers replacement or refund for products which Clients find unsatisfactory. The 'Buy-Back' Rule on the other hand, applies only to IBOs and covers situations in which an IBO:

- a) decides to leave the business
- b) has marketable (saleable) products which he wishes to return, and
- c) is willing to pay the cost of returning such products to his Sponsor, Platinum IBO or Amway

### How much Refund does a departing IBO receive under the Buy-Back Rule?

A resigning IBO is entitled to receive a refund equal to the nett cost of the saleable products returned to Amway, which will be subject to 7.5% handling charge.

## Six Months Inactivity Rule

### The basic principle of Amway is adherence to and protection of the Lines of Sponsorship, since they are the cornerstones of the Amway Sales and Marketing Plan.

The integrity of lines of sponsorship is of vital importance to the Amway Rules of Conduct and therefore changing a line of sponsorship is discouraged. However, we do realise that from time to time there are exceptional cases and to assist an IBO, Amway can permit a change in line of sponsorship under certain conditions.

There are two options available to accommodate such requests, which are as follows:

- a) A formal request for a Change in Line of Sponsorship. (This will be covered in a separate article) or
- b) Adherence to the Six Month Inactivity Rule, detailed below:

An IBO who wishes to Terminate (by resignation or failure to renew) his Independent Business under his present Sponsor and who thereafter becomes inactive for a period of six or more consecutive months shall cease to be an authorised IBO. In accordance with the Six Month Inactivity Rule, before an IBO can change his line of sponsorship, he must comply with the following upon the resignation or expiry of the Independent Business.

The IBO must not:

- 1) Purchase any Amway products as an IBO (but may do so as a consumer).
- 2) Engage in any phase of a product sale/purchase (e.g. taking an order, making a delivery or accept payment).
- 3) Present the Amway Sales and Marketing Plan to any prospective IBOs.
- 4) Attend any recruiting, training or motivational meetings conducted by any Amway IBO or Amway Company Sponsored meetings.
- 5) Participate in any Amway activity under another Independent Business in the name of his parents, siblings or others.

Following completion of the six month inactivity period they may re-apply to become a new IBO under a new Sponsor, but may not become active in an already existing Independent Business. To apply for a new Independent Business under this rule, the IBO must purchase a new Starter Pack and complete the Registration Form. The Registration Form should then be sent to Amway accompanied by a written statement of inactivity. Upon receipt Amway will contact the original Platinum IBO to verify the inactivity claim. Provided no objection is received from the original Platinum IBO the Registration Form will be passed for processing, and the new Independent Business established.





Order no. 104170

Actual size - 25 x 15 mm

Helping to support the children from around the world against life-threatening diseases through the UNICEF Immunisation Plus campaign.

# Show someone that you care this Valentine's Day!

Give a child a better life by buying BILLY - the next in the collectable series of pins.

unicef



By purchasing this pin, you are supporting the UNICEF and Amway Partnership, helping children live better lives. Please refer to your IBO Price List for pricing details.

## Car Care Promotional Gift

From 1st February 2007 until 28th February 2007, while stocks last, with every purchase of PermaClear\* Non-Stick Windscreen Coating System you will receive a **FREE** car air freshener.

This air freshener has a contemporary design and features the AMWAY™ logo. It releases a citrus fragrance when activated by the airflow through the vents.

Size: 75mm L x 15mm W x 20mm H

Order no. 9439

Please refer to your IBO Price List for pricing details.

\*PermaClear is a trademark of PermaClear Limited, Belfast, Northern Ireland



# packaging material trial

During September - November 2006, Amway (UK) participated in a packaging trial, whereby the loose fill dunnage was substituted with airbags in an effort to improve order packing methods and to reduce damages.

As a result of the UK trial and, in conjunction with the European Regional Service Centre operations team in Venlo, it has been decided to conduct further trials in the UK and, in addition, extend the trials to include other European countries.

## Trial 1

Period: Jan - Feb 2007  
Alternative filling material: Airbags

The main benefits of airbags are:

- Excellent cushioning and filling ensures optimum protection of products.
- Outer surface is non-slip.
- Clean and dust-free.
- Disposal by either reusing or recycling.

## Trial 2

Period: Mar - Apr 2007  
Alternative filling material: Compressed paper padding

The main benefits of compressed paper are:

- Excellent cushioning and maximum safety for products.
- Disposal by either reusing or recycling.

Please note that during the trial period, you may receive parcels containing different filling materials, even within the same order. For example: one parcel may contain loose void fill and another airbags or paper.

During the trials we would encourage written feedback, both positive and negative, to assist analysis and determination of any future changes. If you would like to provide feedback, please email your comments to: [sharon\\_baucutt@amway.com](mailto:sharon_baucutt@amway.com)

# pricing details

Page No.	Order No.	Description	Unit Size	Points Value	IBO Deposit	Business Volume	Retail	UK £	IBO Cost per Unit	Retail Cost per Unit	IBO Deposit	Business Volume	Retail	J/G £	IBO Cost per Unit	Retail Cost per Unit	IBO Deposit	Business Volume	Retail	RoI €	IBO Cost per Unit	Retail Cost per Unit
		<b>ARTISTRY™</b>																				
18	218882	TIME DEFIANCE™ Brochure (Pack 5)			3.60						3.60						6.30					
17	102795	TIME DEFIANCE Cleansing Treatment	100ml	15.95	19.55	15.81	25.10	15.64	20.08	15.81	15.81	21.35	12.65	17.08	29.36	22.88	37.35	23.49	29.88			
17	102796	TIME DEFIANCE Conditioning Toner	100ml	15.95	19.55	15.81	25.10	7.82	10.04	15.81	15.81	21.35	6.32	8.54	29.36	22.88	37.35	11.74	14.94			
17	101821	TIME DEFIANCE Day Protect Crème SPF15	100ml	18.58	22.77	18.42	29.20	45.54	58.40	18.42	18.42	24.85	36.84	49.70	34.22	26.66	43.55	68.44	87.10			
17	101822	TIME DEFIANCE Day Protect Lotion SPF15	100ml	18.58	22.77	18.42	29.20	45.54	58.40	18.42	18.42	24.85	36.84	49.70	34.22	26.66	43.55	68.44	87.10			
17		TIME DEFIANCE Firming Crème Foundation SPF15	100ml	17.49	21.44	17.34	27.50	71.45	91.67	17.34	17.34	23.40	57.80	78.00	32.22	25.10	41.00	107.39	136.67			
17	103527	TIME DEFIANCE Firming Crème Foundation SPF15 Samplers (7 Shades)		4.92	11.45	4.88					9.75	4.88					17.05	7.06				
17	102006	TIME DEFIANCE Intensive Repair Daily	100ml	45.03	55.18	44.64	70.80	183.95	236.00	44.64	44.64	60.25	148.80	200.83	82.94	64.62	105.55	276.46	351.83			
17	101823	TIME DEFIANCE Night Recovery Crème	100ml	21.38	26.19	21.19	33.60	52.39	67.20	21.19	21.19	28.60	42.38	57.20	39.37	30.67	50.10	78.73	100.20			
17	101824	TIME DEFIANCE Night Recovery Lotion	100ml	21.38	26.19	21.19	33.60	52.39	67.20	21.19	21.19	28.60	42.38	57.20	39.37	30.67	50.10	78.73	100.20			
18	104576	TIME DEFIANCE Free Beauty Case Promotion - Normal to dry skin		71.85	88.06	71.23	113.00				71.23	71.23	96.15				132.31	103.09	168.35			
18	104577	TIME DEFIANCE Free Beauty Case Promotion - Normal to oily skin		71.85	88.06	71.23	113.00				71.23	71.23	96.15				132.31	103.09	168.35			
		<b>NUTRILITE™</b>																				
14	218734	DOUBLE X™ Business Cards (Pack 25)			2.35						2.00						3.51					
20	103793	POSITRIM™ Crème Mix Powder - Cocoa	100g	16.42	16.28	16.28	21.15	2.28	2.96	16.28	16.28	21.15	2.28	2.96	23.57	23.57	30.65	3.30	4.29			
20	103792	POSITRIM Crème Mix Powder - Vanilla	100g	16.42	16.28	16.28	21.15	2.28	2.96	16.28	16.28	21.15	2.28	2.96	23.57	23.57	30.65	3.30	4.29			
21	218506	POSITRIM Shaker		3.00	3.60	2.97	4.20				2.97	2.97	3.55				5.38	4.30	6.25			



# Coming Soon...

Look out in next month's Amagram™

# SA8®



Amway  
UK • Republic of Ireland • Jersey • Guernsey  
Pricing for all products can be found in your IBO Price List

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Association

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The Direct Selling  
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Ireland



## Amway

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