# Diamonds Edmund and Han Cham

14 ADAM GILCHRIST'S BALANCING ACT
16 INCENTIVES, TRIPS, AND BONUSES FOR YOUR BUSINESS!
22 E.FUNKHOUSER<sup>™</sup> NEW YORK COLOUR FOR CHRISTMAS



NEW DIAMONDS EDMUND AND HAN CHAM ARE ON A MISSION TO HELP PEOPLE AROUND THE WORLD LEAD HEALTHIER LIVES.

Diamonds Edmund and Han Cham Edmund Cham takes out a small photo album. "Do you want to see the photo?" he asks as he flips through the pages of the album. He immediately finds what he is looking for with all the efficiency of someone who has performed this action countless times. It is a photo taken five years ago of Edmund and his wife Han. If you didn't know any better, you could politely pass it off as an old holiday memento, but it is more than that. The image captures a turning point in their lives.

Noticeably heavier and older-looking versions of Edmund and Han smile from the photo. While the Auckland couple seemed happy on the outside, on the inside they were dangerously playing with their health. Han was overweight and feared that she would die young of a diabetes-related cause. Edmund was close to suffering from a stroke at any moment. His blood pressure and cholesterol levels were extremely high. All the indicators pointed to an inevitable stroke and the doctors could not explain why or how Edmund was still standing.

"I have seen enough of my work colleagues never reach retirement age," Edmund says. "Just before they retired they suffered from a stroke. That was what I worried about. I didn't want to die and both Han and I were heading in that direction."

Edmund was sent straight to hospital. Upon his release, he and Han decided to take advantage of this second chance at life. They started taking more NUTRIWAY® vitamins and supplements, began exercising and eating a balanced diet. They also learnt all they could about health and wellbeing.

Around the same time, their business was undergoing a transformation. Edmund and Han's vision was awoken when Taiwanese Crown Ambassador Holly Chen brought 60 of her Diamonds to New Zealand. Edmund says, "We were lucky that we were introduced to her. She took us overseas to attend bigger events than we had in New Zealand. The first event she took us to was in Seoul, Korea. There were 10,000 people in the auditorium - and





"THE THING THAT PUSHES US ALONG IS THAT MONEY ISN'T OUR FOCUS ANYMORE. WE WANT TO HELP MORE PEOPLE BECOME HEALTHY."

## healthy and wealthy



## A second chance at life

Edmund and Han Cham know the importance of good health. Five years ago, the new Diamonds were confronting the consequences of their unhealthy lifestyles. Edmund's blood pressure was extremely high and the doctors were at a loss to explain why he hadn't suffered from a stroke. Han was scared that she would die young, just like her mother, from a diabetesrelated death.

"What's good about wealth when you don't have your health?" Edmund asks. "What happens when you are dead or you have a stroke and you lose your memory. What good is that?" Edmund and Han immediately changed their eating habits, began exercising and increased the amount of supplements they were taking. One year later, their cholesterol levels, sugar levels and blood pressure were normal. They have maintained this healthy lifestyle since.

The Auckland couple have a burning desire to share what they have learnt about health with people everywhere. When they first introduce a customer to the NUTRIWAY® range, they recommend NUTRIWAY DOUBLE X<sup>®</sup>, NUTRIWAY Protein Powder and Omega-3 Complex in order to create a good nutritional base.

"I want to see how many people's lives I can help change before I'm called up to heaven the second time," Edmund laughs.

"What's good about wealth when you don't have your health?" – Edmund Cham



2

Z 450

PROTEIN POW

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



those were only Platinums and above. There were 20,000 other IBOs watching the event via satellite in another Korean city."

Han adds, "We also went to conferences in the United States, Taiwan, and other Asian countries. We listened to successful people speak of the AMWAY business."

Edmund continues: "That was an eye opener for us. It got rid of all the doubts that we had that no one was doing AMWAY. It also gave us the confidence that a lot of people succeed."

Exactly a year after their health scare, Edmund and Han were doing extremely well. They had maintained a healthy weight and they were no longer on any medication. Their blood pressure, blood cholesterol levels and sugar levels were in the healthy range. And, they looked younger than they ever could have imagined.

Edmund and Han were enjoying their new lease on life and they wanted to tell the world about it. They had a burning desire to spread the word about the importance of a healthy lifestyle and the incredible NUTRIWAY supplements that helped them on the road to vitality. This new focus on health did amazing things for their business. In five short years, Edmund and Han qualified as Diamonds.

"The thing that pushes us along is that money isn't our focus anymore," Edmund says.

"We want to help more people become healthy. Our aim isn't to make everyone Diamonds, Emeralds, or Crown Ambassadors, so long as their lives have changed and they are happier. If people are becoming healthier when they are 15 percent, we are happy for them. We don't want to push them."

"There's no ceiling on what you can do and how many people you can help," Han says. Edmund adds, "In the past five years I've met many people who are in a similar position to us five years ago. That gave me the fire to move ahead, because I want to help more people to get better. When they have better lives, they are attracted to you."



On their journey to finding happiness, Edmund and Han Cham have picked up a few success tips along the way. Edmund and Han share what they have learnt:

#### PERSONAL GROWTH IS EVERYTHING

"One thing I learnt about myself is that I need to achieve personal growth. To me it is everything. You need to become a person who is likeable and develop a pleasing personality so that people want to associate with you. Before I had such a personality that people wanted to run away from," Han laughs.

#### SHARE YOUR STORY

"We share our stories; we tell each other's stories. Stories are our life experiences and they become your assets in the business. You help people by being an example. Each IBO needs their own story. For example it can be a health story. The NUTRIWAY products changed our lives and health and wellness is our major focus in the business."

#### LEAD, DON'T MANAGE

"When you manage, you control. You control the situation, you control everybody, you control emotions. People will work for you, but not wholeheartedly, because you have power. So for fear of the power, they will work for you to a certain point. Most people don't depend on this business for money because they have another job. When they join the business, they want a lifestyle opportunity. If you manage them, it will be the same as their day job so they will quit."

# WELLBEING SUMMER SPECIALS

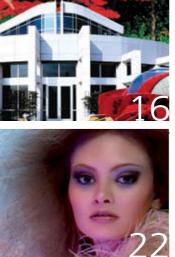
Big Ticket Discounts on ATMOSPHERE<sup>™</sup>, iCook<sup>®</sup> & eSpring<sup>®</sup> PV UP FRONT • NOTHING TO PAY UNTIL MARCH 2009\* FREE LIMITED EDITION GIFTS

## Because your family's wellbeing comes first



Terms and Conditions: \*Refers to Monthly Instalment x twelve (12) months. Purchases by fax or mail only. Also available to purchase in the Business Centre, however must be accompanied with a completed order form, which is also available at point of purchase. For further details and Full Terms and Conditions or to download order forms visit www.amway.com.au/downloads or click on any of the links available on the *Wellbeing Summer Special* web advertisements. Credit policy and approval applies to all purchases. A 15% Administration fee will be charged on each iCook set. ATMOSPHERE unit and eSpring unit returned on an Instalment Plan. E.g. 1 x ATMOSPHERE return will incur a \$244.50 fee. For further details please see the Full Terms and Conditions. Offer cannot be extended to customers on Ezi - Pay payment plans and therefore applies to IBOs only. Please note: PV/BV and pricing is indicative only. Please confirm these details at point of ordering. The Promotion period is from 1st November 2008 - 31st January 2009. While stocks last. Vegetables and flowers not included. eSpring bottle colours will be assorted.





## PURSUIT OF HAPPINESS

pursuing happiness? New Diamonds Edmund and Han Cham have found that the pursuit of happiness has given them a life of health, wealth and success. The proud Auckland couple are an inspiration to IBOs in New Zealand, Australia and abroad. Read about their journey to Diamond from page 2.

What happens when you dedicate your life to

As you build your business to greater heights, Amway rewards you along the way with trips, bonuses and one time cash rewards. This year, we have made it easier for you (if you are a first time qualifier) to qualify for Achievers 2009 in Tokyo. For more details about these incentives, read the story from page 16.

Queensland IBOs are gearing up for the official opening of the new Loganholme Business Centre on 15 November 2008. Those who have already visited since the doors opened on 23 September are amazed at what the centre has to offer.

With all these inspiring stories in this month's issue of *Because It's For You*, we hope you have a great time in 2009 building your Amway business.

#### **BUSINESS**

- 02 Diamonds Edmund and Han Cham
- 05 Healthy and Wealthy Edmund and Han Cham and NUTRIWAY®
- 08 What's Hot
- 10 Achievers Shop Non-Stop
- 11 Platinum Michael Carne and Samantha Bennett
- 11 Platinum Coleman and Erica Levin
- 12 Platinum Gavin and Peta Milloy
- 12 Platinum Alain Quah
- 13 Loganholme Business Centre Fact Sheet
- 16 Feature 2009 Incentives
- 18 Event 2008 Team NUTRIWAY Fun Runs
- 20 FREEDOM WHEELS®
- 27 Training Dates

#### HEALTH

- 14 Feature Balancing Act
- 19 Explosive Business Growth with XS<sup>™</sup>

#### BEAUTY

- 22 Feature Light Diva
- 24 EMMA PAGE® Jewellery Christmas Sales
- 25 ARTISTRY® Sell the Experience

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

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

Views expressed are not necessarily those held by AMWAY or Blue Gecko.

IBOs are hereby granted permission to reproduce any article appearing in this *BECAUSE it's for you* Magazine for use within their own group, provided the reprint bears the following notice:

"Reprinted by permission of AMWAY of Australia."

© Copyright AMWAY of Australia 2008.

Additional copies of this BECAUSE it's for you are available on VS 206889





John Haines

John Haines Head of Business Relations Australia/New Zealand



## FREE MP3 PLAYER

Purchase NUTRIWAY® DOUBLE X® 62 day refill, Concentrated Fruits & Vegetables and receive Omega-3 Complex for half price plus a free NUTRIWAY MP3 Player. Don your shorts and joggers, clip on your armband and MP3 player and hit the ground running!



Offer ends 31 December 2008. While stocks last. See the Amway website for more details.

## **SERIOUSLY TRIM**

NUTRIWAY TRIM CHOICE® can help you achieve your weight management goals. Each tablet contains a combination of herbal extracts from green tea, yerba mate, birch leaf and coleus forskohlii. You can take TRIM CHOICE by itself or as part of the TRIM BODY SYSTEM® Supplement Booster Pack. The pack comes with Carb Blocker Plus, Milk Thistle and Dandelion and TRIM CHOICE plus 20% discount.



 VS 105348
 TRIM CHOICE
 P1128B3845W4230
 \$57.10 RRP

 VS 210237
 TBS Supplement Booster Pack
 P2250B7672W8443
 \$113.97 RRP

 Always read the label. Use only as directed.

 If symptoms persist, see your healthcare professional.

### NUTRIWAY BIBLE

The fifth edition of the NUTRIWAY product bible, *What Could Be More Natural?* is now available. It contains information about the essentials for optimal health, supplement recommendations and features and benefits of all NUTRIWAY products. Order this NUTRIWAY must-have for \$4.95 on VS 210236.



VS 210236 What Could Be More Natural P000B000W495 \$4.95 RRP

## AMWAY LEARNING

This month, we are launching a new IBO Certification program. This exciting new offering will give you greater confidence in specific areas such as health, beauty, home living, the AMWAY story and so much more. The face-toface program will start in the Castle Hill Business Centre, followed by the introduction of the Online E-Learning program in early 2009. Be among the first to experience the IBO certification program! Visit amway.com.au for training details.

## HOMETECH PROMOTIONS

AMWAY cares about your family's wellbeing as much as you do. We deliver the best in innovative water, air and cookware technologies designed to suit every home. Take advantage of the latest offers today! Get 15% off the price of an iCook<sup>®</sup> cookware set, 20% discount off the price of eSpring<sup>™</sup> or ATMOSPHERE<sup>™</sup>, pay nothing until March 2009 plus receive a FREE limited edition gift! For more information turn to page 6.







Timeless

## SPRING STYLING

There's no better way to reinvent your look this spring than with the lastest colour trend from ARTISTRY<sup>®</sup>, Iconic Elegance. There are four velvet suede eye powders in each compact, plus one crème cheek colour and three rich lip cremes. Order Timeless on VS 105052 and Inspired on VS 105051.

 VS 105052
 ARTISTRY Timeless Palette
 P1204B4105W4516
 \$60.95 RRP

 VS 105051
 ARTISTRY Inspired Palette
 P1204B4105W4516
 \$60.95 RRP

## **FRIENDLY FIBRE**

According to leading world health organisations, adults should consume between 30-35g of fibre every day. NUTRIWAY® Fibre Blend Chewables contains a blend of 10 naturally sourced soluble and insoluble fibres from sugarcane, oats, lemons, carrots and soy. Each tablet provides you with 1.7g of fibre and can help to support cholesterol levels that are in the normal range.



VS 104402 NUTRIWAY Fibre Blend Chewables P928B3165W3482 \$47.00 RRP

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



What do you like most about this business? Is it the products? The freedom that comes with being your own boss? The friends you've met along the way?

Everyone has different reasons for getting involved with Amway. Because with all the similarities that bring us together, our differences help define us as individuals and set us apart, making us a truly distinctive company.

That's why, when it comes to training, we want to be sure that we are meeting you where you are in this business and giving you what you need.

We know that a new person's needs are different from those of someone who has been involved with Amway for some time. We know that each person's goals for their Amway business may be unique.

Right now, each market approaches training in its own way. In Amway India there are around 300 training seminars each year. Amway China has 70 full-time trainers on staff. Amway markets approach training in the ways they find most appropriate for their local needs. And that makes sense. There is opportunity for some aspects of training – especially product training – to be consistent across the board.

We want people to be successful no matter where they are on their journey with our business. And having some consistency and flexibility helps us provide training and support for your business needs.

After all, helping each other be successful through building balanced businesses is what our company is all about.

-t- Jachill

Doug DeVos President

Steve Van Andel Chairman

F.D.SE

7:12

#### GINZA, TOKYO'S PRE-EMINENT SHOPPING DISTRICT, IS THE PLACE FOR SHOPAHOLICS AT ACHIEVERS 2009.

The excitement is building for Achievers 2009 in Tokyo. We know that you can't wait to be part of the recognitions. And, we know that you are keen to be the first to preview new products and business strategies. For the shopaholics among you, we know that one of the biggest draw cards of Achievers is the shopping in Ginza.

The enticements here are many. Just when you think you've seen everything as you stare at the six-level Sony building (displaying many products which haven't yet been generally released) or the entire floor of handbags at Wak, you realise there is even more. Around the corner, you will find Tiffany's where the prices escalate as you ascend the five floors of exceptionally displayed merchandise and perfect salespeople.

The atmosphere is special in Ginza, created by the luxuriously hushed undertones of thousands of highly successful people shopping their way through their millions on a Sunday afternoon. Never one to get in the way of commerce, a Japanese Governor decreed in 1960, that the main north-south artery be closed to traffic on weekends to allow pedestrian visitors to saunter from side to side as they take in the breathtaking assortment of goods.

If you're not into shopping, there are some truly sensational eateries here also, with traditional Japanese food being the favourite. The Lion Beer Hall will give you an insight into Japanese beer culture and serves everything from sushi and sashimi to German sausage. There is also a kabuki theatre (Kabuki-za – one of the best outside Osaka, Kabuki's home city) which has regular performances of this rarified Japanese theatrical form.

The quaint, distinctly Western-inspired architecture seen in Ginza with its two-and three-storey Georgian brick buildings designed by an Irish-born architect, was constructed after a devastating fire destroyed much of the city in 1872. Some of the original buildings are still there today, the most famous example is the Wak building with its clock tower.

While at Achievers 2009, there's no better place than Ginza to inspire you to drive your business to the heights you know are possible. To find out how to qualify for Achievers 2009 please refer to the *Business Seminars and Incentives* 2009 booklet or visit the Amway website.

FILL



## MICHAEL CARNE AND SAMANTHA BENNETT

VICTORIA, AUST.

#### OCCUPATION PERSONAL TRAINER/CLEANING BUSINESS OWNER

Michael Carne was on what he calls an "upward trend" when he was introduced to the AMWAY<sup>®</sup> business. He had gone from being a music student who spent lots of time hanging around at home, to becoming a personal trainer. "I was getting my life on track," he says.

Then a friend of his invited him to learn more about the AMWAY business from Founders Platinum IBO Richard Boothby. "I was ready to be intimidated when I met him, but he was just so relatable and so positive," Michael says. "He was successful, or on the road to being successful, but he was really welcoming. I knew that he was going somewhere and I wanted to go where he was going."

Michael met Samantha a few months later. He respected that she had already built her own cleaning business from scratch and then sold it. The two combined their businesses in 2007.

Michael and Samantha are developing a young team, mostly aged in their late-teens to mid-20s. The best thing about working with young people is that "they haven't had the [dreams] squashed out of them."



## **COLEMAN AND ERICA LEVIN**

VICTORIA, AUST.

OCCUPATION PROPERTY DEVELOPER/SMALL BUSINESS OWNER

Erica Levin makes no secret of her initial motivation behind joining AMWAY.

"All I wanted was great skincare at a wholesale price so I joined on the spot," she laughs. "I certainly had no drive or ambition to start another business."

But after attending a few ARTISTRY<sup>®</sup> and EMMA PAGE<sup>®</sup> presentations with a close friend, the 41-year-old small business owner fell in love with the people and range of high quality brands that could help create financial freedom for her family.

Since joining AMWAY in 2006, Coleman has been able to employ someone to replace Erica in the office of their heating and air-conditioning business, allowing them to focus on building to Emerald in 2010.

Says Coleman: "What this business offers is a way to fast-track us to financial freedom. We want to be able to build this business to the point where we can comfortably look after our sons (Taylor 14 and Connor 11) in the future.

"This business offers a way to create a great lifestyle and future for our whole family."



## **GAVIN AND PETA MILLOY**

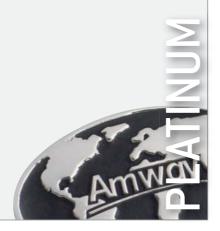
QUEENSLAND, AUST.

OCCUPATION FUEL INJECTION BUSINESS OWNERS

Gavin and Peta Milloy know how difficult it is to run a traditional business. The couple from Queensland built a fuel injection business from the ground up. For 11 years, they visited thousands of workshops and dealt with countless rejections, but through persistence and hard work they created a successful business.

It comes as no surprise then that Gavin and Peta built their AMWAY<sup>®</sup> business to the Platinum pin in only 14 months. They say that their success comes from following their upline Mat Rogers and Chloe Maxwell and they credit Double Diamonds Gad and Melissa Ghabrial for inspiring them.

Gavin says that it was the package that the AMWAY opportunity had to offer them that convinced them to join. "The package is what we see in the Diamonds and above: their values, morals, leadership principles, and association. It's not just the money that you earn, it's not just the time that you gain – it's everything."





## ALAIN QUAH WESTERN AUSTRALIA, AUST.

OCCUPATION ADMINISTRATION ASSISTANT

As a teenager, Alain Quah watched his parents invest countless hours at their traditional jobs trying to get ahead in life.

"I used to say to my brother, 'What is the point of working your life away if you don't get to take time out and enjoy the money you make?'" says the 25-year-old.

When a good friend from high school introduced him to the AMWAY business opportunity, he knew he'd found an ideal vehicle to create a carefree lifestyle and early retirement option.

"I love the fact that this business is so much fun, the mentoring is excellent and I get to spend time with people I really like," says Alain.

"With fantastic brands such as EMMA PAGE<sup>®</sup> and XS™, the business practically builds itself!"

Alain says even his parents, who were at first skeptical about the opportunity, have realised what an incredible business he is in.

"They have been very impressed with the financial rewards that can be achieved," he says.

"I know that with this business I will be able to retire before I'm 30 years old."







Loganholme Business Centre Fact Sheet

## When

#### When will the Business Centre open?

23 September 2008. The official opening celebrations will take place on 15 November 2008.

## Where

#### Where is the Business Centre?

3994 Pacific Highway, Loganholme, Queensland 4129.

## How

## How far is the Business Centre from central Brisbane?

It is a 30-minute drive from Brisbane's CBD and a 35-minute drive from the airport. There is easy access from the M1 (exit via Beenleigh/Redland Bay).

## How can the Business Centre help your business?

- It will strengthen the image and reputation of your AMWAY business.
- Shop, pick up orders, and learn more about brands from AMWAY in one convenient location.
- Enjoy daily offers and free product demonstrations.
- Impress prospects with the phenomenal business opportunity that is on display at the Business Centre.

## What

#### What are the trading days and hours?

Monday: CLOSED Tuesday: 9.00am - 7.00pm Wednesday: 9.00am - 7.00pm Thursday: 9.00am - 9.00pm Friday: 9.00am - 7.00pm Saturday: 9.00am - 5.00pm Sunday: 10.00am - 4.00pm

#### What are the facilities and services available?

- Expansive lounge and consulting areas where you can relax and work alone or consult with IBOs, prospects and customers.
- The Crown conference centre on level two has a seating capacity of 240.
- The Platinum meeting room on level one has a seating capacity of 50 and can be set up in an auditorium or lecture style.
- The Gold meeting room on level one includes a table, 10 chairs, and a whiteboard.
- The Executive meeting room on level one has an office, whiteboard, table, chair and two chairs for visitors.
- Wireless internet access is available throughout the entire building.
- A state-of-the-art pick and pay facility with the entire product range comprehensively and conveniently displayed.
- Friendly, knowledgeable staff to assist you with all your needs.
- A full service cafe with wireless internet access.
- Naturopaths and beauty therapists who provide one-on-one consultations and makeovers.
- Interactive LCD screens that display the business opportunity and educate you on the brands.
- Convenient onsite parking.

## Who

Amino

#### Who can I contact for more information?

Contact Annemarie McBride on (07) 3412 9115 for general enquiries or by calling the Regional Contact Centre on 1800 45 46 47 (free call).





# BALANCING

#### AS AN IBO, YOU UNDERSTAND THE IMPORTANCE OF A BALANCED LIFE –IT MAY EVEN BE YOUR MOTIVE FOR BUILDING THE BUSINESS.

Creating a life balance is easier said than done. As you juggle family and business commitments, you are likely to find your stress levels climbing. While a certain level of stress can motivate us to reach our full potential, too much can be debilitating, or even hazardous to our health.

Adam Gilchrist, Team NUTRIWAY®'s newest ambassador and arguably the greatest wicketkeeper/ batsman to play cricket, is a man whose life is characterised by balance. In the 2003 World Cup semi-final against Sri Lanka, Gilchrist mistimed his stroke and was caught by the wicket-keeper. When he was mistakenly declared not out, Gilchrist 'walked', effectively overruling the umpire and declaring himself out. It was a gesture of total self-honesty made under enormous pressure to succeed. It showed Gilchrist's integrity and his ability to keep everything in perspective, even when hard decisions are involved. For Gilchrist, being honest with himself meant more than winning the World Cup. Gilchrist's shock decision to retire at the height of his career to spend more time with his family, was another example of his grasp of perspective. Adam's unquestioned integrity makes his endorsement of the NUTRIWAY products invaluable, but even

M

ET MOVING

Exercise releases tension and helps process vitamins and minerals. Regular physical activity can help prevent heart disease, stroke and high blood pressure; reduce the risk of developing Type Two diabetes and some cancers. It can help build and maintain healthy bones, muscles and joints; and promote psychological well-being as the chemicals and hormones released in the brain through exercise, combat stress and promote happiness. People who exercise regularly are more likely to live longer and enjoy a better quality of life.

The National Physical Activity Guidelines for Australia, published by the Australian Government Department of Health and Ageing, recommend exercise of at least a moderate level (including brisk walking), most days of the week for a total of 30 minutes or more on each day.

Relaxation can help prevent stress, as can sharing your feelings with someone, and thinking realistically. Extreme feelings of stress are often caused by extreme thoughts. As we overestimate the consequences of any event we become increasingly stressed. Learn to use your time and energy more effectively. Setting priorities and learning to slow down will help reduce stress levels.

more than that, he has shown us the kind of value we should place on a balanced life.

We may not face the same pressures that Adam does, but as busy IBOs trying to create balance in our own lives, each of us has to manage stress. To do this effectively, we need to know when it's getting out of control. According to Mental Health Association NSW, there are various symptoms of stress. These include behavioural symptoms such as changes in appetite, relationship difficulties or increased use of nicotine, alcohol or caffeine; emotional symptoms where you may feel tense, anxious, depressed or lack enthusiasm; physical symptoms such as headaches, heart palpitations, nausea, fatigue, muscle aches and pains, increased sweating or constipation or diarrhoea; cognitive symptoms such as impaired judgement, negative thoughts, loss of concentration, difficulty making decisions or bad dreams.

#### HEALTHY BODIES, HEALTHY MINDS

Stress causes our bodies to use up enormous amounts of vitamins and minerals, especially vitamins B and C, calcium, magnesium, phosphorus and zinc. This can leave us tired, run down and irritable. Some foods can interfere with our body's ability to absorb vitamins and minerals and therefore exacerbate our stress levels.

The best way to manage stress and perform at your peak, is to combine an active lifestyle with a healthy diet, filling in any nutritional gaps with NUTRIWAY supplements. As far as diet goes, include plenty of vegetables, legumes, fruits, breads and cereals (preferably wholegrain). Choose foods that are low in fat (particularly saturated fat), low in salt, and include only moderate amounts of sugars and foods containing added sugar. If you drink alcohol, limit your intake. Cut down on tea, coffee, soft drinks and drink plenty of purified water.

Unfortunately, today's foods are often produced from degraded soil so we are not getting the nutritional value from them that we should. Nutrilite, the manufacturer of NUTRIWAY supplements, is the only vitamin and mineral brand to grow, harvest and process plants on their own certified organic farms. NUTRIWAY supplements combine essential vitamins and minerals and the exclusive Nutrilite Plant Concentrates, for additional bioflavonoids, antioxidants and other phytonutrients which play a valuable role in supporting your health.

If you feel your diet may lack essential nutrients, there are a number of NUTRIWAY supplements that can help. NUTRIWAY high potency DOUBLE X<sup>®</sup> supplement provides a powerful energy source to get you through your day. As an alternative, NUTRIWAY Daily gives you broad nutritional coverage and a balance of nutrients. A busy lifestyle, alcohol, medications and smoking may cause a lack of essential B vitamins. Vitamin B Complex can help. NUTRIWAY Siberian Ginseng and Ginkgo Biloba Blend, with its two main ingredients, is popular with executives, students, athletes or other people seeking a

natural way to adapt to stress and maintain stamina and endurance.







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

#### OVER THE NEXT 12 MONTHS, WE HAVE A NUMBER OF EXCITING MONETARY AND TRAVEL INCENTIVES TO REWARD YOU FOR GROWING YOUR BUSINESS.

This year, being Amway's 50th Anniversary, we have a special one-year program. We are introducing some very exciting new elements because we want to reward you for being a part of this incredible business opportunity. We are returning to a points system for Achievers and other incentives. See the *Business Seminars and Incentives 2009* brochure or visit the Amway website for a summary of how to calculate your points.

Some of the new SIP features are:

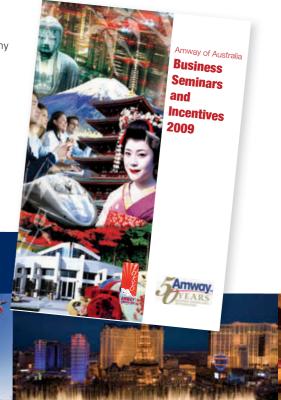
- The 50th Anniversary just-in-time qualification
- A special one-off Tokyo Achievers qualification of just six points
- New Platinum IBOs or IBOs who have not qualified Platinum PY07 and PY08 can qualify for Tokyo Achievers with just six points.
- An Achievers Stretch Rewards Program to reward sustainable business growth
- Any Achievers qualifier whose target is nine (9),
   10 or 12 points\* is eligible for Achievers
   Stretch rewards.
- Once you have achieved your Achievers target, any additional whole point can earn you \$2,500.
- Achievers Stretch payments will be capped at a maximum of four points or \$10,000.

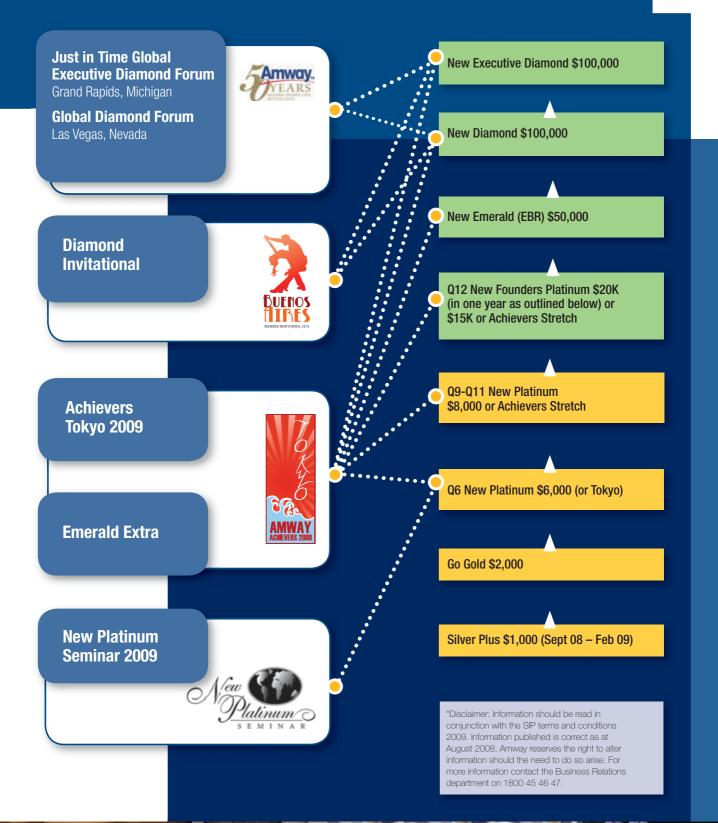
\*12 point Achievers qualifiers will be set a target from which to qualify for Achievers stretch.

#### The Amway facts:

- Amway's global One By One campaign has contributed more than \$52 million in the past five years to help 5.5 million children.
- Since 1959, Amway has paid US\$27 billion in bonuses and incentives to IBOs, more than any other business in the direct sales industry.
- There are more than four million IBOs worldwide.
- Amway operates in more than 80 countries and territories globally.
- Nutrilite (the manufacturer of NUTRIWAY) is the world's leading brand of vitamins, minerals and dietary supplements (Euromonitor Survey 2007).

For more details, speak to your State Sales Manager, grab a copy of the *Business Seminars and Incentives 2009* brochure or visit the Amway website. We hope you make this the most successful year for you, your business, and your family!







#### **CITY2SURF**

This year's City2Surf was a huge success for Team NUTRIWAY. On Sunday, 10 August 2008, 500 eager IBOs, family and friends met at the steps of the Art Gallery of NSW for a delicious breakfast before the big race. Adro Sarnelli, winner of *The Biggest Loser* 2006 and proud AMWAY IBO, lead the team through warm-up exercises. The team then made their way to the race start – equipped with race bibs and electronic timing chips – and commenced the 14km fun run/walk. Michael Dawson was the first IBO through the finish line with a time of 65:28, and Nadia Zeaiter (71:59) and Ian Gamble (72:38) were the first staff members through. Team NUTRIWAY ended the day with a barbecue on Bondi Beach.





NUTRIWAY<sup>®</sup>

11676

#### **BRIDGE TO BRISBANE**

Are you running on Double X Energy?

> It was the second year Team NUTRIWAY participated in the Bridge to Brisbane. Over 450 IBOs, family and friends joined in the 10km event on Sunday, 7 September 2008. After the race, the team indulged in a scrumptious brunch. Emeralds Amanda and Luke Rowlinson said on the day, "Many times our team building is based around building a business, as it should be. But the Bridge to Brisbane provides an opportunity to build team camaraderie and bonding through a family-friendly fun event that gives back to the community." Don't miss out next year and help us reach our goal of 1,000 participants for Team NUTRIWAY!

There's a better way to experience explosive growth in your business. XS<sup>™</sup> Founders David Vanderveen and Scott Coon were recently here for the Premium Taste, Explosive Energy Tour. They took time out of their busy schedules to show you how to build your business with the new XS Sales Case and XS Mixed 12 Pack.

We want every IBO to feel as though they can create the same XS brand experience – no matter who they are, where they come from or what they are doing. The new XS Sales Case is about putting all the XS Energy Drink flavours and all the support material in one place. This is how we show plans now.

#### The James Bond experience

A lot of IBOs are using XS to make the business opportunity tangible. The sales case is a tool that can help you unleash and unload the XS brand experience. You can explain the business concept really simply with one little, elegant case. It includes XS brand history, profitability information, product information and an informative sales DVD.

We have always said that we feel like IBOs are part of an underground culture. We are the 007s of the business community, so we wanted a case that represented that. When we are sitting down with somebody with this case, we almost want them to ask us, "Is this legal?" It's that fun, underground feeling that we are trying to get across.

#### The DITTO experience

The other thing we put together is the Mixed 12 Pack, which you can include in the XS Sales Case. Then, in every sales experience, you can recommend that your customer purchase the Mixed 12 Pack if they are enjoying the XS experience.

Use the Mixed 12 Pack to make an initial sale. Follow it up a few days later by asking your customer if they would like to set up a DITTO Delivery schedule so that they don't run out of their favourite flavours. It is a great way to build profitability and volume for your business right away.

- David Vanderveen and Scott Coon

#### YOUR SECRET WEAPONS

Do you want to know what is inside this killer XS Sales Case? Here is a preview of what you will find,

- The sales case perfectly displays the Mixed 12 Pack. This includes two cans of the following flavours: Cola Blast, Tropical Blast, Grape-Berry Blast, Citrus Blast, Tea-Berry Blast and Tropical Blast Caffeine-Free.
- The case also includes support material like XS brand history, profitability and product information, an informative sales DVD plus DITTO delivery forms.

The board and staff of Technical Aid to the Disabled (TAD) wish to express our thanks to AMWAY<sup>®</sup>, AMWAY IBOs and the One by One Foundation for your generous support of the FREEDOM WHEELS<sup>™</sup> program. The development of the program is making a real difference in the lives of children with disabilities and their families. The program is also strengthening TAD around Australia, assisting us to better achieve

"

HERE IS AN UPDATE OF THE PROGRESS OF FREEDOM WHEELS AROUND THE COUNTRY:

#### **NEW SOUTH WALES**

- Clinics are now underway: we now hold four to five clinic days per month in NSW.
- We have the capacity to produce up to eight bikes per week in NSW.
- 119 new design bikes were built from December 2007 to June 2008.
- The time it takes from order to delivery is currently less than two weeks.
- A further 160 bikes will be built in NSW this year.

#### QUEENSLAND

- TADQ staff and volunteers have completed production and clinic training.
- We have recently recruited a physiotherapist.
- There is now a FREEDOM WHEELS van located in Queensland.
- We are aiming to match Victoria's production levels.
- We are exploring options to service the Northern Territory.

#### VICTORIA

- TADVIC staff and volunteers have completed production and clinic training.
- We have a new van in Victoria.
- The production facility is up and running.
- The first group of bikes have been delivered.
- We expect to produce at least 10 bikes each month.
- We are currently looking at plans to service South Australia and Tasmania.

#### WESTERN AUSTRALIA

• The TADWA Freedom Wheels program plan is in progress.

#### WOULD YOU LIKE TO SUPPORT FREEDOM WHEELS?

If you are thinking of an activity to help raise awareness and funds for FREEDOM WHEELS, download the fundraising guidelines and registration form by visiting www.amway.com.au. (Please note that registration authorised people may fundraise directly for FREEDOM WHEELS.)

For further details contact Nadia Zeaiter or Deb Campbell on



# NEW!

## TAKE YOUR **WEIGHT LOSS** RESULTS TO THE NEXT LEVEL

Naturally

NUTRIWAY<sup>®</sup> TRIM CHOICE<sup>®</sup> can help you achieve your weight loss goals faster when used in conjunction with a balanced diet and exercise.

Containing a combination of natural herbal extracts, TRIM CHOICE works by enhancing fat and weight loss.

Use TRIM CHOICE separately, or as part of the new NUTRIWAY TRIM BODY SYSTEM (TBS) Supplement Booster Pack.

> This Booster pack contains three unique NUTRIWAY products in one convenient pack, which will help with your weight loss goals. The TBS Supplement Booster Pack is recommended for use in conjunction with the TRIM BODY SYSTEM program to enhance and maximise results.



Regular pack price includes 20% OFF!

The pack includes:

- NUTRIWAY<sup>®</sup> Carb Blocker Plus, 90 tablets
- NUTRIWAY® TRIM CHOICE, 180 tablets

• NUTRIWAY<sup>®</sup> Milk Thistle & Dandelion, 60 capsules Approximately 30 day supply



Trim Choice is available separately on VS-105348

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

#### KINDLE GREAT LIGHT, LOVE AND SALES DURING THIS MAGICAL SEASON WITH E. FUNKHOUSER<sup>\*\*</sup> NEW YORK COLLECTION 008: MYSTIC & MAGIC.

Before you even start selling, you need to ask yourself, "Do you know who the E. FUNKHOUSER New York customer is?" Once you have a firm idea of who your customer is, then selling the products this Christmas season will be much easier because you are targeting the right people. Eddie Funkhouser says that the brand is tailored to the 20 plus age demographic. Here is what else Eddie has to say about who he believes the E. FUNKHOUSER target customer is:

- She is focused on self-improvement and personal growth and she is willing to take risks in order to grow.
- She embraces life and is naturally curious.
- She is respectful of others but has an independent spirit and expects others to respect her view of life.
- She demands the freedom to think and look however she chooses.

- She values self-expression.
- Her style does not necessarily scream for attention from others but is always unique because of her willingness to experiment and play.
- She has a sense of humour and does not take herself too seriously.
- She is responsible.
- Her close friends depend on her.
- She is socially aware.

#### CHRISTMAS PROMOTIONS

This holiday season, increase your

E.FUNKHOUSER New York sales with these two great new products from Collection 008. The Travel Brush Ensemble and the Holiday Lip Set will make the perfect Christmas presents for your makeup-loving customers.

#### HOLIDAY LIP SET

There is no better time than the holidays to let your star power burn brightly with passion and joy. Celebrate all that makes you shine with E. FUNKHOUSER New York products specially created for this magical time of year.

Designed exclusively for the holidays by Eddie Funkhouser, E. FUNKHOUSER New York Holiday Lip Set delivers a luscious new creme metallic formula in alluring star-clad jars. Lips are instantly illuminated with a highly reflective, lustrous finish. With the addition of shea butter, lips feel soft and supple and are complemented with the E. FUNKHOUSER™ New York signature scent of apricot, succulent peach and sexy amber to help you create lips possessing unmistakable style.



E. FUNKHOUSER New York Holiday Lip Set VS 105550 P1348B4596W5055 RRP \$63.20

#### TRAVEL BRUSH ENSEMBLE

The new E. FUNKHOUSER™ New York Travel Brush Ensemble is re-visioned, re-tooled, and revolutionary. It includes an exclusive travel brush clutch and seven superbly-crafted brushes, all professionally designed by makeup artist Eddie FUNKHOUSER.

Since its introduction, the chic, intelligently-designed E. FUNKHOUSER New York Travel Brush Ensemble has garnered critical acclaim from makeup artists, beauty editors, and fashion magazines from around the world.

This all-time favourite has been re-envisioned with a fierce new look that will ensure you are always travelling in style.

The E. FUNKHOUSER™ New York Travel Brush Ensemble includes:

- Instruction and Maintenance Reference Guide
- Travel Brush Clutch
- Foundation Brush (New!)
- Powder Brush
- Concealer Brush
- Crease Brush
- All Over Eye Brush
- Flat Eye Liner Brush (New and Improved!)
- Retractable Lip Brush.



E. FUNKHOUSER New York Travel Brush Ensemble VS 105558 P1914B6527W7180 RRP \$89.75 For many retailers, two thirds of the year's income is earned during the two months prior to Christmas. Don't let the retailers have all the success! You too can earn a high percentage of your annual income during November and December with EMMA PAGE<sup>®</sup> Jewellery.

EMMA PAGE has a range of gift ideas for everyone. Your customers will love the EMMA PAGE 2008 Christmas Gift Sets, which come complete with gift boxes. The EMMA PAGE Celebration Collection features beautiful styles to suit all tastes. And your young funky customers will appreciate the value and style of Euphoria by EMMA PAGE.

This season is also a great time for EMMA PAGE Jewellery parties and consultations. Offer your clients the opportunity to "shop on your seat, not on your feet". Who wouldn't be interested?

Here are some tips from EMMA PAGE trainer Bev Barritt to help you get the most out of your Christmas selling this year:

- Set your table with a Christmas scene that features bright decorations.
- Encourage your male friends to hold a party. It's an easy and stress-free way for them to buy presents for mums, girlfriends, wives and sisters.
- Hold a Christmas hamper promotion. The winner can be drawn from anyone who books a party with you in the first two weeks of December.
- Hold your own VIP party for all of your hosts. Entertain your guests with festive drinks, a lucky draw and generate fantastic Christmas sales.
- The perfect time to hold parties for Christmas is November and the first two weeks of December.
- Make your annual call to local businesses visit factories, professional offices, garages and offer a free gift advisory and wrapping service.



C.

Christmas is all wrapped up with stunning Gift Sets from EMMA PAGE. Each set comes with a free EMMA PAGE Gift Box (pictured above). See the Amway website for details. You can also order retail postcards (pack of 10) to send to your customers on VS/QO 210350.

With Christmas just around the corner we would like to remind you what a fabulous gift EMMA PAGE Jewellery makes for you, your family and your friends.

EMMA PAGE is not only a great gift for yourself and your customers, but think of the great Christmas bonus you can make with your Christmas sales. The months before Christmas are a great time to "wow" your customers or potential customers with some exceptional EMMA PAGE customer service.

So enjoy the jewellery and the great gift offers, but most of all enjoy Christmas. Rest up and get ready for an exciting new year with beautiful new styles, new product offers and exciting new promotions from EMMA PAGE.

Merry Christmas,

Raymond and Julia Vidor EMMA PAGE Founders







Anniversary ring

Star anklet

## Grow your ARTISTRY<sup>®</sup> business by creating a mini spa.

Creating a mini spa experience in your home, or in your customer's home, can generate considerable retail sales and valuable PV. As you pamper your customer in the tranquil setting of the mini spa, you can educate her about new and core products. You can even casually chat about how much you love your ARTISTRY business. A mini spa experience can include treatments like facials, massages, manicures or pedicures. In this article, we show you how to create two mini spa treatments and also give you tips on how to create a relaxed setting.

#### POLISHED HANDS

You will need:

- 1 ARTISTRY Sugar Scrub
- 1 ARTISTRY Moisture Soufflé
- 1 ARTISTRY Essential Hand Crème SPF 15

1 Warm Facial Towel

Directions: Massage ARTISTRY Sugar Scrub over the arm using circular motions. Repeat this three times. Then, with a warm facial towel, gently wipe the sugar scrub off the arm. Apply ARTISTRY Moisture Soufflé to the arm and massage deeply. Finish off the treatment by applying ARTISTRY Essential Hand Crème SPF 15 onto the hands, paying special attention to the fingers and cuticles.

VS 100777 ARTISTRY Sugar Scrub VS 100778 ARTISTRY Moisture Souffle VS 102205 ARTISTRY Essential Hand Cré

1186B4045W4450 RRP \$60.05 1117B3810W4191 RRP \$56.55 770B2625W2888 RRP \$39.00

ARTISTRY

And Contract, Name

02205 ARTISTRY Essential Hand

#### BODY THERAPY

You will need:

- 1 ARTISTRY Sugar Scrub
- 1 ARTISTRY Body Toning Gel
- 1 ARTISTRY AHA Body Refiner Moisturiser

Directions: Apply ARTISTRY Sugar Scrub to wet skin and massage this invigorating scrub in circular motions over the body. After removing the Sugar Scrub with a warm facial towel, pat dry the skin and apply ARTISTRY Body Toning Gel. This special treatment body gel rapidly absorbs. Finish the treatment by applying ARTISTRY AHA Body Refiner Moisturiser to fortify the skin's moisture barrier. SET THE MOOD

- Set the room up with the ARTISTRY products beautifully displayed with flowers and candles
   this automatically helps your customer to relax.
- Set the room at a comfortable temperature and make sure the lighting is warm and inviting.
- Serve refreshments to suit the time of day.
   Herbal teas are always popular and also tend to have a relaxing and calming effect.
- Have warm facial towels ready to remove the sugar scrub. It will also keep your customer feeling totally pampered!

## S 198 ARTISTRY Body Toning Gel P1541B5255W5781 RRP \$78.0 S 187 ARTISTRY AHA Body Refiner Moisturiser P1066B3635W3999 RRP \$53.0

## **ARTISTRY**°

ARTISTRY

algmon...

ARTISTIRY

## TURN YOUR MOBILE PHONE INTO A VALUABLE ON-DEMAND BUSINESS TOOL!

Get your latest PV/BV results immediately. No need for a computer and no need to call the Contact Centre for information. Instant access anywhere, anytime.

#### **REGISTRATION IS EASY!**

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

   just text PV plus the IBO number. You need to ensure a blank space is added between the word PV and the IBO number.



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



The Team at Brand Connexion would like to wish all IBOs the best of the season.

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

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



An Amway Partner Store

## **Training Dates to watch out for!**

A quick reminder of the great training coming up in October and November. Wellbeing Technology Tour training costs \$5.00 E. FUNKHOUSER®New York Real Beauty VIP hands on workshop costs \$5.00 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.

OCTOBERBRISBANEE. FUNKHOUSER<br/>NEW YORK<br/>REAL BEAUTY<br/>VIP HANDS ON<br/>WORKSHOP\*Sunday 26<br/>Amway Business Cnt<br/>3994 Pacific Highway<br/>Loganholme<br/>10.30am-1.00pm<br/>2.30pm-5.00pm

\*Phone bookings only - see below.

NOVEMBER	MELBOURNE	PERTH	BRISBANE	SYDNEY
WELLBEING TECHNOLOGY TOUR	Thursday 13 Atlantic Shed 14 Central Pier 161 Harbour Esplanade Docklands 7.30pm–9.30pm	Sunday 16 Perth Convention & Exhibition Cnt 21 Mounts Bay Rd Perth 6.30pm–8.30pm	Thursday 27 Amway Business Cnt 3994 Pacific Highway Loganholme 7.30pm–9.30pm	Saturday 29 Amway Castle Hill Training Cnt 46 Carrington Rd Castle Hill 5.00pm–7.00pm
	VS 210363	VS 210362	VS 210315	VS 210314

NOVEMBER	SYDNEY	MELBOURNE	MELBOURNE	_	$\square$
E. FUNKHOUSER NEW YORK REAL BEAUTY VIP HANDS ON WORKSHOP*	Monday 10 Amway Business Cnt 46 Carrington Rd Castle Hill 7.00pm–9.30pm	<b>Tuesday 11</b> Bayview on the Park 52 Queens Rd Melbourne 7.00pm–9.30pm	Wednesday 12 Bayview on the Park 52 Queens Rd Melbourne 7.00pm–9.30pm		PENCIL THESE DATES IN YOUR DIARY TODAY Visit www.amway.com.au for more information.
		ADELAIDE Thursday 13 Comfort Hotel Adelaide Riviera 31-34 North Tce Adelaide 7.00pm–9.30pm	SYDNEY Thursday 20 Amway Business Cnt 46 Carrington Rd Castle Hill 7.00pm–9.30pm	PERTH Sunday 30 Rydges Perth Cnr Hay & King Sts Perth 10.30am–1.00pm 2.30pm–5.00pm	

\*Phone bookings only – see below.

AMWAY CERTIFICATION – Visit the AMWAY website for the "AMWAY Certification Level 1 timetable" being offered at your AMWAY Business Centre in November. Online "e-learning" launches in 2009!

#### WELLBEING TECHNOLOGY TOUR

Who cares as much about your family's wellbeing as you do?

AMWAY does, by delivering the very best in innovative water, air and cookware technologies designed to suit every home.

Come along and learn about how the AMWAY Home Technology range of products can help your family's overall health and wellbeing. There's also the chance to win a prize on the night!

#### E. FUNKHOUSER NEW YORK REAL BEAUTY VIP HANDS ON WORKSHOP

This VIP workshop is designed to give you all the necessary information and skills to successfully build your business to a greater level. Numbers are strictly limited so that you get the attention you need from our professional trainers. Get in early to avoid disappointment. **No door sales.** 

To make a booking contact Astrid Dias on (02) 9843 2517 or email astrid\_dias@amway.com.





#### {etiquette/06}

THANKS: At the end of a delicious meal, say "Gochisō-sama deshita". It's a polite way of letting your host know that you enjoyed the meal.

# {Sushi & Sashimi}:

Let your tastebuds explore the culinary delights of Tokyo. From the elite dining experience that is *kaiseki-ryori* to the *yatai* (street stall), there is a place to cater for every taste and every budget. If you are a lover of sushi and sashimi you only need to include one restaurant on your itinerary: Kyubei. Located in Ginza, Kyubei is considered to be the best sushi restaurant in Tokyo. Enjoy the surroundings and savour the delectable food.

The only way to experience Tokyo cuisine in style is at Achievers 2009. Achievers is where the top AMWAY business owners meet for an unforgettable week of recognitions, exclusive product previews and seminars. To find out more about how you can qualify for the biggest business event on the AMWAY calendar, speak to your State Sales Manager or pick up a copy of the 2009 *Business Seminars and Incentives* Brochure.

