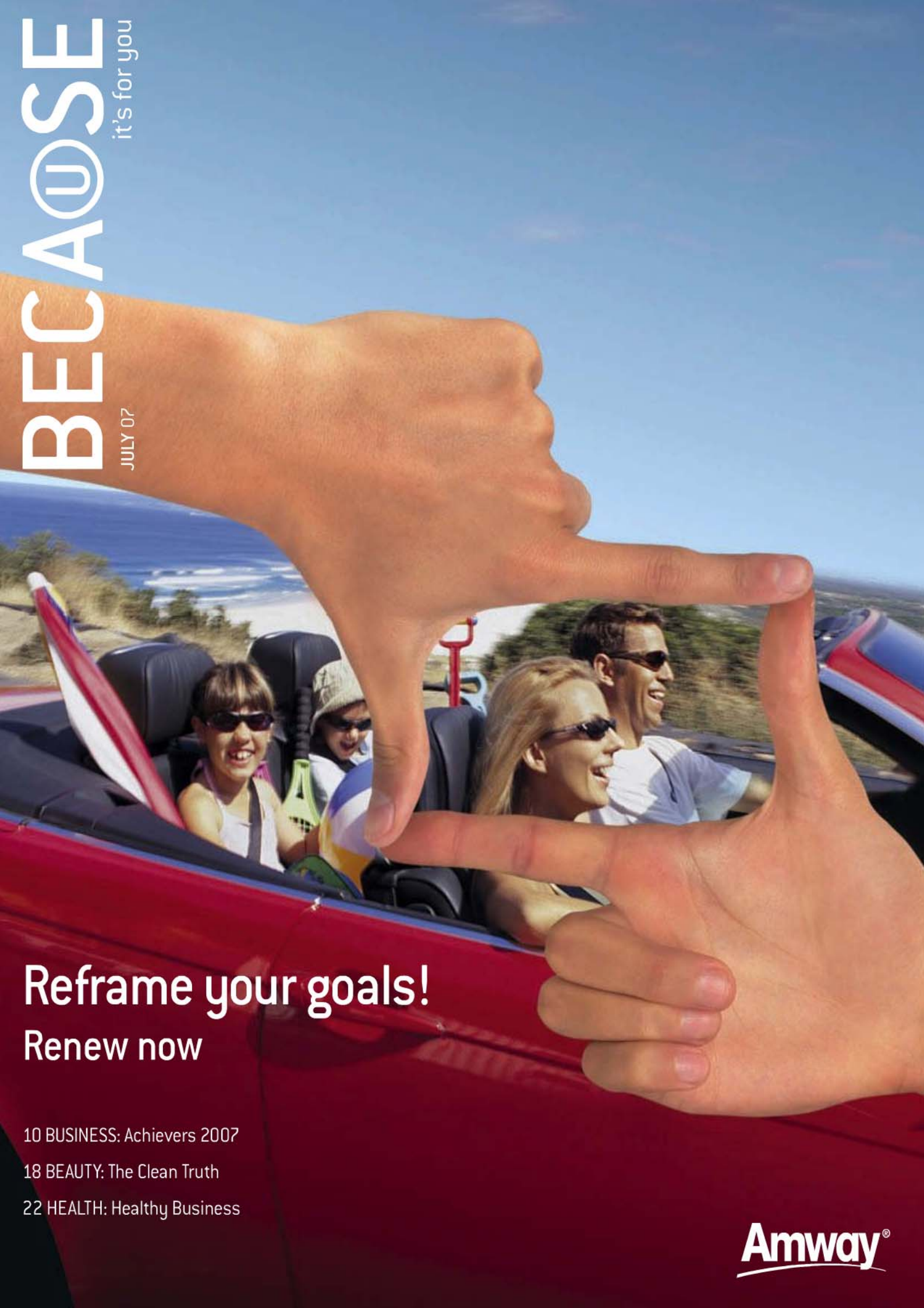


# BEC A@SE

it's for you

JULY 07



## Reframe your goals!

## Renew now

10 BUSINESS: Achievers 2007

18 BEAUTY: The Clean Truth

22 HEALTH: Healthy Business

**Amway**<sup>®</sup>



# NEW COLA BLAST



Get ready for an unreal experience with our high-energy XS™ Cola Blast. The traditional taste of Cola with none of the sugar, none of the carbs and only eight calories! Pack the car and fill that cooler with XS Cola Blast; you'll never know when you'll need a pick-me-up. Get the Cola that knows what you want and gives you the satisfaction you need with great taste and quality performance.

**AVAILABLE NOW**

VS	DESCRIPTION	PV	BV	W'Sale	RRP
740238	XS Energy Drink Cola Blast	7.87	26.82	\$29.50	<b>\$35.40</b>

QO	DESCRIPTION	PV	BV	IBO/Member	RRP
740238	XS Energy Drink Cola Blast	7.52	26.23	\$29.51	<b>\$35.40</b>

RENEW TODAY



06



22



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# REFOCUS ON YOUR GOALS

It's time that you look back and remind yourself of the reasons why you decided to start your own Amway business. Focus on your goals and continue to visualise your desired outcomes, so that you can be as successful as the countless number of IBOs around the world who have reached Platinum and above since 1959. Renew your business for 2007/2008 and make your dreams become a reality. If you renew before 31 July 2007, you will go into the draw to win \$30,000. Plus, everyone who renews for three years will receive a free SA8® Laundry Concentrate 750g and NUTRIWAY® Concentrated Fruits and Vegetables.

It's time to start preparing for the City2Surf and Bridge to Brisbane fun walk/run, both of which take place in August. If you are interested in joining TEAM NUTRIWAY® at these events, make sure that you register on a2k Amway online and on the event organiser's websites. Dr Sam Rehnberg, President of the Nutrilite Health Institute, will be visiting us in August as well for the Feel Good Tour. For dates and more information on the tour, see page 13. Reserve your seat now!

The new XS™ Energy Drink flavour, Cola Blast, launches this month. Formulated with B vitamins and containing no sugar or carbohydrates, this new flavour is sure to be a hit with you and your customers. Start familiarising yourself with all the features and benefits so that you can convincingly sell the product in the market.

Enjoy the latest edition of the magazine!

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



John Haines

**John Haines**  
Head of Business Relations  
Australia/New Zealand

Read this article on a2k

# LIVE UPDATE

## ESSENTIAL HEALTH KIT

Make a healthy change to your life with the TRIM BODY SYSTEM® Kit. It includes everything you need for sustainable weight management: meal plans, delicious recipes, fitness cards and essential NUTRIWAY® supplements including Milk Thistle and Dandelion, Carb Blocker Plus and Multi-Fibre. The TRIM BODY SYSTEM will help create a new you in just 30 days.

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



## NEW SKIN ANALYSIS TOOLS

ARTISTRY®'s new skin analysis tools can help you to confidently diagnose skin types. There are two skin indicators available: SEBUTAPE (VS 209703) measures the skin's oil flow and D-SQUAME (VS 209704) measures dryness. Simply apply the tape on the cheek near the nose and a reading will appear with the results of the test. It is a great way to confirm the skin type of your customers, so that you can recommend the ARTISTRY skincare range most suited to their needs. Order today.



## ENERGY PACK OFFER

Boost your energy over the cooler months with this great offer. During the month of July, purchase NUTRIWAY Siberian Ginseng and Ginkgo Biloba Blend and NUTRIWAY Vitamin B Complex, and receive ACTIVE 8® Vitamin Supplement Granules in delicious Tangerine/Orange flavour FREE! This offer is available on VS 209688.

*Offer commences 1 July 2007 and ends 31 July 2007. While stocks last. Always read the label. Use only as directed. If symptoms persist see your healthcare professional.*

## TRIM BUDDIES

IBOs are discovering that eating healthy and staying fit on the TRIM BODY SYSTEM is easier when you have a buddy. Trim Buddy programs are popping up everywhere and have all been supported by NUTRIWAY Naturopath Emma Yates. With Emma's ongoing support, guidance and assistance, countless IBOs have reached their weight goals. If you and your group would like to organise your own Trim Buddy program, contact naturopath@nutriway.com.au.

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



TEAM  
**NUTRIWAY®**   
**FUN RUNS**

Queensland IBOs will be getting on the fun run trail on 5 August 2007 for the Bridge to Brisbane.

Sydney City2Surf fun run is on Sunday 12 August 2007. Keep an eye out for more details.



## DRINK TO HEALTH

Water is the single most important substance required by our body. It is the source of life. eSpring™ water purifiers destroy more than 99.99 per cent of harmful bacteria and viruses that may be lurking in tap water. It also reduces more than 140 contaminants in tap water with a patented carbon block filter. Drink to health and vitality with a fresh glass of eSpring today.



## 24/7 SUCCESS

If you are looking to supplement your income, replace your full-time job, or just add another great asset to your AMWAY® business, then you should look into WATCH24®. As a home security business, it has built a reputation in the industry based on great products, service and integrity. Find out more at one of WATCH24's free Business Opportunity Meetings. Contact Philip Browne on 1300 73 24 03 or email [philip\\_browne@watch24.com.au](mailto:philip_browne@watch24.com.au) for more details.

Master Licence Number 407862921.



You didn't all get into this business for the same reason. The stories, the paths you've taken to get here – they're personal and they're all uniquely yours.

But one thing's for certain, you're here because you want to take charge of your life. You want to take charge and create change in your life.

And with our business, you can travel at whatever speed you want. You can go fast if you want. You can slow down a little. This is all about you and the difference you want to make.

That's the beauty of free enterprise. It gives you the opportunity to do whatever you want, whenever you want. What it really gets down to is the power of you!

I hope you know you have our wholehearted support. We're here to support you with world-class products, training, a web presence second to none.

We're in this with you. For you.

**Doug DeVos,**  
President

**Steve Van Andel**  
Chairman

## WHY RENEW?

- Low investment and high returns – you have unlimited earning potential
- World leading products that customers know and want
- US\$22 billion in global bonuses and incentives for IBOs since 1959
- Be in control of when you work and how you work
- Get support from AMWAY's US\$6 billion global company that provides world class products, research, marketing, logistics and training. We look after all this so that you can focus on building your business
- Keep your place in your line of sponsorship and protect your future.

**SIMPLY RENEW BEFORE 31 JULY 2007 AND YOU'RE IN THE DRAW TO WIN \$30,000 CASH!**

## YOU NOW HAVE THE OPTION TO RENEW FOR EITHER 1 OR 3 YEARS

**Renew for three years and receive an SA8® Laundry Concentrate 750g plus a NUTRIWAY® Concentrated Fruits and Vegetables supplement absolutely *FREE*† (valued over \$54. PV/BV included)**

† Gift cannot be exchanged or refunded. Offer expires 31 August 2007. PV/BV allocated at time of renewal. Products will be dispatched on next order from 1 September 2007.

**NEW  
FIRST TIME OFFER†**

**FREE**



**Visit [www.a2k.com.au](http://www.a2k.com.au) or call 1800 45 46 47 today to renew as an Independent Business Owner for 2007-2008.**

*\*Enter the draw to win \$30,000 cash by renewing before 31 July 2007.*

ACT Permit Number: TP 07/ 01664 NSW Permit Number: TPL 07/04407

SA Licence Number: T07/1673 VIC Permit Number: 07/1589.

# REFRAME YOUR GOALS

**WIN**  
**\$30,000 CASH!**  
BY RENEWING BEFORE  
31 JULY 2007.\*

RENEW NOW AND YOU'LL BE A  
STEP CLOSER TO YOUR GOALS

**RENEW TODAY**

**Amway®**

# VIVA VENEZIA



Experience real romance in the heart of Italy. Be serenaded by a tenor heartily singing in his native tongue as you explore the canals of Venice in a gondola. Glide through the narrow waterways and under the bridges that connect the 122 islands of Venice. Then, explore the city on foot and get lost in the maze of pathways, stumble upon St Mark's Basilica, and enjoy a coffee in St Mark's Square.

Venice is the last stop on the Emerald Plus 2008 cruise on the luxurious *Seabourn Spirit*. Reserve your spot at this event and visit one of the most romantic cities in the world. Speak to your Business Relations Manager for details.



GREECE





## PETER AND DEBI ROSS QUEENSLAND, AUST.

OCCUPATION – FORMER ARMY OFFICER/PROFESSIONAL DANCER

Peter Ross was learning Latin American dance for eight months, oblivious to the fact that the dance studio he was enrolled in was owned and run by a courageous woman whom he would eventually marry. When Peter finally met Debi, an Australian dance champion and the owner of the studio, the two hit it off straight away.

“She chatted me up,” Peter says.

“I did not,” Debi laughs. “One night we met and from there he kept following me up!”

At the time, Debi was going through an extremely difficult period in her life. She was injured in a serious car accident and had only continued teaching at her dance studio so that she could earn the money to pay for her medical bills. Peter says, “I didn’t know what was really going on at the time because you’d look at her dance and she’d be absolutely amazing out there on the floor. But in reality she was teaching in pain to get money to go and see a physiotherapist to try and reduce the pain she was in every day.”


“My life was just terrible,” Debi admits. “I had to try and keep going in the dancing world without being able to dance myself and not teach properly.”

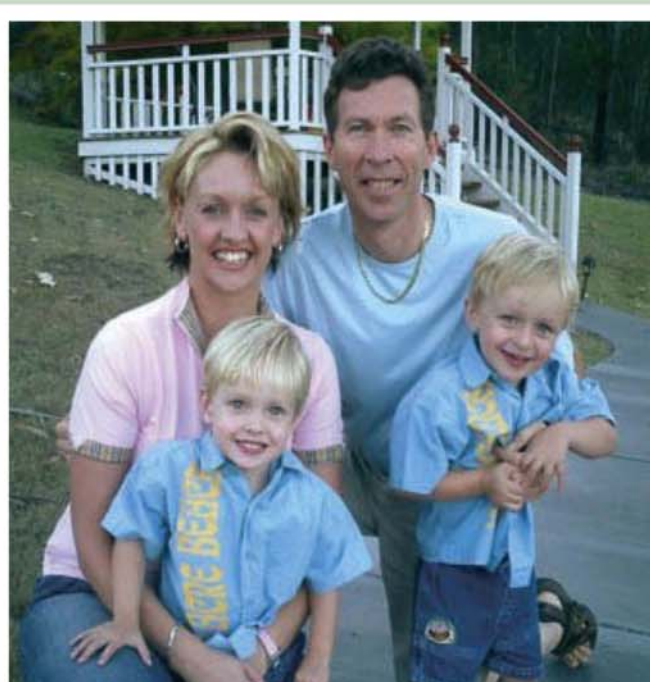
Through Peter, Debi was introduced to the AMWAY® business and nowadays life couldn’t be more different. The playful Queensland couple have two gorgeous twin boys, Flint and Decklin (aged two) and are revelling in a successful business partnership that has brought them to Emerald. Debi says, “This business has absolutely changed my life.”

“She is an inspiration to women,” Peter says of his wife. “When we met, Debi had nothing. Everything in her life had been taken away from her, except for a bit of a dream that was still there. For her to come from that position to be where she is today – it’s just amazing.”

“We want to secure a future for our family and it’s our belief that this business will provide that in the long term. We also have a dream to help the community; we are involved in a number of different charities and we help out different things...We have very specific goals in helping people and the dream to change lives all over the world.”

**SUCCESS TIP** *Success is doing the right work and becoming the right person.*

 Read this article on a2k





# pack your bags for the **big island!**

It's time to start packing for Achievers 2007 on the Big Island of Hawaii. Prepare yourself for the ultimate business building sessions in the very picturesque and lush surrounds of the Hilton Waikoloa Village. Network with Diamond IBOs and senior AMWAY staff and be the first to learn about the latest product developments.

In your leisure time, you can explore everything this wonderful island has to offer. Swim with dolphins, play golf, go shopping, or just relax at the breathtaking resort. It's all there for you to enjoy!

If you would like to find out how you can start gearing up for Achievers 2008 in Mauritius, contact your Business Relations Manager for details.





## TRAVIS AND JANICE PARK AUCKLAND, NZ

OCCUPATION – TUTOR/JEWELLERY WHOLESALER

Travis and Janice Park (otherwise known as Kwan Seok and Jin Ok) were unhappy with their unstable incomes, which would fluctuate depending on the fluid economic circumstances of their home country of Korea. Janice considered teaching piano lessons as a way to supplement their income, but realised that it would not give them the stability they were looking for.

When their sponsor approached them about starting an AMWAY® business after they had moved to New Zealand, it was the first time the couple had heard of direct marketing. The Parks had complete trust in their sponsor, so they decided to give it a try and to their fortune found that they were inundated with people wanting to help them out.

Janice says, "The AMWAY business has taught me to be patient, to control my mind and to be bold when meeting new people. I've learnt to [recognise] the importance of time and life and make something of it."

"AMWAY gives people the opportunity to have a better life, especially for immigrants like us," says Janice. "It is my whole life and it will be the way to make all of my dreams come true."

 Read this article on a2k



## STEVE AND ELLIE WEBB NEW SOUTH WALES, AUST.

OCCUPATION – EQUINE SPORTS THERAPIST/COUNSELLOR


As an Equine Sports Therapist, Steve Webb spent a long time away from home and his family. He was on the road a lot and working up to 16 hours a day. Not only were his hours long, but his job was also physically draining.

"I do a lot of stretching on horses and lifting," says Steve. "A lot of the time I am working with up to 700 kilogram horses... It can be very tiring. I used to be so tired that by the end of the day I couldn't lift my arms up."

His wife, Ellie, says that getting Steve off the road was the main reason they decided to join AMWAY. "Initially our dream was to go Platinum," says Ellie. "But when we went Platinum, Steve was really surprised by his reaction, how good it felt and the difference it has made to our business and to our lives."

The business has allowed both Steve and Ellie to cut down their work hours. It has also had a great influence on their health: the couple are huge fans of the NUTRIWAY® vitamins and supplements, especially DOUBLE X®.

Steve says, "When you join this organisation people tell you that you have to dream big... Our business really took off when we realised where we were heading. All of a sudden we had direction."

 Read this article on a2k



# Plan for growth

The Emerald Pin is halfway to the coveted Diamond level, and is designed to recognise Platinum IBOs who achieve ongoing, long-term business growth.

### Emerald Qualification

A Platinum IBO who personally fosters or internationally sponsors three or more 21% groups each of which are qualified at the maximum performance level for at least six months of the fiscal year (each leg is not required to contain a Platinum IBO).

### Emerald Bonus Calculation

The Emerald Bonus is a recognised depth bonus and is paid on all qualified BV and where traceable, from international legs. Each Emerald Bonus Recipient is assigned points based on their contribution to the entire Emerald fund, which is utilised to calculate the actual Emerald Bonus for all Emeralds.

- Platinums who qualify with three or more personally or foster sponsored groups that are qualified for at least six months of the fiscal year, will participate in the Emerald Bonus.
- One quarter of 1% is set aside of the total qualified BV for that year, and this fund is distributed to qualified Emerald Bonus Recipients.

- Emerald IBOs are eligible for recognition in the *Because It's For You* magazine.
- International legs count towards Emerald Pin eligibility, so-long as the IBO is a qualified Platinum in-country.

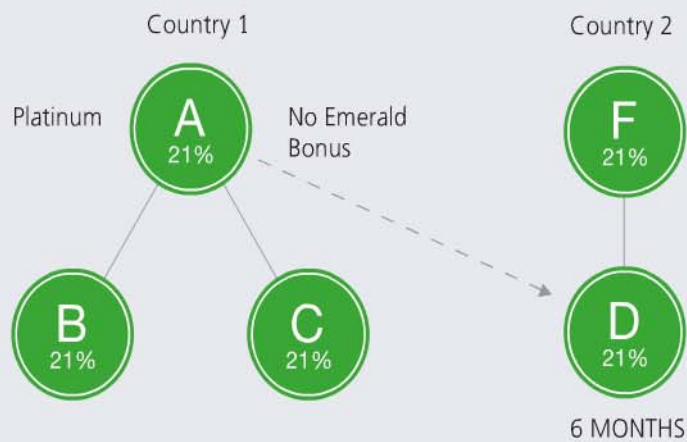
### example one

#### Emerald Bonus



### example two

#### Emerald Pin on International legs



# feel good tour 07



Australia and New Zealand for a limited time only. You can meet the legend himself and learn first hand about the latest developments from Nutrilite, the manufacturers of NUTRIWAY and learn about global trends and opportunities.



## AUSTRALIA

**Sydney – 10 August** VS 209735  
University of NSW, Sir John Clancy Auditorium,  
Gate 9 High Street, Kensington.  
(Parking – Botany Street parking station)  
5.30pm–9.30pm\*

**Melbourne – 19 August** VS 209736  
Sofitel Melbourne, 25 Collins Street,  
Melbourne. 3.00pm–7.00pm\*

**Adelaide – 20 August** VS209737  
The Sebel Playford Hotel,  
120 North terrace, Adelaide, 5.30pm–9.30pm\*

**Perth – 22 August** VS 209738  
Rendezvous Observation City Hotel,  
The Esplanade, Scarborough. 5.30pm–9.30pm\*

**Brisbane – 24 August** VS 209739  
Sebel & Citigate King George Square,  
Cnr Roma & Ann Streets,  
Brisbane. 5.30pm–9.30pm\*

**NEW ZEALAND**  
**Auckland – 15 August** QO209740  
Aotea Centre, Plenary Session Lower NZ1,  
Queen Street, Auckland. 5.30pm–9.30pm\*

**Christchurch – 16 August** QO209741  
Christchurch Convention Centre,  
Hall "C" 95 Kilmore Street,  
Christchurch. 5.30pm–9.30pm\*

*\*The first two hours will be The Wellness Expo.  
The second two hours will be the Tour Presentation.*

**Come along prior to the show and for the first time visit the Wellness Expo, to get advice from naturopaths, fitness experts and gain insightful tips about this great business opportunity the Wellness Revolution, plus lots more.**

**Reserve your ticket now for only \$10 (including GST) Book on the web at a2k Amway online or call 1800 45 46 47 (Aus) or 0800 611 611 (NZ)**



**NUTRIWAY®**  
BEST OF NATURE. BEST OF SCIENCE.



**NUTRIWAY®**

**BEST OF NATURE. BEST OF SCIENCE.**

# I'm not interested in second best

If you're about giving life your best then your body demands the best nutritional supplements there are.

It's not the cost, it's the benefits that count.

NUTRIWAY vitamin and mineral supplements contain nutrients beyond vitamins and minerals called phytonutrients. These exclusive plant compounds come from plants grown on our own organic farms delivering additional bioflavonoids and antioxidants which play a valuable role in protecting your health.

We're the leading global brand because, like you, we believe some things are too important to compromise on.



\* Nutrilite is marketed as NUTRIWAY in Australia and New Zealand and is the World's leading brand of vitamins, minerals and dietary supplements. Euromonitor 2004 EVO13215/BM



## JACK PFEIFFER AND ARANCHA GONZALEZ

NEW SOUTH WALES, AUST.

OCCUPATION – MANUFACTURING MANAGER/DOCTOR


Jack Pfeiffer and Arancha Gonzalez were looking for ways to set themselves up financially so that they could become full-time parents when they eventually started their own family. The couple went to a wealth creation seminar where they learnt the importance of setting up different sources of income, but they weren't shown how they could do this. It was at this point, that Arancha's brother invited them to look at the AMWAY® business.

"Jack was excited by how simply it could make our dreams come true – he liked the bottom line," says Arancha. "I joined because both my husband and brother thought it was a good idea, and there seemed to be no risk involved."

"Following the wealth creation seminar, we seriously looked at options trading, the property market and setting up an educational pre-school program which we could eventually expand and even franchise. In comparison to those, the risk-benefit ratio offered by AMWAY was a no-brainer."

Jack and Arancha say that nothing beats the feeling of seeing people in their team achieve any significant level in this business. Arancha adds, "Being recognised by our upline as new Platinums was a very special moment, not just because of their recognition, but because of what this milestone meant to us, personally."



 [Read this article on a2k](#)



## Leadership meetings

MAKE SURE YOU KEEP THESE DATES FREE FOR THE UPCOMING ANNUAL LEADERSHIP MEETINGS. FOR MORE INFORMATION, VISIT A2K AMWAY ONLINE.

### Melbourne

Monday, 3 September  
Langham Hotel Melbourne

### Adelaide

Monday, 3 September  
Rendezvous Allegra Hotel

### Brisbane

Tuesday, 4 September  
Holiday Inn

### Perth

Wednesday, 5 September  
Burswood Entertainment Complex

### Sydney

Monday, 10 September  
Four Seasons Hotel

### Christchurch

Tuesday, 11 September  
Hotel Grand Chancellor

### Auckland

Wednesday, 12 September  
Langham Hotel

### Wellington

Thursday, 13 September  
Duxton Hotel

 [Read this article on a2k](#)



Thank you

Thank you to all generous Foundation FREEDOM WHEELS sponsors! Your heartfelt generosity is directly accelerating the project and helping more kids get on bikes sooner.

*"This is an awesome program that we are so pleased to be able to sponsor and it reminds us again to have an attitude of gratefulness for our health and wellbeing. Yet again, Amway has exemplified a great giving spirit."*

Gad and Melissa Ghabrial

*"As a world champion cyclist, Steele understood the feeling on the young faces when they took their first few revolutions on their new bikes. We knew immediately that we wanted to play a large part in helping other youngsters experience that same feeling."*

Steele Bishop and Sheila Walker

*"You only have to see the children's joy and excitement at being able to ride a bike for the first time to know that this is a project that can truly impact children's lives. We encourage all IBOs to give what they can to truly make a difference."*

Russell and Gail Jacka

*"When Amway announced its commitment to this program, we couldn't wait to help and support this*

*fabulous project. As proud grandparents, we know the thrill that young children have when they succeed in riding a bike."*

Ken and Chris McGrail

*"The greatest reward in life is the reward of giving and that's what we do in and out of the business."*

Brian and Gillian Potts

*"Having enjoyed my freedom for more than 20 years from building an Amway business, it's wonderful to be able to pass on that feeling and bring joy and freedom to a child. Together we really can all make a difference."*

Angie Somers

*"To see the joyful expressions on the faces of the children make us happy sponsors of Freedom Wheels."*

Norman and Glenda Leonard

*"The Amway business offers us the opportunity to live a life of freedom and once we are free we can then fortunately help set others free."*

Ronnie and Jane Kagan



Together we change more lives... one by one.



**Foundation Diamond Sponsors**

Michael and Julia Abrahams, NSW  
 Peter and Debbie Cox, NSW  
 Brice and Ruth Douglas, SA  
 Gad and Melissa Ghabrial, NSW  
 Basil and Leonie Harris, NSW  
 Russell and Gail Jacka, NSW  
 Ronnie and Jane Kagan, NSW  
 Norma and Glenda Leonard, NSW  
 Ken and Chris McGrail, WA  
 Graeme and Debbie Owen, Qld  
 Brian and Gillian Potts, WA  
 Paddy and Liz Reynolds, NSW

Mitch and Deidre Sala, Qld  
 Angie Somers, NSW  
 Guy and Tania Wilson, Qld  
 Jack and Ying Zhou, NSW

**Foundation Sponsors**

Steele Bishop and Sheila Walker, WA  
 Michial and Debbie Coldwell, NSW  
 John and Kerry Haines, NSW  
 Chris and Sue Hornick, NT  
 Graeme and Susan Martin, NSW  
 Rod and Leanne Taylor, NSW  
 Peter and Carolyn Williams, NSW

To become a FREEDOM WHEELS sponsor, download the 'donation form' by visiting the 'How You Can Help' section on a2k AMWAY online. You can also contact Nadia Zeaiter on 02 9843 4238 and Deb Campbell on 9843 2144, or email [freedomwheels@amway.com](mailto:freedomwheels@amway.com).





**Brandconnexion keeps you warm inside out.**

**DIMPLEX 7 FIN 1500W OIL COLUMN HEATER**



IBO Price:  
**\$89.95**

Code:  
 HAG-OFC15  
 RRP: \$99.95

**GASMATE TABLE TOP HEATER**



19MJ Powder Coated

IBO Price:  
**\$171**

Code:  
 SIT-TTH80  
 RRP: \$190

**DIMPLEX 2000W L-SHAPED FAN HEATER**



IBO Price:  
**\$71.95**

Code:  
 HAG-DXDF20S  
 RRP: \$79.95

4% cash rebate  
 1% PV/BV

Order any of these products and you will receive a **\$20 discount voucher\*** on your next order of \$200 or more.

To place your order or for more information visit 'Partner Stores' at [www.a2k.com.au](http://www.a2k.com.au), or simply phone 1300 793 693.

\*Delivery charges apply. \$20 Discount Voucher offer is valid until 15th August 2007. Vouchers are redeemable for the product value of the order only (excludes freight) and are redeemable until 30 November 2007.

**Keep your business moving with Optus.**

Optus Small and Medium Business (SMB) has designed mobile packages that will help your business and keep your mobile spend under control.

Our competitive rates and exclusive benefits for IBOs means there is no better time to switch to Optus.

This is why SMB has launched the best of breed Mobile products and plans to help you unlock even more potential in your IBO business. Plus you receive ongoing PV/BV based on the plan you choose.

It pays to be on the move.



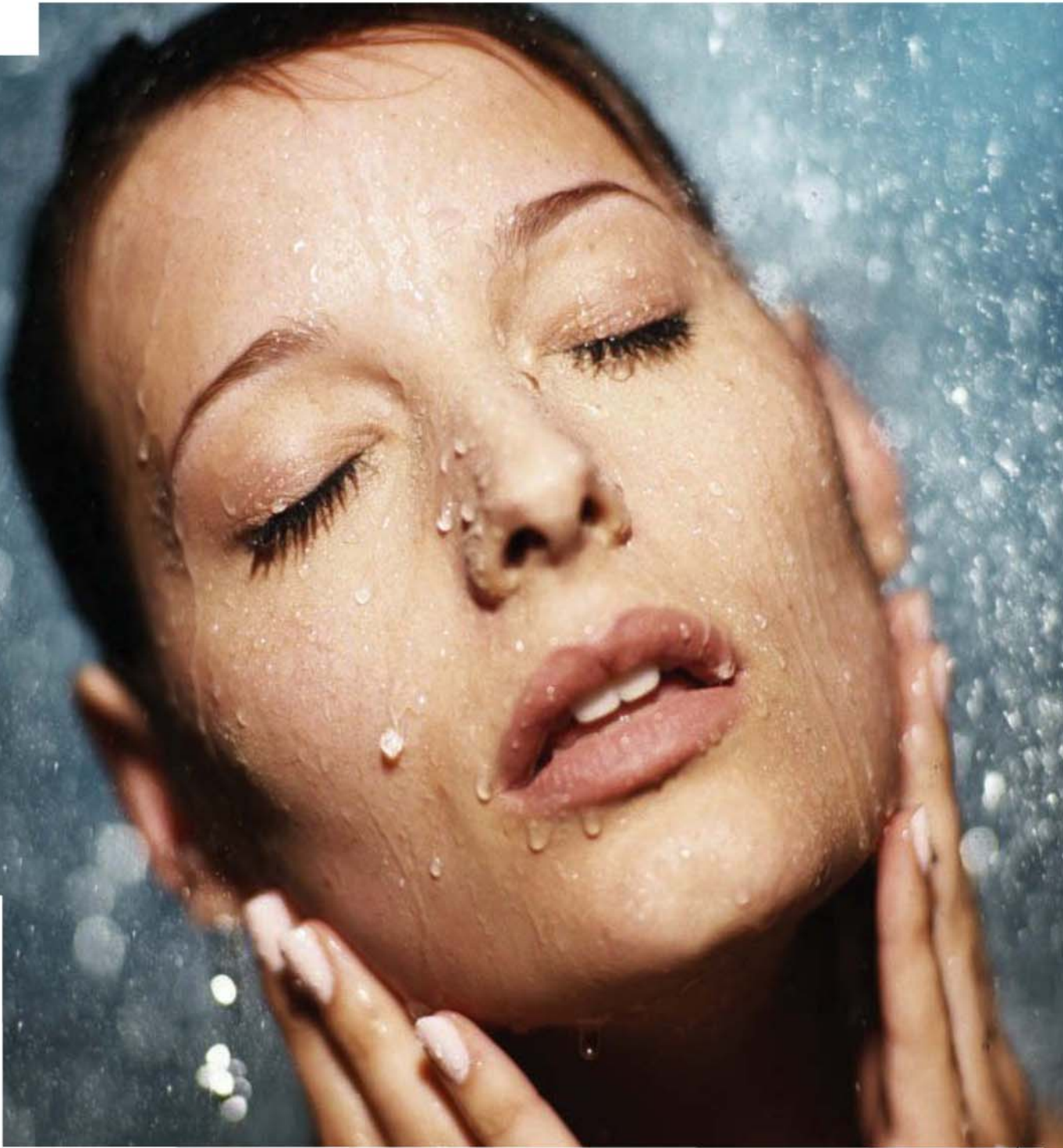
For more details about the Optus SMB mobile plans and benefits that earn ongoing PV/BV for IBOs, call 1800 500 598 or visit Partner Stores at [www.a2k.com.au](http://www.a2k.com.au)



**BIG IDEAS FOR SMALL AND MEDIUM BUSINESS**



# THE CLEAN TRUTH



IS WHAT YOU KNOW ABOUT THE SKINCARE BASICS TRUE? FIND OUT AS WE DEBUNK SOME POPULAR MYTHS.

From the moment that we get our first pimple to the time we notice our first wrinkles, we are bombarded with advice about the best way to take care of our skin. Our mums, friends, work colleagues, and even the little old lady who owns the corner store will readily take up their role as a skincare expert and impart words of seemingly credible advice on the eager listener. So, who do we believe? We debunk the top three skincare myths, so that you can confidently take on the role of skincare expert in your business.

**MYTH #1 – IT'S OK TO WASH YOUR FACE WITH BAR SOAP**

There are mothers everywhere who swear by the cleansing properties of using a bar of soap to wash their face. They testify that they have been using soap since they were just a little girl and they have never had a single wrinkle. But wait, what are those lines on their face? Those are just laugh lines, they pointedly answer. Everyone who has had a great life has laugh lines.

**ANSWER:** The truth is that bar soap is too harsh to use on your face. It strips the skin of water, moisture, and essential natural oils. It leaves the skin dehydrated, dry and prone to acne and sensitivity. Instead, you should be using a facial cleanser.

**MYTH #2 – THE MORE PRODUCTS I USE, THE BETTER IT IS FOR MY SKIN**

You look inside the bathroom cupboards and you find it packed wall to wall with every single skincare product there is. There’s a cleanser, toner, day crème, night crème, day lotion, night lotion, eye crème, face masque, scrub... and that’s only the start of it. You feel overwhelmed. You’ve only just been convinced that despite all of your mother’s advice soap is not good for your face, but you don’t want to be spending half an hour every morning and night painstakingly applying skincare products.

**ANSWER:** Looking after your face doesn’t need to be complicated. All you need are the basics: a cleanser, toner and moisturiser. Wash your face with a cleanser once or twice a day, apply a toner, and then hydrate your skin with a moisturiser. It really is that quick and easy. Once you have the basics covered, then you can consider using supplemental products based on your main skin concern at that time.

**MYTH #3 – I NEED TO USE EVERY SKINCARE SYSTEM AVAILABLE**

You’ve got wrinkles, so you buy the anti-ageing range. Your face is oily, so you also purchase a range for oily skin. You have skin discolouration, so you then buy a skin whitening system. Now, what are you going to do? Are you going to apply every cleanser, toner and moisturiser until you feel confident that you have all the bases covered?

**ANSWER:** You only need one skincare system for your skin. If your main concern is dry skin, then you should be using the ARTISTRY® Moisture Rich Vitalising Cleanser, Refreshing Toner and Protective Moisturiser. If your skin is normal to oily, then use the Clarifying range. People with sensitive skin can use Delicate Care Cleanser, Toner and Calming Moisturiser. Pure White Cleanser, Toner and Moisturiser is a great skin lightener and brightener. The TIME DEFIANCE® anti-ageing range has day and night crèmes for normal to dry skin, and day and night lotions for normal to oily skin. Choose one of these great skincare systems and see the difference.



**CHOOSING A SKINCARE REGIME**

	Oily Skin	Normal Skin	Dry Skin	Sensitive Skin	Dull/Uneven Skin
<b>Cleanser</b>	<ul style="list-style-type: none"> <li>• Clarifying Foaming Cleanser, or</li> <li>• TIME DEFIANCE Cleansing Treatment</li> </ul>	<ul style="list-style-type: none"> <li>• Clarifying Foaming Cleanser, or</li> <li>• TIME DEFIANCE Cleansing Treatment</li> </ul>	<ul style="list-style-type: none"> <li>• Moisture Rich Vitalising Cleanser, or</li> <li>• TIME DEFIANCE Cleansing Treatment</li> </ul>	<ul style="list-style-type: none"> <li>• Delicate Care Cleanser</li> </ul>	<ul style="list-style-type: none"> <li>• Pure White Cleanser</li> </ul>
<b>Toner</b>	<ul style="list-style-type: none"> <li>• Clarifying Oil Control Toner, or</li> <li>• TIME DEFIANCE Conditioning Toner</li> </ul>	<ul style="list-style-type: none"> <li>• Clarifying Oil Control Toner, or</li> <li>• TIME DEFIANCE Conditioning Toner</li> </ul>	<ul style="list-style-type: none"> <li>• Moisture Rich Refreshing Toner, or</li> <li>• TIME DEFIANCE Conditioning Toner</li> </ul>	<ul style="list-style-type: none"> <li>• Delicate Care Toner</li> </ul>	<ul style="list-style-type: none"> <li>• Pure White Toner</li> </ul>
<b>Moisturiser</b>	<ul style="list-style-type: none"> <li>• Clarifying Balancing Moisturiser, or</li> <li>• TIME DEFIANCE Day Protect Lotion, or</li> <li>• TIME DEFIANCE Night Recovery Lotion</li> </ul>	<ul style="list-style-type: none"> <li>• Clarifying Balancing Moisturiser, or</li> <li>• TIME DEFIANCE Day Protect Crème, or</li> <li>• TIME DEFIANCE Night Recovery Crème, or</li> <li>• TIME DEFIANCE Day Protect Lotion, or</li> <li>• TIME DEFIANCE Night Recovery Lotion</li> </ul>	<ul style="list-style-type: none"> <li>• Moisture Rich Protective Moisturiser, or</li> <li>• TIME DEFIANCE Day Protect Crème, or</li> <li>• TIME DEFIANCE Night Recovery Crème</li> </ul>	<ul style="list-style-type: none"> <li>• Delicate Care Calming Moisturiser</li> </ul>	<ul style="list-style-type: none"> <li>• Pure White Moisturiser</li> </ul>

ARTISTRY®



## A BRIGHT IDEA

If you are conscious about freckles, skin discolouration, or uneven skin tone, then ARTISTRY Pure White can help to brighten, lighten and clarify your skin. This patent-pending range provides a holistic approach to skin whitening, so that in just 14 days your skin becomes softer and more radiant as dark spots and discolouration diminish. Pure White is for use only on fair Asian and fair skin tones.

Consisting of a Moisture Cleanser, Toner, Essence and Crème, this system has been designed with special ingredients known to brighten and lighten skin. The Pure White Moisture Cleanser contains vitamin C derivatives which are known for their skin brightening properties.

The Toner contains patented whitening Complex with Acerola Cherry, Bear Berry, Lemon and Cucumber. Pure White Essence restores brightness by 116 per cent and reduces the appearance of hyperpigmentation by 66 per cent in 12 weeks. The Pure White Moisturiser contains Bitter Orange extract to hydrate the skin.

ARTISTRY Pure White is one of the top five, largest selling prestige whitening skincare brands in the world.\* Lighten your complexion and reduce skin flaws with this outstanding range today.

\*Based on Euromonitor study of global 2003 retail sales.

# YOUR TEAM NEEDS YOU!

City2Surf fun run/walk  
Sunday 12 August 2007

TEAM  
NUTRIWAY®   
Your Global Fitness Club

Take part in one of the biggest fun runs  
in Australia! Order your pack today!

It's your chance to round up a group to meet one of the great  
minds behind the NUTRIWAY brand, Dr Sam Rehnberg,  
President of the Nutrilite Health Institute.



## STEP 1

Log onto the a2k website and select  
the City2Surf link. Order your City2Surf  
pack for only \$15 and receive:

- An exclusive breakfast on the day with  
Dr Sam Rehnberg at the Art Gallery of NSW
- A new sports limited edition 2007 TEAM NUTRIWAY  
T-shirt and cap
- A BBQ lunch at the NUTRIWAY Marquee on Bondi Beach
- If you are not already a TEAM NUTRIWAY member, you will  
also get free membership.

## STEP 2

For your official entry register with the Sun Herald  
for an entry and bib into City2Surf. Entries open  
Sunday 3 June 2007.

Register at [www.sunherald.com.au/city2surf](http://www.sunherald.com.au/city2surf)

Last year's group was huge and we want this year's TEAM  
NUTRIWAY to be even bigger! Tell your family, customers, and  
fellow IBOs to join in the fun on 12 August 2007.

**Please Note:** This year's official City2Surf registration and payment  
is required directly with Fairfax-Sun Herald, the organisers of the event, to  
receive your bib. AMWAY will provide breakfast, lunch, T-shirt and cap.

You must complete **Step 1** and **Step 2**  
to enter the TEAM NUTRIWAY group.  
Visit [www.a2k.com.au](http://www.a2k.com.au) for more details.

Registrations close 11 July

ALSO, this year join us for...

the Bridge to Brisbane  
fun run/walk Sunday  
5 August 2007.

See the a2k website for more details and to register.



# HEALTHY BUSINESS



IN 2002, AN INCREASE OF HEALTH AWARENESS SPURRED ECONOMIST PAUL ZANE PILZER TO RELEASE A BOOK ABOUT WHAT HE PREDICTED WOULD BE THE NEXT TRILLION DOLLAR INDUSTRY. THE BOOK ENTITLED "THE WELLNESS REVOLUTION" HIGHLIGHTED MANY OF THE GREAT HEALTH AND MONETARY BENEFITS OF INVESTING IN THE BOOMING WELLNESS INDUSTRY. FIVE YEARS ON AND WITH THE RELEASE OF THE SECOND EDITION, WE REMIND YOU HOW YOU CAN PROFIT FROM THIS LUCRATIVE INDUSTRY THROUGH NUTRIWAY® AND OTHER WELLNESS PRODUCTS FROM AMWAY®.

"The entrepreneurial opportunity to convert households from sickness to wellness insurance is as great an opportunity as is the entire wellness business itself," says Pilzer. In the latest edition of the book, Pilzer adds that a lot of the growth that has occurred in the wellness industry comes from individual

entrepreneurs, such as direct selling professionals, and that the market continues to grow steadily. This is great news for your AMWAY business. Let's take a look at all the ways you can make a difference in the lives of your customers with our wellness products.

#### HEALTHY WEIGHT AND A HEALTHY LIFE

Many people are at risk of developing potentially life-threatening diseases due to excessive sugar intake, processed foods, stress and a lack of exercise. Statistics show that a staggering eight out of ten leading causes of disease are diet and lifestyle related. You and your customers can decrease the risk of disease and create a new, healthy lifestyle with the TRIM BODY SYSTEM®. It is a unique weight management program that can help you achieve your goal weight and incorporate long term healthy eating, exercise and lifestyle habits.



### OPTIMAL NUTRITION

Focusing on optimal nutrition is one of the best things you can do for yourself now and in the years to come. Supplementation is a vital part of achieving optimal health because it's difficult to be absolutely certain about the nutritional content of our food, even if we are making healthy food choices. The American Medical Association recommends that all adults take a multivitamin/multimineral daily. We recommend NUTRIWAY DOUBLE X®, Omega-3 Complex and Concentrated Fruits and Vegetables to fill in the nutritional gaps. DOUBLE X is a high potency multivitamin/multimineral and phytonutrient supplement, Omega-3 Complex is full of essential fatty acids, and Concentrated Fruits and Vegetables ensures you get phytonutrients equivalent to more than ten servings of fruits and vegetables.

In addition to supplementation, you can retain more of the valuable nutrients from food by cooking with iCook® Cookware. A lot of us don't realise that many valuable nutrients are lost from vegetables because of the way they are cooked. iCook has an exclusive system called VITALOK™ cooking technology that retains up to one third more nutrients and flavour of food. This means more nutrition on your dinner plate which results in better health.

### REVITALISE AND NOURISH

Water is the single most important nutrient the body takes in; every cell, tissue and organ needs water to function properly. The quality of the water we drink is equally important. There may be chemicals, toxins and micro-organisms in our water supply that can be potentially damaging to our health. eSpring™ Water Purifier destroys more than 99.99 per cent of waterborne, disease-causing bacteria and viruses in drinking water and effectively removes more than 140 potential health contaminants including lead, mercury, radon and protozoan parasites. Plus, it reduces potential parasites that may be found in drinking water. eSpring dramatically improves the taste, odour and clarity of water without removing any of the beneficial minerals such as calcium, magnesium and fluoride.

### BREATHE EASIER

The air we breathe also has an impact on our health. Two air pollution problems are photochemical smog and particle pollution. Fine particles are of most concern to human health because they can be inhaled deeply into the lungs and exacerbate respiratory illnesses, such as bronchitis,

## HEALTHY BUSINESS BUILDING

Here are the six key elements to promoting wellness and growing your business with AMWAY:

- Eat a highly nutritious, balanced diet
- Supplement with good quality, beneficial nutrients like those found in NUTRIWAY DOUBLE X, Omega-3 Complex, and Concentrated Fruits and Vegetables
- Manage your weight sensibly with the TRIM BODY SYSTEM
- Use iCook to preserve more of the valuable nutrients in your food
- Drink at least 1.5 to 2 litres of clean, pure eSpring® water daily
- Ensure the air you breathe is as pure as possible with ATMOSPHERE Air Purifier.

pneumonia and asthma. According to the Environmental Protection Agency, the air inside our homes is often more contaminated than the air outside. You can improve the quality of the air you breathe with ATMOSPHERE™ Air Purifier. It reduces airborne particles down to 0.009 microns, effectively removing up to 99.99 per cent of the airborne particles that pass through the filter.

AMWAY and NUTRIWAY have a reputation for outstanding quality, with Nutralite (the manufacturer of NUTRIWAY supplements) being the world's leading brand of supplements. It's a testimony to the quality and trust in the world's most popular brand. So, build a successful business by taking part of the wellness revolution with AMWAY.



**NUTRIWAY®**  
BEST OF NATURE. BEST OF SCIENCE.



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

STRENGTHEN YOUR BONES WITH DOUBLE X® AND OUR BONE BOOSTING ACTION PLAN TO DECREASE THE RISK OF DEVELOPING OSTEOPOROSIS.



# Bone boosters

Osteoporosis is known as the 'silent disease'. The reason for this is that most people who have osteoporosis are unaware of it until they suffer from a fracture. This means that the disease can progress painlessly – without any symptoms or signs – before a bone finally breaks.

What happens to people who suffer from osteoporosis is their bones lose minerals, like calcium, causing the bones to become fragile and more prone to fractures. These fractures typically occur in the hip, spine and wrist. It can cause muscle weakness, posture changes, spine deformities, chronic pain and disability. Half of all women and one third of men over 60 in Australia and New Zealand will suffer from an osteoporotic fracture.

Two major factors can determine your potential for developing osteoporosis. The first is the peak strength of your bones. You reach your peak strength between 18 and 20 years of age, so it is important that children and teenagers get enough calcium and exercise. The second factor is the rate at which you lose calcium. At 35, bones start to lose approximately one per cent of calcium per year. The percentage is even higher for women who have gone through menopause; these women can lose up to five per cent of calcium every year after menopause.

There are things that we can do to slow our bone loss, so we have created a Bone Boosting Action Plan for you to follow. The recommended calcium intake for adults is 1,000mg per day and 1,500mg for women after menopause. Vitamin D is important as it increases calcium absorption and plays a role in regulating calcium levels in the blood stream. Magnesium also plays an integral part in bone health as 64 per cent of the body's magnesium is concentrated in the bones. Taking DOUBLE X twice a day provides you with all of these valuable bone protecting nutrients. You can increase your protection even more with two tablets of NUTRIWAY® Calcium Magnesium before bed.

Exercise can also maintain and increase bone strength by increasing bone mass or slowing age-related bone loss. Start to include resistance-bearing exercise three times a week, such as weights, pilates and yoga. Remember, gains in bone strength are lost when you stop exercising, so keep this healthy habit up. For the entire Bone Boosting Action Plan, make sure you contact one of the NUTRIWAY Naturopaths, [naturopath@nutriway.com.au](mailto:naturopath@nutriway.com.au) or [naturopath@nutriway.co.nz](mailto:naturopath@nutriway.co.nz).

Sources: Osteoporosis Australia. Osteoporosis New Zealand. Australian Dairy Association.

## ARE YOU AT RISK OF DEVELOPING OSTEOPOROSIS?

- Do you avoid dairy products?
- Are you a smoker?
- Do you have a high caffeine, salt, or alcohol intake?
- Do you exercise less than three times per week?
- Is there a history of osteoporosis in the family?
- Have you had an early menopause?
- Have you ever taken steroid medications for a long period of time for asthma or rheumatoid arthritis?
- Do you stay out of the sun? [Healthy sun exposure provides the body with vitamin D.]
- Are you female?
- Are you thin and small boned?

If you have answered yes to more than three of these questions, talk to your GP about getting a bone density test to assess your risk of osteoporosis.



 **NUTRIWAY®**  
BEST OF NATURE. BEST OF SCIENCE.

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



# Loolah

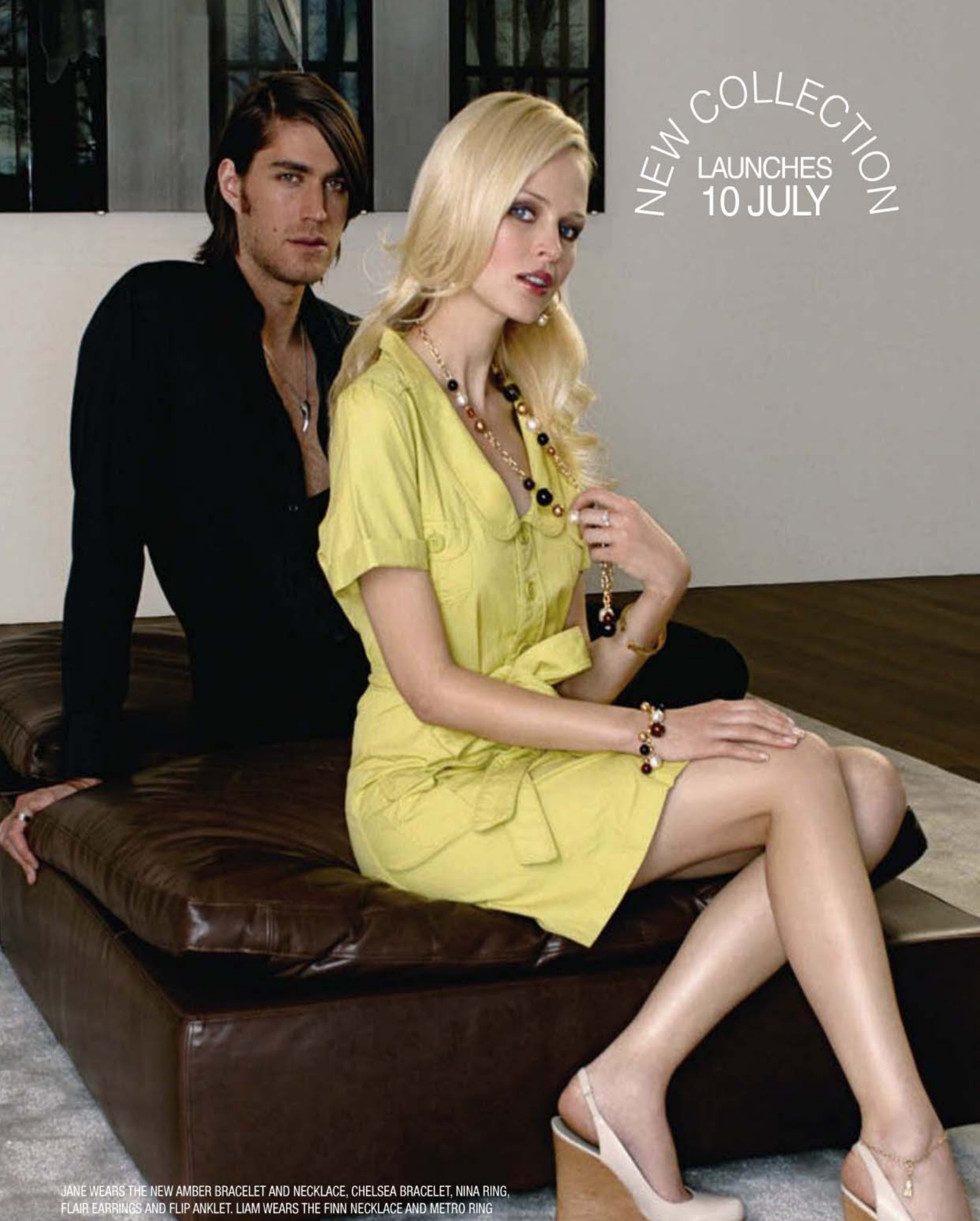
Sprightly and spirited, a fantastic voyage of colour and light, form and texture. Study the wet/dry, watercolour feel in E. Funkhouser New York colour cosmetics.



Eye Colour Duo

E. FUNKHOUSER™  
NEW YORK

NEW COLLECTION  
LAUNCHES  
10 JULY



JANE WEARS THE NEW AMBER BRACELET AND NECKLACE, CHELSEA BRACELET, NINA RING,  
FLAIR EARRINGS AND FLIP ANKLET. LIAM WEARS THE FINN NECKLACE AND METRO RING

BE GORGEOUS

## BE GORGEOUS!

WITH EMMA PAGE® JEWELLERY

The new Be Gorgeous Collection from EMMA PAGE arrives 10 July and is bursting with exciting new jewels. This collection includes fresh everyday designs with smatterings of pieces perfect for moonlit glamour. The Be Gorgeous Collection by EMMA PAGE combines sophisticated heavy beaded necklaces and bracelets with textured metal styles and mixed gold and rhodium designs. The new Amber set has a warm brown, black and golden palette, while the striking Treasure styles are available in rich gold green hues or cool rhodium and gunmetal grey. Staying true to EMMA PAGE custom, each new piece in the Be Gorgeous Collection can be worn in combination with new and existing styles.

The Be Gorgeous Collection will be on show at the EMMA PAGE corporate training sessions, which features a fashion preview and training suitable for everyone. Whether you are bound for a luxurious weekend at Versace on the Gold Coast or you are ready to commence or further develop your EMMA PAGE business, make sure you attend. Don't miss out!

Visit the [a2k website](#) to see the full collection by EMMA PAGE. See p31 Training Dates for session times and details.



JANE WEARS THE NEW TREASURE BRACELET AND NECKLACE, NINA RING, CHELSEA RING AND CARA EARRINGS



SPIN PENDANT



ID BRACELET



AMBER BRACELET



TWIST EARRINGS



TREASURE NECKLACE



DUET RING



NOIR NECKLACE



SATURN EARRINGS



EMMA PAGE®  
JEWELLERY

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 Helen Rowell, WA, Aust.  
 Phillip and Sharon Ryan, Vic., Aust.  
 Giuseppina Santarosa, NSW, Aust.  
 Adrian Schranz, Vic., Aust.  
 Sue Schulz, Vic., Aust.  
 Jennifer Scott, Palmerston Nth, NZ  
 Darren and Dawn Scuderi, Qld, Aust.  
 Zoe Shakespeare, Christchurch, NZ  
 Jagat Singh and Virginia Gingham,  
 NSW, Aust.  
 Daniel Smith and Janet Maybury,  
 NSW, Aust.  
 David Smith-Maybury, ACT, Aust.  
 Colin Sobey, ACT, Aust.  
 Damon and Kara Sutherland, Dunedin, NZ  
 Victor and Andrea Tacon, NSW, Aust.  
 Riza Taylor, NSW, Aust.  
 Kelsey Thomas, Qld, Aust.  
 Ann Maree Thompson, WA, Aust.  
 Graham and Kay Thompson, Qld, Aust.  
 Ezra Toddy and Faradina Wardani,  
 Vic., Aust.  
 Lawrence and Stacey Tomhol, NSW, Aust.  
 Steven Tonji, NSW, Aust.  
 Lamar Tuitara and Annabelle Isaac,  
 Qld, Aust.  
 Gabriel Tullawa, NSW, Aust.  
 Graham and Kathryn Turner, Qld, Aust.  
 Jarrod Vigar and Carrie-Ann Wixon,  
 Qld, Aust.  
 Steward and Judy Waldman,  
 Palmerston Nth, NZ  
 Jade Wall, Vic., Aust.  
 Catherine Wam, NSW, Aust.  
 Xiao Yun Wang, Auckland, NZ  
 Kerri Whalan, NSW, Aust.  
 Adam Williams, Wellington, NZ  
 Clinton and Sharee Williams, NSW, Aust.  
 Ezra and Salote Williams, NSW, Aust.  
 Nancy Williams, Christchurch, NZ  
 Narelle Williams, Vic., Aust.  
 Trish Williams, NSW, Aust.  
 Ryan and Jacinta Willis, Qld, Aust.  
 Andrew Wilson and Tina Marriott,  
 Vic., Aust.  
 Mark and Megan Wilson, ACT, Aust.  
 Vadelia Wirihana, Palmerston Nth, NZ  
 Lily Wong, WA, Aust.  
 Janice Wright, Christchurch, NZ  
 Gillian Wyde, NSW, Aust.  
 Kang Xu, Auckland, NZ  
 Jason Yao, Christchurch, NZ  
 Serdar and Juan Yener, Qld, Aust.

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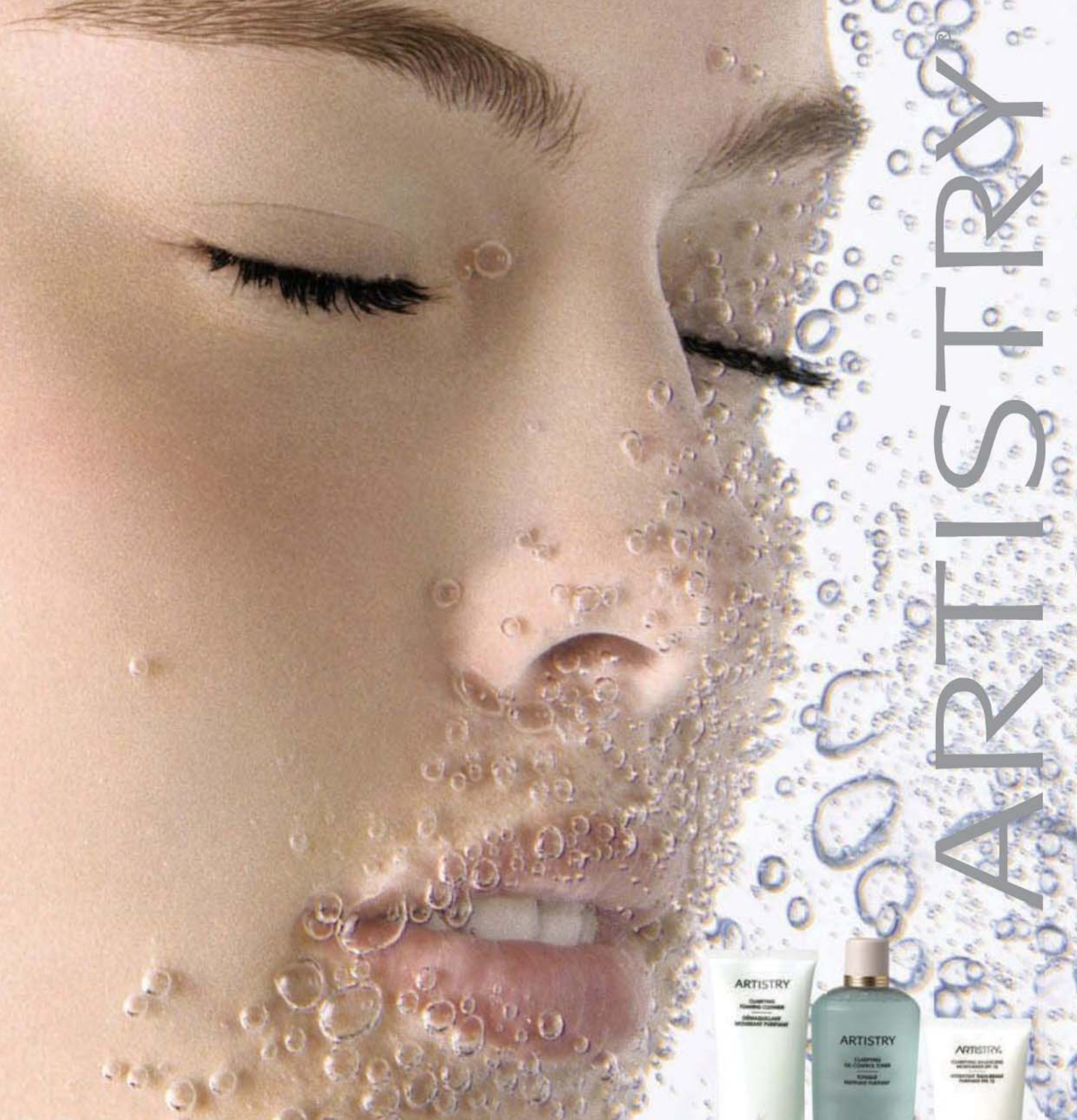
More than 10 servings of fruit and veg in 2 tiny tablets.

While there's no substitute for the real thing, eating the recommended 5 to 9 servings of fruits and vegetables daily can be difficult. Just 2 tablets of NUTRIWAY® Concentrated Fruits and Vegetables each day and your health will benefit from a variety of phytonutrients and antioxidants, equivalent to more than 10 servings of fruits and vegetables.

VS	Description	PV	BV	WHOLESALE	RRP
102992	NUTRIWAY Concentrated Fruits & Vegetables - 60 tabs	10.10	34.45	\$37.90	\$51.15

Always read the label. Use only as directed.

# ARTISTRY



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VS	DESCRIPTION	PV	BV	W'Sale	RRP	QO	DESCRIPTION	PV	BV	IBO/Member	RRP
30724	ARTISTRY Clarifying Daily Skincare System	27.65	94.30	\$103.73	<b>\$140.05</b>	1104	ARTISTRY Clarifying Daily Skincare System	29.10	101.55	\$114.24	<b>\$148.50</b>
30659	ARTISTRY Clarifying Foaming Cleanser 125ml	9.11	31.05	\$34.16	<b>\$46.10</b>	1100	ARTISTRY Clarifying Foaming Cleanser 125ml	9.56	33.35	\$37.52	<b>\$48.80</b>
30660	ARTISTRY Clarifying Oil Control Toner 250ml	10.28	35.05	\$38.56	<b>\$52.00</b>	1101	ARTISTRY Clarifying Oil Control Toner 250ml	10.56	36.85	\$41.46	<b>\$53.85</b>
30661	ARTISTRY Clarifying Balancing Moisturiser 75ml	11.55	39.40	\$43.34	<b>\$58.50</b>	1102	ARTISTRY Clarifying Balancing Moisturiser 75ml	11.52	40.20	\$45.23	<b>\$58.80</b>

## July Training Dates to watch out for!

JULY	DARWIN	PERTH	SYDNEY	CANBERRA	MELBOURNE
<b>EMMA PAGE®</b>	<b>Tuesday 3</b> Museum & Art Gallery of NT 19 Connacher St Fannie Bay 7.30pm-9.30pm  VS 209692	<b>Thursday 5</b> Rendezvous Hotel The Esplanade Scarborough 7.30pm-9.30pm  VS 209639	<b>Friday 13</b> University of NSW John Clancy Auditorium Gate 11, Botany St Kensington 7.30pm-9.30pm VS 209640	<b>Saturday 21</b> Pavilion on Northbourne 242 Northbourne Ave Dickson 1.00pm-3.00pm  VS 209693	<b>Thursday 26</b> Rydges Hotel 701 Swanston St Carlton 7.30pm-9.30pm  VS 209642
	<b>ADELAIDE</b> <b>Friday 27</b> Education Development Cnt G11 A/B, Milner St Hindmarsh 7.30pm-9.30pm  VS 209641	<b>LAUNCESTON</b> <b>Friday 27</b> Hotel Grand Chancellor 29 Cameron Street 7.30pm-9.30pm  VS 209694	<b>TAMWORTH</b> <b>Sunday 29</b> Quality Hotel Powerhouse Armidale Rd & New England Highway 1.30pm-3.30pm VS 209695	<b>EMMA PAGE STEPS TO SUCCESS</b> This valuable EMMA PAGE session will be beneficial for those new to EMMA PAGE and those who are Versace bound! Training will focus on how to take full advantage of the opportunities that EMMA PAGE presents, including a review of the basic business principles of EMMA PAGE and skill building for successful parties.	



PENCIL THESE DATES IN YOUR DIARY TODAY...

Visit [www.a2k.com.au](http://www.a2k.com.au) for more information.

*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.a2k.com.au](http://www.a2k.com.au) or call 1800 45 46 47.*



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