

AmwayFocus

RETAILING WITH CONFIDENCE

Jan/Feb 08



**Make this year
about you with
the Weight
Management
programme
by Amway**

Amway

ARTISTRYTM

TRUE SCIENCE, TRUE BEAUTY

The ARTISTRYTM brand is about truth. **Truth in science** – by focusing on your skin's well-being and its appearance. **Truth in relationships** – by sharing beauty secrets as women have done for centuries. And **Truth in beauty** – by celebrating the individual beauty within every woman. Experience the endless, exceptional benefits ARTISTRY skin care and cosmetics provide.

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Enhancing reputation



A good reputation is the foundation for any strong business. Our business is no exception. And companies that want to grow by double-digits, like we do, are especially tied to their reputation.

If we follow the values that Rich and Jay founded this company on, our reputation and our company will grow. If we all remain focused on freedom, family, reward, hope – and if we put a special emphasis on integrity – we can achieve a level of success we never thought possible.

Our reputation is about doing the right thing, even when no one is looking.

From the company's perspective, it means standing up and fighting for the millions of ABOs who do this business the right way, like we've done in the UK.

It means building a business that we can all be proud of and tell people that we are partners.

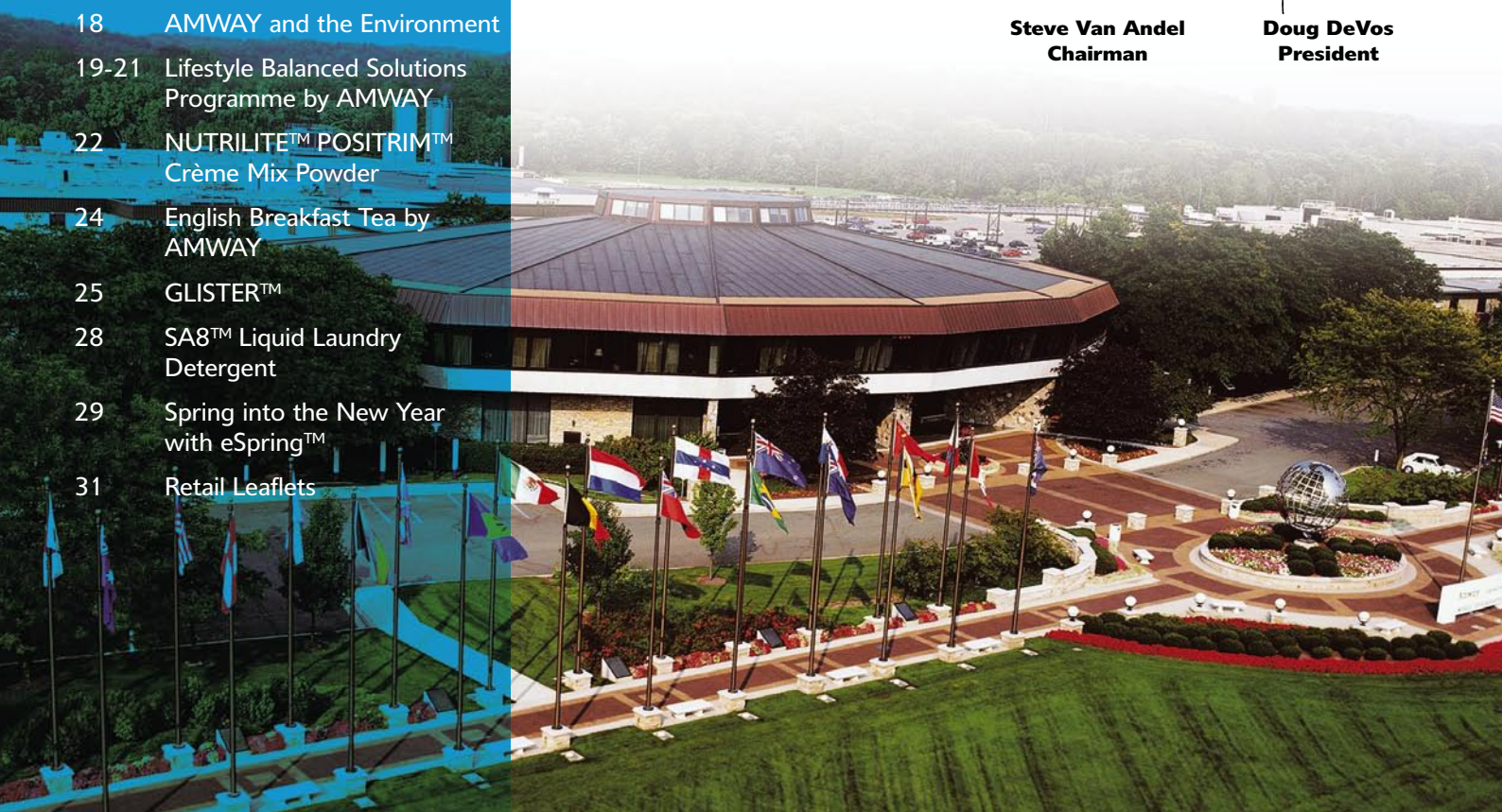
As you continue your journey with us in this business, remember that how we represent ourselves and this company determines the strength of our reputation, and the amount of our growth.

We are **excited** and **honoured** to stand with you as we take our business and our reputation to new heights.

Handwritten signatures of Steve Van Andel and Doug DeVos.

Steve Van Andel
Chairman

Doug DeVos
President



THE 'MUST HAVE' TOOL IS BACK AND UPDATED!

Home, Health and Beauty Manuals are coming soon...

The separate Home, Health and Beauty information manuals will provide you with an extensive overview of the Amway product range. They include features and benefits of our brands portfolio, two pages of detailed information on how to retail and sell your products as well as information on history, technology, scientific research and also new product pages to ensure you are never out of date.

See your March/April edition of *AmwayFocus* magazine for full details on how to buy the new updated manuals. Available individually or as part of a set.



Give some love on Valentine's Day

This year send some love to a child in need.

Vicky is a lovely little girl, the third of a collectable series of charity pins, which symbolises the happiness and the innocence of a child. By buying Vicky, you are sending a message of concern and awareness out to the world. The money raised through the purchase of the pin is donated to the UNICEF health and education projects all around the world to help make children's lives better.

Whilst stocks last. Please refer to your Price List for pricing details.

Make a difference. Thank you for your continued support.



Order no. 104999



your success!

New! for 2007-2008 Annual Retail Consultant / Certified Retail Consultant BONUS

Within Amway's extensive product portfolio, you have access and opportunity to work with world-beating brands and achieve new goals.

Amway's unique Sales and Marketing Plan stresses the balance required between retailing products and supporting others to do the same. By building a strong retail base to your business, you can now achieve this additional bonus award.

By earning at least £900/€1,300 of Customer Volume Rebate in the PY 2007-08, you will be eligible for an additional one time (OTCA – One Time Cash Award) bonus on your total Customer Volume Rebate earned during the entire year.

UK Bonus Schedule

£900 to £1,799	= 20%
£1,800 to £2,799	= 30%
£2,800 to £3,799	= 40%
£3,800 or more	= 50%

RoI Bonus Schedule

€1,300 to €2,699	= 20%
€2,700 to €3,999	= 30%
€4,000 to €5,499	= 40%
€5,500 or more	= 50%

How to achieve your bonus... example:

ABO has earned a total of £3000 (€4,500)

Customer Volume Rebate during the year:

First	£1,799	(€2,699)	x 20%	= £360 (€540)
Next	£999	(€1,299)	x 30%	= £300 (€390)
Remaining	£202	(€502)	x 40%	= £81 (€201)
Totals:	£3,000	(€4,500)		= £741 (€1,131)

Total RC/CRC Bonus = £741 (€1,131)

...realise your own potential



For detailed information regarding the SIP and precise qualification criteria please refer to your upline Platinum, local Amway office or Amway website.

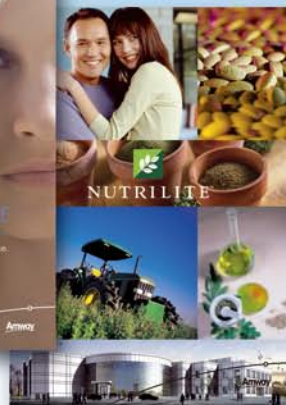
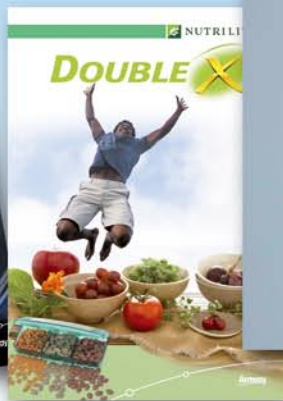
Retailing with Confidence Workshops

Unlock your potential as a retailer by joining us for some compelling, practical help on how to sell.

Taking place on weekday evenings, these workshops will begin by discussing the fundamentals of retailing, eventually linking the principles to three core product lines. We are also offering some great-value promotional product packs, exclusive to workshop participants only, on the evening you attend.

We will be in several locations across the United Kingdom and Republic of Ireland throughout February 2008, offering you the opportunity to attend 'Retailing with Confidence' workshops. Be sure to check our future Business Bulletins sent by email and post and www.amway.co.uk or www.amway.ie for further information on venues, dates, times and registration.

Don't lose confidence in retailing... take control and come to 'Retail with Confidence'!



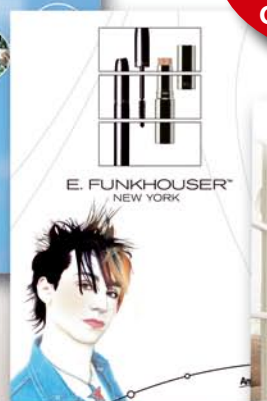
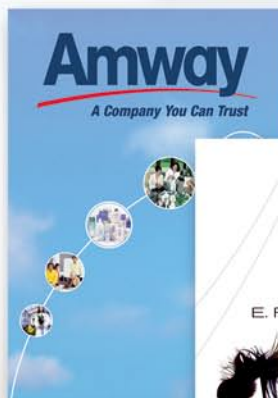
HELP GROW YOUR BUSINESS

by using a set of 10 striking
brand posters **from AMWAY.**

Strong visual images are great for making impact
and these large A1 posters are no exception.

Developed specifically to support you with your business, these
AMWAY branded posters can be used in a multitude of ways:

- with customers
- with prospects
- in meetings
- at events
- with product displays
- in your office



Each set contains one poster of each of the following brands from Amway:

AMWAY™, NUTRILITE™, NUTRILITE DOUBLE X™, ARTISTRY™, ARTISTRY TIME DEFIANCE™, E. FUNKHOUSER™
NEW YORK, SATINIQUE™, iCOOK™, eSPRING™ and Home Care (featuring SA8™, L.O.C™ and DISH DROPS™).



PERFECT SKIN TO FLAWLESS

ARTISTRY™ TIME DEFIANCE™ Firming Crème Foundation

Introducing two
NEW shades



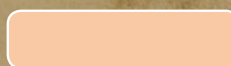
102706 Cocoa
30 ml



102704 Carmel
30 ml



102691 Porcelain 30 ml



102693 Cameo 30 ml



102694 Buff 30 ml



102695 Linen 30 ml



102697 Fawn 30 ml



102699 Sand 30 ml



102701 Almond 30 ml

PERFECT the skin with dual phase colour control that instantly evens skin tone for a naturally flawless look.

Please refer to your Price List for pricing details. Please note that the TIME DEFIANCE Foundation Samplers now also include the two new shades. Please refer to page 35 for pricing of the Samplers containing nine shades.



Beautiful, soft hands with the protective ARTISTRY Essential Hand Crème with SPF 15

ARTISTRY Essential Hand Crème is a protective hand moisturiser that hydrates, smoothes and softens hands while reducing the appearance of fine lines. It protects the hands from the harmful rays of the sun whilst leaving your skin looking younger and softer. Special features include:

- SPF 15 and broad spectrum UV protection screens solar energy from penetrating into the epidermis to help prevent skin damage and premature ageing.
- Powerful antioxidants that help diminish the ageing effects of environmental stresses.
- Dermatologically tested.

USAGE

Massage into hands and cuticles daily. Apply as needed 15-30 minutes before sun exposure. Reapply after washing hands, swimming or perspiring heavily.

Order no. 102205 - 75ml

Please refer to your Price List for pricing details.

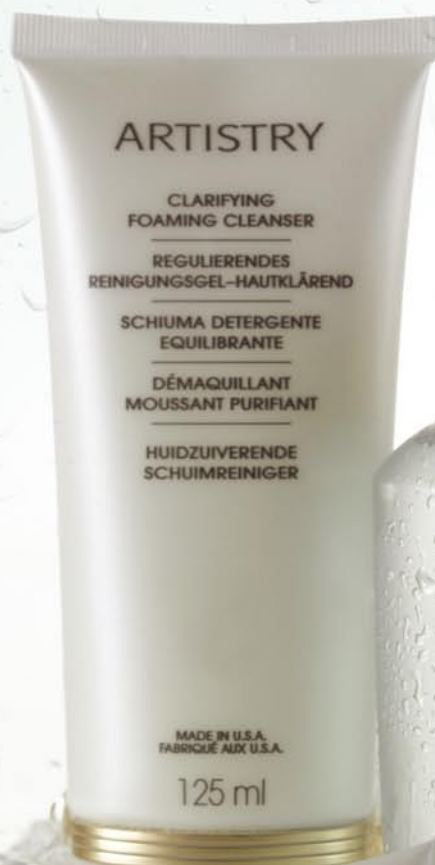
ARTISTRY™

ARTISTRY™

Skin care as individual as you...

ARTISTRY™ DAILY SKIN CARE SYSTEMS...

BUILDING BLOCKS FOR MAINTAINING BEAUTIFUL SKIN.



ARTISTRY™

Your skin is as unique as you are and nobody understands that better than the specialists working on the ARTISTRY products.

ARTISTRY Daily Skin Care Systems offer highly personalised products for every skin type.

The Daily Skin Care Systems include a cleanser, toner and moisturiser – clinically tested to work together in three steps for better, healthier skin.

If you order:

Moisture Rich System (5017)
Clarifying System (5018)
Delicate Care System (5110)

You will receive:

5011, 5012, 5013
5014, 5015, 5016
5107, 5108, 5109

Please note that the Daily Skin Care System box sets will soon be discontinued, however, you will still be able to purchase a set of individual products (cleanser, toner, moisturiser) at the same system discount price, using the System order numbers above. Please refer to your Price List for pricing details.

ARTISTRY™ LIP SAMPLER CARD

AVAILABLE IN FEBRUARY



Order no. 400681

EXPERIENCE THE INCREDIBLE ARTISTRY CRÈME LIP COLOUR FORMULAS WITH THE NEW LIP SAMPLER CARD, WHICH FEATURES THREE LIP COLOURS TO SAMPLE. A DISPOSABLE CARD WITH THREE LIP COLOUR "BULLETS" TO HOLD A TRIAL SIZE PORTION OF LIP COLOUR SHADES. EACH FABULOUS SHADE REPRESENTS ONE OF THE LIP CRÈME FINISHES.

The colours that this ideal pocket size card holds are ARTISTRY Rouge Satine Crème, ARTISTRY Flatter Shimmer Crème and ARTISTRY Prim Metallic Crème (please refer to the ARTISTRY Colour Card for other shades). These three shades in the sampler card will remain the same. You can purchase the ARTISTRY Lip Sampler Card at an affordable price in a pack of 10, convenient to take along to meetings with your customers and hand out to experiment, allowing them the opportunity to see what look they prefer.

CRÈME LIP COLOURS

ARTISTRY Crème Lip Colour's nourishing and creamy texture glides on smoothly, coating lips with soft, satin colour. The wide range of ARTISTRY Crème Lip Colour shades and finishes enhances your lips' appearance and provides hydration and care for the lips. Choose from an extensive palette of 16 gorgeous shades.

**FOR MORE INFORMATION ON LIP SHADES,
PLEASE REFER TO THE ARTISTRY COLOUR CARD**

Please see page 35 for pricing details.

ARTISTRY™

TIP OF THE DAY: To bring in more interest and volume to the lip, try using two different shades of ARTISTRY Crème Lip Colour. Apply the darker/deeper shade first, then dab a lighter, brighter colour in the centre. This will give your lips a FULL, LUXURIANT LOOK

The best way to sell ARTISTRY Crème Lip Colours is to let your customers try the formula and experiment with the shades.

NEWproduct — 11



ARTISTRY™

A LOOK FOR ALL YOUR OWN CUSTOMISABLE
EYE AND CHEEK COLOURS...

*Give yourself the gift of customised colour. Soft as suede powders in up to the minute shades.
Buildable colour for subtle or bold eyes. Sheer colour for fresh, glowing cheeks.*

Coming soon...

JAN/FEB 08



WASH

TOLSOM Facial Cleansing Foam
Order no. 100916 - 125 ml

SHAVE

TOLSOM Shave Gel
Order no. 100917 - 200 ml

TOLSOM Refreshing Toning Lotion
Order no. 100918 - 175 ml

PROTECT

TOLSOM Skin Smoothing Gel
Order no. 100920 - 30 ml pump

TOLSOM Facial Moisturising Lotion
 with SPF 15
Order no. 100049 - 100 ml

T-10 Complex*

Eight moisturisers and two oil-control ingredients that support men's skin. Specially formulated and gentle to handle dirt/oil, dryness and roughness.

***T-10:** contains eight moisturisers and two oil-control ingredients that support men's skin. Moisturisers: glycerine, panthenol, sodium hyaluronate, cephalins (wheat germ lipids), glycoproteins (yeast extract), hops extract, camomile extract and aloe vera gel.

Oil Control: lemon extract, cucumber extract.

Please refer to your Price List for pricing details.

TOLSOM™



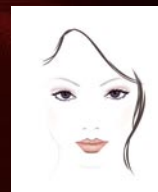
Stand out from the crowd this Valentine's Day with the City Wear Collection.

ARTISTRY™ CITY WEAR COLLECTION

For a limited period until 29th February 2008 only, you can purchase any of these fabulous products and get a **25% discount**. But hurry, this offer is only available whilst stocks last.



MODERN
(Urban)



SMOKY
(Metro)

METRO COMPACT (ORDER NO. 104329)

The colour palette for Metro was inspired by a key direction for fall, tone on tone colour and features blush, red and ruby lip crèmes, a quartz crème accentuator and pink, mauve and ink eye powders.

URBAN COMPACT (ORDER NO. 104328)

Inspired by the feminine, yet bold art deco period, Urban features tones of rose, bronze and scarlet lip crèmes, a gold crème accentuator and eye powders in white, olive and peacock.



These glamorous compacts contain striking colours which can be used for both eyes and lips. Definitely a must have item for your handbag!

Create a classic look this Valentine's Day, a casual or seductive sleek look for that special romantic meal with the two City Wear Compacts. If you have not had the opportunity to purchase this elegant, trendy collection, why not purchase it now with a **25% discount** until 29th February 2008 (while stocks last), or buy it as a gift for your partner?

Please see page 35 for promotional pricing.

ARTISTRY™

ONE SMART TECHNOLOGY

CERAMIDE INFUSION SYSTEM



REPAIR



STRENGTHEN



PROTECT

The CIS (Ceramide Infusion System) component is the technology that sets the SATINIQUE™ brand apart from the competition.

JAN/FEB 08

SATINIQUE

Repairs, strengthens and protects in one use.

NOW available...
E. FUNKHOUSER™ NEW YORK
Professional Product Series

The E. FUNKHOUSER NEW YORK Professional Product Series was created to bring you the ultimate experience in high-performance cosmetics as well as the insider knowledge and know-how of professional make-up artists.

With products for the face, lips, eyes and brows, the E. FUNKHOUSER NEW YORK Professional Product Series provides the indispensable components of every sensational look.

EYES

 Mascara
Black Onyx
102108



Creme Eye Liner
Graphite – 103380

Eye Defining Pencil
Carbon – 103381



LIPS

 Lip Balm
Transparent – 103749



Lip Polish
103708

 Lip Gloss
Magnetism
103980



Lip Plumper
103750

E. FUNKHOUSER™
NEW YORK

FACE



Stick Foundation
Fair – 103445
Nude – 103446
Natural – 103447
Mahogany – 103448



Contouring Powder
Level I - light – 103441
Level II - medium – 102590
Level III - medium-dark – 103442
Level IV - dark – 103443



Highlighting Wand
Level I - light – 103438
Level II - medium – 102589
Level III - medium-dark – 103439
Level IV - dark – 103440

 Face Powder
Translucent
102904



Concealer + Eye Base
Fair – 103437
Nude – 102081
Natural – 102605
Mahogany – 102903

BROW



Brow Defining Pencil and Highlighting Powder
Blonde – 102588
Brown – 102083
Brunette – 102082
Charcoal – 102587

For a full product listing, please refer to the E. FUNKHOUSER NEW YORK Collection Card (order nos. 105146 – single / 105147 – pack of five), or log onto www.efunkhouser.com. for exciting 'looks of the month' for you to create, tips from Eddie himself to be found in the training guide, exciting downloads and other E. FUNKHOUSER NEW YORK brand news. Please refer to your Price List for pricing details.

PURCHASE OUR FANTASTIC E. FUNKHOUSER NEW YORK PROFESSIONAL PRODUCT SERIES PRODUCT BUNDLE, ORDER NO. 219510*, AND RECEIVE A 10% PRICE DISCOUNT.

To allow you to try each and every wonderful product included in the E. FUNKHOUSER NEW YORK Professional Product Series, we have created this exclusive product bundle, which includes one of each product from the range. Order today and you will receive the following:

Stick Foundation - Natural, Highlighting Wand - Level II Medium, Concealer + Eye Base - Natural, Countouring Powder - Level II Medium, Face Powder - Translucent, Lip Polish, Lip Balm, Lip Gloss - Magnetism, Lip Plumper, Creme Eye Liner - Graphite, Eye Defining Pencil - Carbon, Mascara - Black Onyx, Brow Defining Pencil and Highlighting Powder - Brunette.

*offer available until 30th April 2008, whilst stocks last. Please see page 35 for promotional pricing.

Why not treat somebody special this January/February with a little glamour and sparkle?

The E. FUNKHOUSER™ NEW YORK brand offers a sumptuous product range of luxurious colour, all finished in exclusive packaging to create the perfect gift.

For full product and shade listing, please refer to the E. FUNKHOUSER NEW YORK Collection Card (order no. 105146/single, 105147/pack of 5) or visit our dedicated E. FUNKHOUSER NEW YORK microsite today at www.efunkhouser.com, where you will also find exclusive information on both the brand and Eddie Funkhouser.

Please see page 35 for pricing of the latest C006 Collection.

E. FUNKHOUSER™
NEW YORK



The refreshing fragrance, QUIXOTIC™ for Women Eau De Parfum, now features a new spray nozzle, enabling the cap to be removable for easy use. Look out for this new cap design which will be available in the next few months.

Order no. 101845 - 50 ml

Please refer to your Price List for pricing details.



ARTISTRY™

ARTISTRY™ RARE BEAUTY COLOUR COLLECTION COMING SOON

ARTISTRY Rare Beauty Colour Collection features two palettes that contain intense terracotta tones or violet tints, both with a touch of gold. New ARTISTRY Lip Shine completes the look with a glossy formula that applies smoothly with the added benefits of aloe and antioxidant vitamins to nourish and moisturise.



Amway and the Environment

Over the next few issues you will find a series of articles based on Amway and our commitment to the environment. This month concentrates on NUTRILITE™ supplements and farming procedures.

Crops used for NUTRILITE supplements are grown using organic and sustainable farming methods instead of harmful pesticides, herbicides or chemical fertilisers - we let nature do the work. These methods are more costly in monetary terms but offer enormous advantages to the earth and environment and to the NUTRILITE product.



PEST CONTROL

- Ladybirds and green lacewings are released into the fields to help control crop-eating pests
- Predatory birds, such as hawks, help control crop-destroying birds and rodents
- Solar powered bird guards transmit bird distress signals and strips of reflective material create bright flashes that startle and deter birds.

WEED CONTROL

- Soil solarisation is a technique that involves covering irrigated and prepared planting beds with plastic and, under powerful sunlight, the intense heat in the soil destroys weeds and weed seeds, leaving the field ready for planting
- Intercropping is the planting of two crops together, to stop weeds growing and provide nutrition to the soil
- Flame weeding is where a focused flame of more than 1000 degrees centigrade is brought through the fields to burn weeds prior to the planted crop germinating
- Grazing livestock between plantings reduces weeds and enriches the soil with biological nutrients.

SOIL MANAGEMENT

- Crop rotation helps control the population of many destructive pests and diseases and restores nutrients to the soil
- Nutrient-rich organic compost is used
- 'Green manure' crops, for example, clover and vetch, are grown and ploughed back into the soil to increase nutrients and improve the soil structure
- Earthworms enrich the soil as they ingest, decompose and deposit casts continuously.

Lifestyle **balanced** solutions



New Year, New Beginning, New Start

Are you thinking of starting this year with a diet and fitness programme to help you get in shape for 2008? Well don't!

Not before you have seen the **Lifestyle Balanced Solutions** programme by Amway.

The Lifestyle Balanced Solutions programme

is not like other fad diets that will help you achieve high weight loss in a few weeks and then leave you to let the kilos creep back on. Nor is it a diet that will cut out all your favourite foods and leave you with cravings and feeling miserable.

Fad diets and crash diets don't work long-term, in fact they can often make things worse. Anything worth doing, is worth doing properly and losing weight and improving your lifestyle is one of those things. Investing time now in learning about nutrition and exercise will not only help you successfully lose weight, but also create a foundation for a healthy future and therefore maintaining your weight in a safe and healthy way.





The Lifestyle Balanced Solutions programme by Amway has been devised and developed with the support of **Dr. Claudia Osterkamp** and the Nutrilite Health Institute (NHI) and meets the nutritional standards developed by the Nutrilite Health Institute and reviewed by the Scientific Advisory Board.

Dr. Osterkamp is a freelance nutrition consultant. She gained a Degree in Nutrition and Food Science from Munich University in 1992, which was followed in 1997 by a Doctorate in Nutrition.

For the past ten years, Dr. Osterkamp has been a nutrition advisor to various Olympic sports teams for the German Sports Olympic Confederation and has also written various articles for health magazines.

The Lifestyle Balanced Solutions programme:

- helps you to lose weight by focusing on healthy eating principles and exercise
- does not prohibit any foods, as long as you keep to the specified quantities
- combines meal replacement, using NUTRILITE™ POSITRIM™ Crème Mix Powder, with day-to-day foods to make sure you get the recommended intake of all essential nutrients
- allows 'treats' in moderation, such as chocolate, cakes and burgers
- caters for your personal food preferences and gives you maximum flexibility in meal choices
- provides you with tools and tips to help you maintain your weight and an exercise programme to help you gain a healthy lifestyle
- caters for vegetarian and meat and fish eaters

The Lifestyle Balanced Solutions manual provides the user with food Templates to show calorie allowances and a pull-out Food List booklet to take with you anywhere, to ensure you are making correct food choices every day.

Simple, diagrammed exercise routines and advice to incorporate into your daily life and a recipe section filled with fantastic ideas for delicious meals.





FREE LBS Training DVD with every Basic and Starter Kit

This DVD provides practical and easy-to-use guidelines for the LBS manual through the words of Dr. Claudia Osterkamp. The DVD also features Dr. Sam Rehnberg, who supports the LBS programme.



218502 – BASIC KIT comprising:
1 Manual, 1 Shaker, 1 Pedometer, 1 DVD

218503 – STARTER KIT* comprising:
1 Manual, 1 Shaker, 1 Pedometer, 1 DVD,
2 POSITRIM Crème Mix Powders (1 carton each of
Cocoa and Vanilla), POSITRIM Protein Bar Caramel
Vanilla flavour, 1 NUTRILITE Multi-Fibre and
1 NUTRILITE Omega-3 Complex

* Starter Kit is offered with a special discounted price.
Please refer to your Price List for pricing details.

**105567 – NEW REFILL
PACK COCOA****
comprising:
2 POSITRIM Crème Mix
Powder Cocoa flavour,
1 POSITRIM Protein Bar
Chocolate Mint flavour

**105568 – NEW
REFILL PACK COCOA-
VANILLA****
comprising:
1 POSITRIM Crème Mix
Powder Cocoa flavour,
1 POSITRIM Crème Mix
Powder Vanilla flavour,
1 POSITRIM Protein Bar
Caramel Vanilla flavour

Please see page 35 for pricing details of the new Refill Packs.

**105569 – NEW REFILL
PACK STRAWBERRY-
CAFÉ AU LAIT****
comprising:
1 POSITRIM Crème Mix
Powder Café au Lait flavour,
1 POSITRIM Crème Mix
Powder Strawberry flavour,
1 POSITRIM Protein Bar
Caramel Vanilla flavour

FREE EMAIL NEWSLETTER!

The programme offers an opportunity to subscribe to a weekly motivational email newsletter service, which covers the first 12 weeks of the programme and can be started (or stopped) exclusively by the participant.

Register free for the Lifestyle Balanced Solutions Newsletter service. This service is free to all ABOs, as well as customers. All you will need to receive the 12 weekly email newsletters is a personal email account. To register, go online at:
www.lbs-amway.com

BRAND CENTRE

Don't forget the dedicated LBS Brand Centre on the AMWAY online website.

** Refill Packs are limited life items.
They are offered with 10% discount.
Current Refill Packs, 218504 (Cocoa) and 218505 (Variety),
will be discontinued in January 2008.



NEW

NUTRILITE™ POSITRIM™ Crème Mix Powder Launching January

**New Strawberry and
Café au Lait flavours
available now.**

Excite your taste buds with these two delicious new flavours, giving you four choices of thick and creamy POSITRIM Crème Mix Powder to use in your everyday diet.

- An integral component of the Lifestyle Balanced Solutions programme by Amway
- A quick and convenient meal replacement
- An aid to weight control

POSITRIM Crème Mix Powder is a nutritionally-balanced meal replacement for weight control, based on non-fat milk powder sweetened with fructose. It can also be used as a quick and delicious meal replacement for anyone who is in a hurry. Each serving makes a thick and creamy complete, nutritious meal containing valuable proteins, fats and carbohydrates, as well as important vitamins and minerals.

Choose your favourite flavour of POSITRIM Crème Mix Powder and prepare using the specially designed POSITRIM Shaker and 250 ml of skimmed milk.

Each pack contains 14 sachets.



**Café au Lait –
103794**

**Vanilla – 103792
Cocoa – 103793
Shaker – 218506**



**Strawberry –
103795**

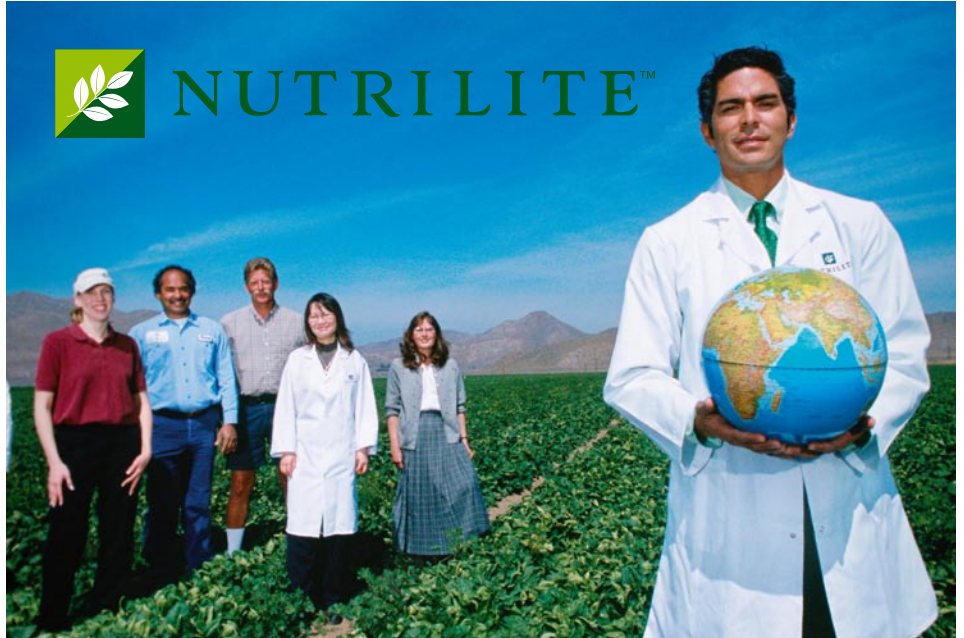
POSITRIM™

Please note that NEW Strawberry (order no. 103795) and Café au Lait (order no. 103794) POSITRIM Crème Mix Powders will replace the old Strawberry (order no. 4603) and Café au Lait (order no. 4606), which are no longer available. Please see page 35 for pricing details.

To learn more about the NUTRILITE™ brand, log on to the NUTRILITE Brand Centre

From amazing background information about the **NUTRILITE** brand, farming practices, phytonutrients, Nutrilite Health Institute and **NUTRILITE** products, to presentations, videos, wallpapers, screensavers, useful **AMAGRAM™** articles and lots more useful information to help grow and enhance your business.

www.amway.co.uk /
www.amway.ie



iCook™ Knives...



**“...made with you in mind to
give superb, effortless results”**

Jason Roberts – iCook Culinary Expert

The iCook Knife Set is a great addition for any busy kitchen. Designed for comfort, ease of use and premium performance, this exclusive set of knives is a great investment for everyone who loves to cook.

- Designed with specific weight balancing to ensure they feel both well balanced and lively
- Curved cutting edge to give a natural cutting action the wrist enjoys
- Specially designed handles to give you added control and stability
- Forged steel blades combine strength with balance



Available as a complete five piece set, the iCook Knife Set comes with a storage tray for protection and easy identification of knives. Please refer to your Price List for pricing details.



5 Piece Knife Set -
order no. **102709**
Also available separately.

English Breakfast Tea by Amway

Enhanced Flavour, Superior Product

Amway has recently been improving its English Breakfast Tea with two significant changes.



The first involves changes to the packaging. Instead of 4 x 250 g foil bags (80 tea bags per foil bag), you will now receive 8 x 125 g foil bags (40 tea bags per foil bag). These smaller bags enable you to open less tea at a time and keep the rest fresher for longer in the foiled pouches.

The second change is a move to square tea bags. This creates less waste in the production process and allows improved brewing performance as there is greater surface area to tea or, in other words, "room to brew". As a result, you do not have leaves in the middle of the bag brewing after the leaves at the edge.

Our high quality blend of English Breakfast Tea is supplied by a family-owned business that has been growing and selling tea since 1869 and is a member of the Tea Sourcing Partnership.

The supplier of the English Breakfast Tea from Amway cares about its tea workers. They provide homes, fair wages and medical care at specialised hospital facilities within key locations. They create employment in their tea-growing community, helping them learn new skills to develop their confidence and provide

a way, through education, subsidised food and income, to change their lives for the better.

English Breakfast Tea –
8 x 125 g foil bags, containing 40 tea bags each

Order no. 101163



Please refer to your Price List for pricing details.

TRUST GLISTER™ FOR A BRIGHTER, HEALTHIER SMILE THAT SIMPLY SHINES CONFIDENCE

glister™

BE BRIGHT. BE BRILLIANT.

10 TOP TIPS

1. Brush your teeth twice a day
2. Brush for at least two minutes
3. Use a fluoride toothpaste
4. Rinse your mouth regularly
5. Clean between teeth daily with floss
6. Replace your toothbrush every three months
7. Avoid smoking
8. Eat a balanced diet
9. Avoid frequent snacking and sipping
10. Visit your dentist regularly

GLISTER Multi-Action Fluoride Toothpaste
Order no. 6833 - 150 ml /200 g

GLISTER Toothbrush
Order no. 100957 - Pack of 4

GLISTER Children's Toothbrush
Order no. 9922 - Pack of 4

GLISTER Concentrated Mouthwash
Order no. 9949 - 50 ml

GLISTER Mint Refresher Spray
Order no. 9893 -12 ml / 9 g

Please refer to your Price List for pricing details.

QUESTION and ANSWER

Q WHAT IS PLAQUE?

A Plaque is the sticky film of food and bacteria that forms on the teeth and produces acids, which dissolve the tooth enamel. Brushing with GLISTER Multi-Action Fluoride Toothpaste can help to remove plaque before it has time to harden and become tartar and rinsing with GLISTER Concentrated Mouthwash has been tested to reduce plaque over brushing alone. Once tartar has formed, only a trip to the dentist can remove it.

Q WHAT CAN I DO ABOUT BAD BREATH?

A Good oral hygiene is essential in reducing bad breath. Brush thoroughly twice a day with GLISTER Multi-Action Fluoride Toothpaste. After brushing, rinse with GLISTER Concentrated Mouthwash to reduce plaque build-up and the bacteria that cause bad breath. For continued freshness throughout the day, carry GLISTER Mint Refresher Spray.

Q SHOULD I FLOSS BEFORE OR AFTER I BRUSH MY TEETH?

A Some dentists say flossing before brushing dislodges plaque and food particles so they can be carried away. Others say flossing afterwards removes particles that get trapped between teeth during brushing. Before or after, the important thing is to floss regularly.

Q HOW OFTEN SHOULD I CHANGE MY TOOTHBRUSH?

A Toothbrushes should be replaced every three months, or sooner if they become frayed or worn.

Q DOES FLUORIDE HELP PREVENT CAVITIES?

A Yes! Fluoride is a naturally occurring mineral that helps to safely strengthen tooth enamel and prevent cavities. Fluoride can be found in GLISTER Multi-Action Fluoride Toothpaste.



Coming Soon...

NUTRILITE™ products for active lifestyles

Rely on the integrity and nutritional excellence of NUTRILITE products to give you the energy and vitality you need to live life to the fullest.



NUTRILITE 1™

ARE YOU TOUGH ENOUGH?

Look in the next issue of AmwayFocus Magazine for more details.

SA8™ Liquid Laundry Detergent - *it really is cool!*



Do you want a detergent that gets rid of tough stains in all water temperatures?



With its distinctive packaging, SA8 Liquid Laundry Detergent can offer the above and more...



Try it for yourself with this WOW demonstration.

Order no. 103800 - 1.5 litre
Order no. 103278 - 4 litre

Now you're cooking...



Items needed:

- 1 bottle SA8 Liquid Laundry Detergent
- 1 6" strand of thread
- 1 brand new kitchen towel (not plush and without looping)
- Cooking oil
- Red food dye
- Water
- 2 eyedroppers
- Scissors
- 8 oz glass

What you do...

1. Fill the 8 oz glass with tap water.
2. Add red food dye to the water as a contrasting agent.
3. Cut a 6" by 6" swatch from the new kitchen towel.
4. Make two oily spots on the swatch of fabric using one of the eyedroppers and applying about a teaspoon of cooking oil to two different areas on the piece of kitchen towel.
5. To the middle of the oil spots on the cloth add six or so large drops of the dyed water using the other eyedropper. Oil and water do not mix, so the water can't penetrate the stain; it needs detergent to help.
6. Take the strand of thread, dip one end in the SA8 Liquid Laundry Detergent.

7. Take that end and dip it into one of the water drops on top of the oil on the kitchen towel.
8. The water will instantly begin to penetrate the oil. After a minute or so, the water will also begin to wick through the fabric. The other drop will do nothing.

Results

The detergents in SA8 Liquid Laundry Detergent begin working to remove soil immediately after adding it to your wash and they're so concentrated all you need is a little bit for a big clean.

Set up time.....1 minute
Demonstration time..... 3 minutes

For further information, please refer to the Home Product Manual.
Please refer to your Price List for pricing details.



COLD

Spring into the New Year with eSpring™

What better way to start the New Year than with clean, fresh-tasting water... and with eSpring it's easy...

With the eSpring Water Treatment System, you can have access to clean, great-tasting water 24 hours a day, by destroying more than 99.99% of the potentially harmful bacteria and viruses in tap water, making eSpring one of the best sources of water available.

Not only does water control your body on the inside, the results can also be visible on the outside too. If the body doesn't get enough water, the skin will feel and show the effects sooner than any other organ.

To ensure that eSpring water is always treated, the carbon filter needs to be replaced after one year or 5,000 litres of water – whichever comes first.

You will know when the filter needs replacing as the flashing message is accompanied by an audible beep, which means that users never have to guess when a change is needed.

To replace the filter, simply remove the top shroud, unwind the filter bracket ring and, using the handle, lift out the filter bracket.

By drinking 1.5 – 2.5 litres of water a day, you will benefit from:

- Improved concentration and reaction times
- Improved appearance
- Improved levels of energy and fitness
- Hydrated, smoother, softer skin



Product Discontinuance

Discontinuance of NUTRILITE™ Saw Palmetto and Nettle Root Extract (order no. 8004) and NUTRILITE Siberian Ginseng with Ginkgo Biloba (order no. 5985) from 1st December, 2007.

We regret to inform you that, due to modified classification of some essential ingredients in these two formulations by the relevant UK authorities, we can no longer market both these products as food supplements.

We have therefore discontinued NUTRILITE Saw Palmetto and Nettle Root Extract and NUTRILITE Siberian Ginseng with Ginkgo Biloba from 1st December, 2007.



For that special someone this **Valentine's or Mother's Day**

Why not let AMWAY™ Boutique help you find the perfect gift for your loved ones?

Choose from four sets of beautiful lingerie, men's and women's fragrances, jewellery items and, of course, the exclusive AMWAY™ Boutique gift boxes will give your gift the final touch of elegance and style.



For full details, sizing and order numbers please refer to the AMWAY Boutique 2007/2008 brochure, order no. 218205 (single) / 218206 (pack of five). Please refer to your Price List for pricing details. Look out for special offers available on the Boutique Lingerie, Jewellery and Fragrance ranges in the Jan-April seasonal flyer.



Amway
Boutique

Further details can also be found online at
www.amway.co.uk / www.amway.ie

Making leaflets work for your retail business

We have created a set of six leaflets for you to purchase at £0.90/€1.60 for a pack of 10, brand specific leaflets.

These leaflets are a great promotional tool to give out to customers. They provide a simple and accessible link to our products.

Using our informative and stylish leaflets provides a number of advantages:

- They allow you to deliver brand and product information directly to customers
- They provide interesting facts about our products and provide a call to action for the customer
- Each leaflet provides an opportunity for you to include your contact information for a later/repeat sale
- They raise awareness of products and AMWAY
- Customer loyalty will increase from knowledge of our products and AMWAY
- Help boost your sales



NUTRILITE™
Product Leaflet
105465



NUTRILITE
DOUBLE X™
Product Leaflet
105468



ARTISTRY™
TIME DEFIANCE™
Product Leaflet
105469



Home Care
Product Leaflet
105467



SATINIQUE™
Product Leaflet
105470



ARTISTRY
Product Leaflet
105466

Please see page 35 for pricing.

HELP GROW YOUR RETAIL BUSINESS

Be sure to keep a sufficient supply of leaflets for customers who drop by, purchase products that require accessories or repeat purchase, for example NUTRILITE products.

Great Customer Introduction Pack

This great new product pack is full of Amway's best value products. Increase the chance of making your first sale by demonstrating the features and benefits of some of our core products.

This bundle of products is only available as a one-time offer, so don't miss it! The product pack, with free sales aids included, costs just £56.40/€83.95 (£47.99 in Jersey/Guernsey) - order no. 100558.

In order to support your retailing efforts we have also produced a "Retailing with Confidence" booklet which you should already have received with one of your orders or will receive with your next order.

The booklet provides many helpful hints and tips on retailing. It also focuses specifically on the features and benefits of the products in the pack.



glister®



BODY SERIES



Customer Introduction Pack Components:

L.O.C.™ Multi-Purpose Cleaner 1 Litre
 L.O.C. Plus™ Metal Cleaner
 DISH DROPS™ Liquid 1 Litre
 SA8 SOLUTIONS™ Pre-Wash Spray
 Zoom™ 1 Litre
 SA8™ Premium 2.25 kg

GLISTER™ Toothpaste
 GLISTER Toothbrushes
 BODY SERIES™ Body Gel
 BODY SERIES Concentrated Liquid Soap
 BODY SERIES Fresh Anti-Perspirant Deodorant Spray
 HYMM™ Shaving Foam
 HYMM Aftershave Balm
 HYMM Razor (incl. 2 blades)

Pistol Grip Sprayer
 Plastic Squeeze Bottle
 Litre Plunger Dispenser
 Dispenser Ball

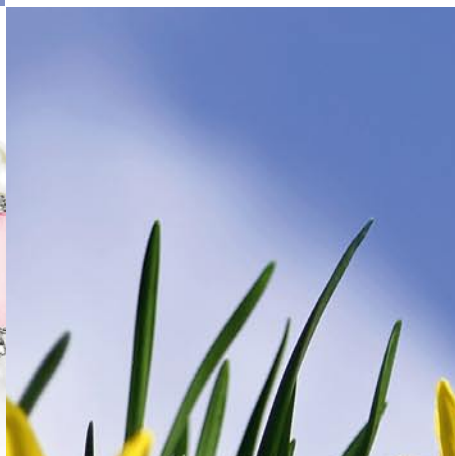
Dish
 Drops™





Turn a new over leaf...

...in 2008, with some exclusive seasonal retail offers



JAN/FEB 08

Throughout the frantic month of **December**, we worked our festive, sparkly socks off to provide you with some simple and effective retailing ideas. To ease us all into the new year, let's start 2008 with some fresh, new promotions for you to share with new customers between **January** and **April**.

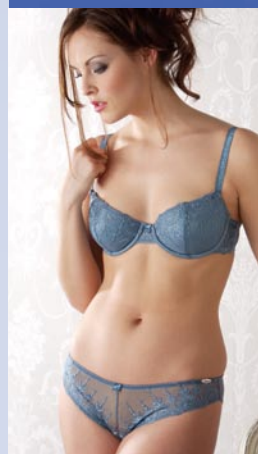
Find these new promotions, presented in an eight page leaflet (order no. 106659 – pack of 10), online at www.amway.co.uk / www.amway.ie, or by calling 01908 629400.

January is all about losing those extra inches we may have gained overloading on mince pies and brandy butter over the festive period. Kick off 2008 with some tempting NUTRILITE™ POSITRIM™ deals in **January**.

Cupid is on the lookout with his bow and arrow in **February**, with Valentine's Day fast approaching, so don't forget to take advantage of our limited, amorous fragrance, jewellery and lingerie offers for someone incomparable.

If it's not one occasion, it's another! Indulge mum in **March** and spoil her on Mother's Day with some key pieces from our jewellery collection from the Boutique range, at prices you won't want to pass up.

And finally, for the month of **April**, leap graciously into spring, dust away those cobwebs and allow us to make springtime even more refreshing for you, with great discounts on our all-time favourite cleaning products.



pricing details

Page No.	Order No.	Description	Unit Size	Points Value	Retail	Business Volume	UK £ Retail per Unit	Rebate %	Retail	Business Volume	J/G £ Retail per Unit	Rebate %	Retail	Business Volume	Rol € Retail per Unit	Rebate %
13		ARTISTRY™		14.13	16.45	14.01		3.50	14.00	14.01		3.50	24.50	20.26		5.06
		City Wear Eye, Cheek and Lip Compact - discount pricing														
10	400681	Lip Sampler Card - pack of 10			3.30		0.33		2.81		0.28		4.90		0.49	
8	103527	TIME DEFIANCE™ Foundation Samplers (9 shades)			12.60				10.72				18.80			
		E. FUNKHOUSER™ NEW YORK - C006 Color Collection														
*		Cheek Color	10 g	9.59	14.90	9.51	74.50	3.17	12.68	9.51	63.40	3.17	22.20	13.76	111.00	4.59
*		Eye Color Duo	10 g	10.21	15.85	10.12	52.83	3.37	13.49	10.12	44.97	3.37	23.65	14.66	78.83	4.89
*	104417	Eye Color Palette - Celestial Bodies	10 g	21.35	33.15	21.16	36.83	7.05	28.21	21.16	31.34	7.05	49.40	30.62	54.89	10.21
*		Glitter Eye Pencil	10 g	6.89	10.70	6.83	107.00	2.28	9.11	6.83	91.10	2.28	15.95	9.88	159.50	3.30
*	104030	Lash Volumizer	10 ml	8.30	12.90	8.23	18.43	2.75	10.98	8.23	15.69	2.75	19.25	11.93	27.50	3.98
*	104418	Lip Color Palette - Odyssey	10 g	21.35	33.15	21.16	36.83	7.05	28.21	21.16	31.34	7.05	49.40	30.62	54.89	10.21
*		Lip Gloss	10 ml	5.85	9.10	5.80	15.17	1.94	7.74	5.80	12.90	1.94	13.55	8.40	22.58	2.80
*	104430	Loose Body Glitter - Celestial Lights	10 g	9.24	14.35	9.16	23.92	3.05	12.21	9.16	20.35	3.05	21.40	13.27	35.67	4.42
*	104429	Nail Lacquer - Star Gazer	10 ml	9.18	14.25	9.10	8.91	3.03	12.13	9.10	7.58	3.03	21.25	13.17	13.28	4.39
*		Shimmer Eye Pencil	10 g	6.57	10.20	6.51	102.00	2.17	8.68	6.51	86.80	2.17	15.20	9.42	152.00	3.14
*		Sparkling Lip Glaze	10 ml	6.67	10.35	6.61	51.75	2.20	8.81	6.61	44.05	2.20	15.45	9.58	77.25	3.19
		E. FUNKHOUSER NEW YORK - Literature														
16	105146	Collection Card 006 - single			0.40				0.34				0.60			
16	105147	Collection Card 006 - pack of 5	1		1.80		0.36		1.55		0.31		2.70		0.54	
		E. FUNKHOUSER NEW YORK - Professional Product Series														
15	103749	Lip Balm	10 g	12.52	19.45	12.41	24.31	4.14	16.55	12.41	20.69	4.14	29.00	17.98	36.25	5.99
15	103980	Lip Gloss - Magnetism	10 ml	8.21	12.75	8.14	12.75	2.71	10.85	8.14	10.85	2.71	19.00	11.77	19.00	3.93
15	103708	Lip Polish	10 g	11.39	17.70	11.29	17.70	3.77	15.06	11.29	15.06	3.77	26.40	16.36	26.40	5.46
15	219510	Professional Product Series Promotion		136.84	191.29	135.66		40.70	162.80	135.66		40.70	285.12	196.35		58.92
		NUTRILITE™														
22	103794	POSITRIM™ Crème Mix Powder - Café au Lait	100 g	16.41	21.70	16.27	3.04	5.43	21.70	16.27	3.04	5.43	31.40	23.55	4.40	7.85
22	103795	POSITRIM Crème Mix Powder - Strawberry	100 g	16.41	21.70	16.27	3.04	5.43	21.70	16.27	3.04	5.43	31.40	23.55	4.40	7.85
21	105567	Lifestyle Balanced Solutions Refill Pack - Cocoa		46.91	55.80	46.50		13.95	55.80	41.85		13.95	84.00	60.58		20.19
21	105568	Lifestyle Balanced Solutions Refill Pack - Cocoa & Vanilla		46.91	55.80	46.50		13.95	55.80	41.85		13.95	84.00	60.58		20.19
21	105569	Lifestyle Balanced Solutions Refill Pack - Strawberry & Café au Lait		46.91	55.80	46.50		13.95	55.80	41.85		13.95	84.00	60.58		20.19
		SALES AIDS														
31	105466	ARTISTRY Leaflets (pack of 10)	1		0.90		0.09		0.90		0.09		1.30		0.13	
31	105469	ARTISTRY TIME DEFIANCE Leaflets (pack of 10)	1		0.90		0.09		0.90		0.09		1.30		0.13	
31	105467	Home Care Leaflets (pack of 10)	1		0.90		0.09		0.90		0.09		1.30		0.13	
31	105468	NUTRILITE - Activity, Happiness and Vitality Leaflets (pack of 10)	1		0.90		0.09		0.90		0.09		1.30		0.13	
31	105465	NUTRILITE - Wellbeing and Vitality Leaflets (pack of 10)	1		0.90		0.09		0.90		0.09		1.30		0.13	
31	105470	SATINIQUE™ Leaflets (pack of 10)	1		0.90		0.09		0.90		0.09		1.30		0.13	
7	104756	Set of 10 Branded Posters			6.10				5.18				9.10			

* please log on to www.amway.co.uk / www.amway.ie for details
 Ø - If required customer volume criteria are achieved



ARTISTRY™

ARTISTRY™ Creme LuXury

For the first time ever, ARTISTRY will be partnering with one of the most beloved actresses of our time. This summer, the ultimate ARTISTRY product - Creme LuXury - will be endorsed by a Hollywood icon.

ARTISTRY Creme LuXury - Experience the truth of transformation

For more information about this exciting endorsement, please refer to the ARTISTRY Brand Centre, which can be found at www.amway.co.uk / www.amway.ie

Sandra Bullock for ARTISTRY Creme LuXury

Amway
UK • Republic of Ireland • Jersey • Guernsey

The Amway Focus magazine is published for all Amway UK and Republic of Ireland Amway Business Owners by the Communications Department of Amway (UK) Limited, St Anne's House, Caldecotte Lake Drive, Caldecotte Business Park, Caldecotte, Milton Keynes, MK7 8JU. Tel. +44 (0)1908 629400.

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