

# Amagram

THE MAGAZINE FOR THE AMWAY BUSINESS OWNER

Mar 09

## ARTISTRY™

### Nature Inspiration

Colour Collection Spring 2009

Delicate beauty. Elegant harmony.

**Amway**

# Revamped and refreshed, your AMWAY™ 2009 Product Brochures are **here!**

The 2009 Product Brochures include all the AMWAY favourites along with some all-new products available for your customers to order, including:

- NEW** ARTISTRY™ essentials skin care products
- NEW** ARTISTRY colour cosmetics
- NEW** E. FUNKHOUSER™ NEW YORK Professional Product Series
- NEW** NUTRILITE™ Active Lifestyle products



Order your copies now using the following order numbers:

## Beauty & Grooming Brochure

Single: 106968  
Pack of 5: 231486

## Home & Living Brochure

Single: 106966  
Pack of 5: 231485

## Health & Wellbeing Brochure

Single: 106967  
Pack of 5: 231484

**Perfect to leave with a customer  
...before they pinch yours!**



Please see page 31 for pricing details. Brochures are available to purchase offline as well as online at [www.amway.co.uk](http://www.amway.co.uk) and [www.amway.ie](http://www.amway.ie).

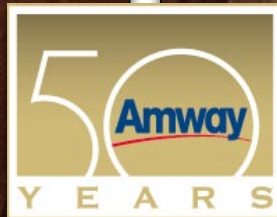




**Steve Van Andel**  
Chairman



**Doug DeVos**  
President



## Standing by your side

When you join Amway you're joining something more than just a business. You're joining a global community. A community that thrives on the success of others. A community filled with people with the potential to do better today than they did yesterday. A community of people dedicated to helping others become successful.

And for us, doing better today starts by helping you take that first step – towards making a sale, building a business, making a friend. Even changing the world we live in. We want you to be the best you can be. And our reward is in helping you do it, standing by your side as you work to achieve your goals.

Amway grew to a **\$8 billion business** in 2008. Sustained growth in the current global economy is something companies shouldn't take for granted – we don't. Many companies are happy these days if they are growing at all.

We're a big company and somewhere in the world we are always growing. And we want to have great years everywhere, in every market. We know you are capable of building Amway bigger, no matter which market you represent.

And it's our job to help. To help you achieve your best. To help you make the most of this wonderful opportunity we call Amway.



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Through Leadership



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# Achievers

**March is a fantastic time to get together with your team and other ABOs to give a real boost to your business!**

Why not join us at one of the Opportunity Meetings across the UK and Republic of Ireland during the month. These meetings are a chance to hear an experienced Leader present the Sales and Marketing Plan and to benefit from testimonials from our most successful ABOs.

Why not invite your prospects along as this is an ideal way to introduce them to the Amway business! You'll find full details of these meetings on page 30.

On March 14th it's time to 'Think Big' at the national ABO Conference in Coventry.

Come along and get inspiration and motivation - with over 1,000 ABOs already registered it's sure to be a day to remember!

You have until the 7th of March to register, by going to [www.amway.co.uk](http://www.amway.co.uk) or [www.amway.ie](http://www.amway.ie). Remember it's free to attend, so you have nothing to lose and everything to gain!

I look forward to meeting you in Coventry.

Best regards,

*Andy*



**Andy Smith**  
General Manager & Director  
Amway (UK & Rol) Ltd



**SILVER PRODUCER**

Mukasa, Janet & Christopher

## PERCENTAGE ACHIEVERS FOR JANUARY 2009



**9%**

Wamaru, Ann



**6%**

Malak, Dariusz & Brzezinska-Malak,  
Barbara  
Ryan, Martina  
Sorakiene, Erika  
Ovari, Orsolya



**6%**

Jonaite, Monika & Jonaitis, Valdas  
Chiswo, Debbie  
Sanghrajka, Erica  
Berzina, Lubova & Jakovlevs,  
Aleksandrs

## RETAIL ACHIEVERS FOR JANUARY 2009

### HIGHEST CUSTOMER VOLUME SALES

Mukasa, Janet & Christopher  
Lubega, Florance  
McCoy, Yen Tee & Michael  
Chhedra, Pravin & Madhubala  
Bolger, Tony & Anne  
Coldwell, Derek & Angela  
Farrell, John & Cathy  
Dzwairo, Abigail & Faessler, Meinrad  
Francis, Hassana & Edward  
Wamaru, Ann  
Moyles, Michael & Paula  
Adeleye, Grace & Joseph Olu

### HIGHEST NUMBER OF CUSTOMERS REGISTERED

Carrillo, Claudia & Walton, Philip  
Soni, Ravi & Deepti  
Stewart, Roger & Jennifer  
Wightman, Alison & Campbell, Duncan  
Adetoye, Peter Abiodun  
Kirilova, Oksana & Kirilovs, Dmitrijs  
Bett, Ivan & Lynne  
Anani, Noel & Dzaggo, Abra  
Lewis, A & P  
Christophers, Paul & Hinako  
McCoy, Yen Tee & Michael  
Murphy, Aisling

### HIGHEST NUMBER OF ACTIVE CUSTOMERS

Mukasa, Janet & Christopher  
Soni, Ravi & Deepti  
McCoy, Yen Tee & Michael  
Coldwell, Derek & Angela  
Wightman, Alison & Campbell, Duncan  
Dzwairo, Abigail & Faessler, Meinrad  
Moyles, Michael & Paula  
Cass, Margaret  
Wadey, Gordon & Ruth  
Bett, Ivan & Lynne  
Li, Liqin  
Farrell, John & Cathy

We would like to congratulate the following ABOs who have attended the Amway CRC Achievement Meetings:

Mukasa, Janet & Christopher  
Muyobo, Linda  
Wadowski Miroslaw & Bieluszko, A  
Bieluszko, Teresa  
Boppana, Sivaiah & Rama Devi  
Lung, Louise  
Cheung, Mau Fan  
Zahedfar, Sina  
Wamaru, Ann  
Musarurwa, Samantha  
Mutyasira, Sheron  
Golebiowski, Michal  
Kralka, Anna  
Rathor, Dr Alpana  
Vikrant, Rathor  
Pervaiz, Umair  
Dixon, Simon & Caryn  
Baker, Winniefred

Lubega, Florance  
A Kaur & A Singh  
Bellam, A & Vadapalli, S  
Andruhiv, Alexsandr & Nadezhda  
Wride, Selina  
Munganguta, Grace  
Sancheira, Tania  
Llerena, Ana  
Kandji, Ndeye Arame  
Holder, Jennifer  
Jallow, Jaye  
Zvorwadza, Itai  
Chigora, Wish & Johanness  
Tipa, Cecilia  
Manoj, B & Menamparambath, M  
Munganguta, Grace  
Jacob, Ana & Santos, Fernando  
Brown, Nigel Ronald

Lacey, Craig & Elizabeth  
Fjodorova, O & Fjodorovs, E  
Mamedova, Zita  
Warren, Valentina & John David  
Rtveliashvili, Nataliya  
Suchkova, Anna  
Stanger, Esther  
Knize, Petr  
Robinson, Joseph  
Cork, David  
Elizabeth & Robert Wallace  
Gerald Russel & Elize Andrews  
Derrick & Margaret Guillatt  
Sheila & Paul Raymond Carpenter  
Alicja Wasylkiewicz  
Su, Longlong  
Violeta Naruseviciute  
Alina Dybich



# Amway's UK Flagship Experience Centre

Exciting details about the UK Flagship Experience Centre will be announced at the ABO Conference in March, so make sure you are there to hear all the news.

The UK Flagship Experience Centre is unique in the Amway world and will offer you and your customers the opportunity to learn about, experience and buy products

from the large Amway product portfolio. The Centre will also dramatically raise awareness of our products and the Amway Business Opportunity to the general public.

Come along to the ABO Conference and be the first to know!





## The NUTRILITE™ Brand CELEBRATES 75 YEARS OF QUALITY YOU CAN TRUST

With the experience acquired over the last 75 years, the NUTRILITE Brand has been helping to get the most out of nature and science so that your customers get more out of life!

*'Supplement' your customers' knowledge of the NUTRILITE Brand with these eight essential facts:*

- In the 1920s, the founder of the NUTRILITE Brand, Carl Rehnborg, conceived the idea for a plant-based food supplement to help bring the diet into balance.
- Amway owns four farms, covering a total of 2,555 hectares (6,310 acres), where many of the plants used in NUTRILITE products are grown.
- Crops used for NUTRILITE plant concentrates are grown using sustainable farming methods. Instead of relying on harmful pesticides or chemical fertilisers, we let nature do the work.
- The range of NUTRILITE products on offer today is supported by 75 years of experience in nutrition and research.
- Over 400,000 product evaluations are performed on NUTRILITE products each year. Every batch of supplements produced undergoes an average of 330 quality checks and tests.
- The Nutrilite Health Institute (NHI) is a worldwide collaboration of experts dedicated to helping people achieve optimal health through research, education and practical solutions.
- Today, NUTRILITE products are available to millions of people in more than 50 countries worldwide.
- NUTRILITE is the world's leading brand of vitamin, mineral and dietary supplements\*.



\*based on 2007 sales, as supported by research conducted by Euromonitor International



**NUTRILITE™**



# YEARS OF

1959

1969

1979

1989

1999

2009

## CREATING CHANGE through leadership.

Chances are that you became an Amway Business Owner to create a better life for yourself and your family. Of course, you still deserve a little something extra for your hard work. In addition to rewards, bonuses and a sense of achievement, the recognition pins you earn along the way identify you as a successful entrepreneur. More than just a precious piece of jewellery, the Amway pin – at any level – is a symbol of your commitment to creating positive change in the lives of those you reach. Best of all, it's a symbol of your leadership that can proudly be worn for all the world to see.



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YEARS OF  
**CREATING CHANGE**



Did you know Amway has paid out more to Business Owners in performance-driven bonuses than any other direct selling company in history?

That's the mark of leadership, and that's what Rich DeVos and Jay Van Andel envisioned when they created Amway more than 50 years ago. The two friends wanted to make their mark with a business that was easy to start, easy to sell, and easy to grow.

## WITH A BUSINESS OPPORTUNITY FOR ANYONE.

FACT 47

The Amway business opportunity allows people all over the globe to create the kind of meaningful change they're looking for - and allows them to leave something of value to their children.

Every day, millions of people around the world realise their lifelong goals and dreams with an independent Amway business. Some Business Owners simply earn extra income selling innovative Amway products. Others increase their income potential by helping people start their own Amway business, just as Rich and Jay did with the first Business Owners.

"This business can involve the whole family as a part-time or full-time enterprise," said Amway Chairman Steve Van Andel. "The Amway opportunity allows you to expand your business as much as you want."

"Being a leader means the Amway business works in all cultures, in all economic levels," said Amway President Doug DeVos. "People everywhere seek what we have to offer."

### Giving everyone the opportunity

When Amway co-founder Rich DeVos described the Amway business opportunity, he said, "This plan is oriented to helping people climb the ladder. Anyone can succeed in this business. Tell them you believe in them, in their abilities. And, when they succeed, you do, too."

He added, "For those who are willing to earn it, the dream is always possible."

1959

1969

1979

1989

1999

2009



**Amway**

**THINK**



**BIG09**

14 MARCH 2009 RICOH ARENA COVENTRY

# It's time to “Think Big” with Amway

We'll help you to “think big” in 2009  
and grow your Amway business like  
never before. For one day only, Amway is  
hosting a very special conference for you!

We'll be at the Ricoh Arena in Coventry  
on Saturday, 14th March 2009 - will you?





The highlights of the event will include:

#### ■ Product Presentations

Our team of product experts and trainers will be on hand to guide you through all the latest product developments in a series of interactive presentations. From ARTISTRY™ to NUTRILITE™, all the Amway product brands will be showcased.

#### ■ London Flagship Centre

Be one of the first to see the plans for our amazing new London Flagship Centre. Opening soon, the new centre will completely immerse visitors in the world of Amway, enabling them to experience our complete range of products first hand. The Flagship Centre will also serve as a state-of-the-art venue for training courses, seminars and other Amway/ABO events.

#### ■ Recognition

We'll recognise and celebrate the success of some of Amway's top ABOs and Leaders. Hear about their achievements as they continue to go from strength to strength, developing their businesses.

#### ■ Testimonials

Learn how to grow your Amway business from the very best people in the industry. They'll share ideas and practical advice that could really help you transform and grow your Amway business in 2009.

#### ■ Motivational Guest Speakers

We have some very special speakers attending the event. Be inspired by their stories as they share some of the secrets of success with you. Armed with the knowledge and motivation from these speakers, you'll be thinking big in 2009!

#### ■ New Business Information

We have some exciting new plans for 2009 that we'd like to share with you. A range of initiatives throughout the year will help you grow your Amway business. In addition, our team will be available throughout the conference to meet you and answer any questions you have.

This unmissable event is **completely free** to attend\*. It runs from 9am to 7pm and lunch is included.

\*Travel arrangements to the conference must be made at your own cost.

Please log on to [www.amway.co.uk/](http://www.amway.co.uk/) [www.amway.ie](http://www.amway.ie) for more details on how to register.

**You have until 7th March to register.**

**We look forward to welcoming you to the conference and helping you “think big” in 2009!**





Delicate beauty. Elegant harmony.

**ARTISTRY™ Naturele Inspiration Colour Collection Spring 2009**

Your customers can breeze into spring with shades as delicate as windblown sand, soft grasses and tender buds. As harmonious as earthy greens surrounding petals of pinks and peaches. Eyes shimmer like sea-washed shells. Cheeks are airbrushed with a subtle glow.

New ARTISTRY Luscious Lip Colour melts and envelops lips with the luxuriant, comforting feel of paradise.



*It's all so natural, ever so chic.*

The new ARTISTRY Naturele Inspiration Colour Collection makes this seasonal transition a breeze. Nearly bare skin plays beautifully off a palette of shades inspired by water, sand, sea and earth. The quiet luxury of eight mineral eye colours and six new Luscious Lip Colours is the key to creating the light-infused face of spring.



**ARTISTRY Insight Eye Colour Set** offers four coordinating shades:

- Fresh Moss
- Sable
- Bone
- Sandstone

**Order no. 107083\***

Try on the softer side of beauty with **ARTISTRY Revelation Eye Colour Set**, with four complementary shades:

- Fern
- Jade
- Starry Night
- Joy

**Order no. 107088\***



Barley  
107093

Russet  
107097

Quartz  
107096

Blossom  
107095

Lily  
107094

Lotus Pod  
107098

Don't forget that the sleek ARTISTRY Eye and Cheek Compact, designed by Olivier Van Doorne, holds the beautiful shades mentioned above.

**Eye and Cheek Compact**

**Order no. 104173**

Please see page 31 for pricing details.

\* Compact sold separately

Complement the chic eye colour palettes with six shades of the new ARTISTRY Luscious Lip Colours. In all-new coordinating Olivier Van Doorne designed ARTISTRY Lip Case.

ARTISTRY™

# Six Simple Steps to a Healthier You!



Small lifestyle changes can make a big difference. Help your customers on their journey to optimal health with these very simple steps for a healthier lifestyle, compiled by **Sean Foy**, President of Personal Wellness Corporation and exercise physiologist for the NUTRILITE™ Health Institute.



## **Eat breakfast!**

Breakfast jump-starts your metabolism. Research has shown that people who eat breakfast are more likely to lose more weight, or maintain a healthier weight, than those who don't.

**1**



## **Get moving!**

Park your car farther away. Take the stairs instead of the lift. Every extra step you take can be an improvement to your health.

**2**



**3**

## **Pick foods you enjoy.**

Most people make the mistake in thinking that healthy eating means bland, boring foods. Look for low fat recipes. Be creative in adding flavour to foods without adding lots of calories.

**4**

## **Choose exercises you enjoy.**

Exercising should not be torture! If you like to bike, then bike; if you like sports, then play sports. Choose recreational activities that you'll enjoy so that you'll stick to it.



## **Choose healthy snacks to fit in between meals.**

Research shows that healthy snacking between meals is a good way to control appetite and lose weight. A piece of fruit, or glass of milk, for example, is a good way to get good nutrient intake without overeating.

**5**



## **Drink plenty of H<sub>2</sub>O.**

Research has shown that getting enough water is not only good for your health, but it promotes weight loss.

**6**



**NUTRILITE™**  
Quality you can trust



# ARTISTRY<sup>TM</sup> essentials

Skin Care Products can do...



...much more





REVEAL  
YOUR BEAUTY  
WITH  
**Amway**

for you



ARTISTRY essentials, the prestige beauty system that merged high-end individual skin care with simplicity is now introducing newcomers to its range. Your customers will find something special for every single day, as well as new additions designed for special skin requirements. For the only special person who knows what is essential to you. YOU!

ARTISTRY<sup>TM</sup>  
essentials

NEW  
PRODUCT

## REVEAL YOUR SILKINESS

**ARTISTRY essentials Moisture Plus**

Rough, dry and stressed skin will feel as soft as pure silk in no time at all. Use it just where you most need it or add it to your hydrating lotion or soothing cream. A unique vitamin-enriched oil will provide instant comfort. Order no. 104133 – 14.5 ml (available from March 2009)



## YOUR FAVOURITE PRODUCTS NOW IN NEW ELEGANT, SILKY-SMOOTH PACKAGING



## REVEAL YOUR LOOK

**ARTISTRY™ essentials Replenishing Eye Creme**

The appearance of puffy eyes and fine lines is soothed away by liquorice extracts, vitamin A and citrus flavanoids. A true wake-up call for bright eyes. Order no. 105531 – 15 ml\*



## REVEAL YOUR SIMPLICITY (BARENESS)

**ARTISTRY essentials Eye and Lip Make-Up Remover**

Take the day off with a gentle splash and keep your natural beauty. The only thing this non-greasy formula leaves behind is fresh, clean skin. Aloe vera gel, camomile and oat extracts will spoil you with care. Order no. 106403 – 120 ml\*



## REVEAL YOUR SPARKLE AND YOUR PURENESS

**ARTISTRY essentials Moisture Intense Masque**

A short holiday for your skin. Dry skin relaxes and normal skin feels deliciously soft after using this moisture boost. Mango, aloe and cocoa butter will replenish your skin to a new radiance. Order no. 106401 – 100 ml\*

**ARTISTRY essentials Pore Cleansing Masque**

Ease skin by using this invigorating, creamy mineral clay mask. Experience a profound cleansing that leaves you with soft, refreshed and invigorated skin. Ginseng leads the way. Order no. 106400 – 100 ml\*



## REVEAL YOUR SOFTNESS

**ARTISTRY essentials Polishing Scrub**

Fresh, younger-looking skin is just a face scrub away. A foaming, buffing gel combines a cleanser and exfoliator that washes away dead skin cells and sebum. Jojoba for exfoliation and camomile for soothing. Order no. 106399 – 125 ml\*

PLEASE REFER TO THE NEW BEAUTY PRODUCT MANUAL FOR MORE INFORMATION  
ORDER NO. 216996 PLEASE SEE PAGE 31 FOR PRICING DETAILS

Your skin is unique:  
So is your skin care

ARTISTRY™  
essentials





## New ARTISTRY™ Make-Up & Colour Guide out now

Featuring the new ARTISTRY Naturele Inspiration Colour Collection Spring 2009 shades and new foundation shades.

**This easy to use layout allows your customer to select products that are right for their skin tone and colouring, with accurate colour representation, style tips and model demonstrations.**

Showcase the extensive range of ARTISTRY colour cosmetics with the new ARTISTRY Make-Up & Colour Guide and advise your customers with confidence. Pocket-sized and BIG on function, the ARTISTRY Make-Up & Colour Guide provides the ideal opportunity to present the ARTISTRY range of colour cosmetics.

**Available in a pack of 5**

**Order no. 217109**

**Please see page 31 for pricing details.**



# TEA AND COFFEE WITH CLASS AND CONSCIENCE

English Breakfast Tea and Espresso Coffee from Amway are made using only the finest ingredients and authentic blends, which makes them the ideal offering for your more discerning customer.

## English Breakfast Tea

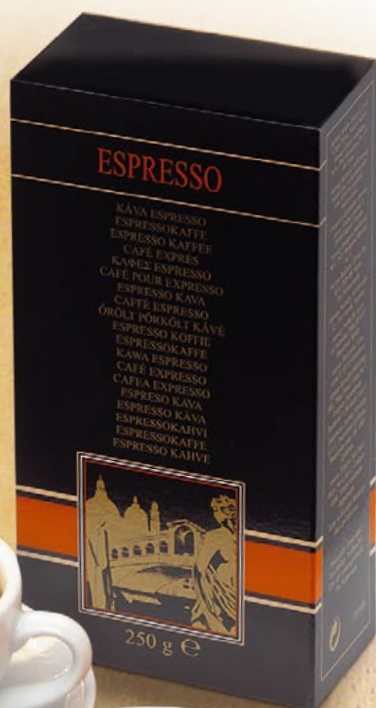
English Breakfast Tea from Amway comes from a supplier who cares about its workers; providing homes, fair wages, medical care and subsidised food to help change their lives for the better.

This quality blend of Assam and Kenyan tea, combined with delicate leaves of other sublime teas, is packed in foil pouches for ultimate freshness ... and the small foil bags mean the tea stays fresher for longer.

### English Breakfast Tea

**Order no. 101163**

8 x 125 g foil bags (40 tea bags per foil bag)



## Espresso Coffee

The beans for this specially-prepared coffee are espresso roasted and it takes more than 40 coffee beans to make one delicious cup.

Espresso is more than just strong coffee, it is a speciality coffee with a unique taste and flavour, which makes it the ideal base for many coffee treats, including cappuccino, latte, mocha and more.

### Espresso Coffee

**Order no. 100209**

4 x 250 g vacuum-sealed foil packs

Please refer to your Price List for pricing details.





## Reduce split ends by 85% in just one use

Encourage customers to give their hair a weekly treatment and reduce split ends with SATINIQUE™ Intensive Repair Masque.

This intensive moisturising treatment helps restructure damaged cuticles and repair split ends and is great for dry, damaged and chemically treated hair. The rich, creamy masque seeks out damaged areas and penetrates deep into the hair to add strength and replenish lost moisture. Hair will look shinier, feel smoother, strong and beautiful.



Order no. 5070 - 150 ml



“Undoes everyday and extreme damage in as little as five minutes.”

**John Gillespie,**  
Renowned  
International Stylist

SATINIQUE

Repairs, strengthens and protects in one use.

For more information on the SATINIQUE range of products, visit the brand centre at [www.amway.co.uk](http://www.amway.co.uk) / [www.amway.ie](http://www.amway.ie)

Please refer to your Price List for pricing details.

# Buying the UNICEF Pin shows you care

## Make a difference!

Alex is the fourth in our series of collectable charity pins. By purchasing an exclusive Amway Alex pin, you'll be raising money to help children have better lives. Buy now and you will have a nice reminder of your donation.

**Price: UK £1.67, J/G £1.45, RoI €2.55**  
**Order no. 107069**

unicef



Help children live better lives



2.5 cm height



## And more!

Continue supporting the invaluable work of UNICEF and One by One by making a donation. This will help fund resources to support needy children all over the world. Use the following order number and multiply it as many times as you would like for the total amount you would like to donate:

**To donate £0.70/€1**  
**Order no. 101568**



# NSF Certification helping to build your eSpring™ Water Treatment System business

- NSF International is recognised worldwide as the leading testing and certification authority on water treatment systems.
- The eSpring Water Treatment System is certified by NSF International for the reduction of more contaminants than any other UV carbon based system.

Use the NSF Certification to give potential customers confidence that they are buying a credible water treatment system. For more information about NSF International, visit their website [www.nsf.org](http://www.nsf.org) or alternatively go to [www.eSpring.com](http://www.eSpring.com).

## Did you know?

The eSpring Water Treatment System was the first system on the market to meet three major NSF/ANSI standards, Standard 42, 53 and 55B



eSpring Water Treatment Unit and Existing Tap Kit - **order no. 100188**  
 eSpring Water Treatment Unit and Auxiliary Tap - **order no. 100189**  
 eSpring Water Treatment Replacement Filter - **order no. 100186**

**Please refer to your Price List for pricing details.**





SA8™

# Power out dirt, stains and grime with SA8™ Premium Laundry Detergent + BioQuest™

**The BIOQUEST Cleaning System** is a scientifically developed and environmentally engineered cleaning system. Combining biodegradable surfactants (cleaning agents) and biological enzymes for effective stain removal.

**Biodegradable surfactants** remove grease and oily soils and break down into simple carbon dioxide and water.

**Biological enzymes** remove tough protein stains such as blood, grass, chocolate and egg.

SA8 Premium Laundry Detergent + BioQuest gives additional cleaning power with exploding crystals technology, which ensures excellent dissolving action, even in cold water.

**Order no.**

**100115** - SA8 Premium Laundry Detergent + BioQuest 2.25 kg

**100116** - SA8 Premium Laundry Detergent + BioQuest 4.5 kg

**5101** - AMWAY™ Dispenser Ball

Please refer to your Price List for pricing details.

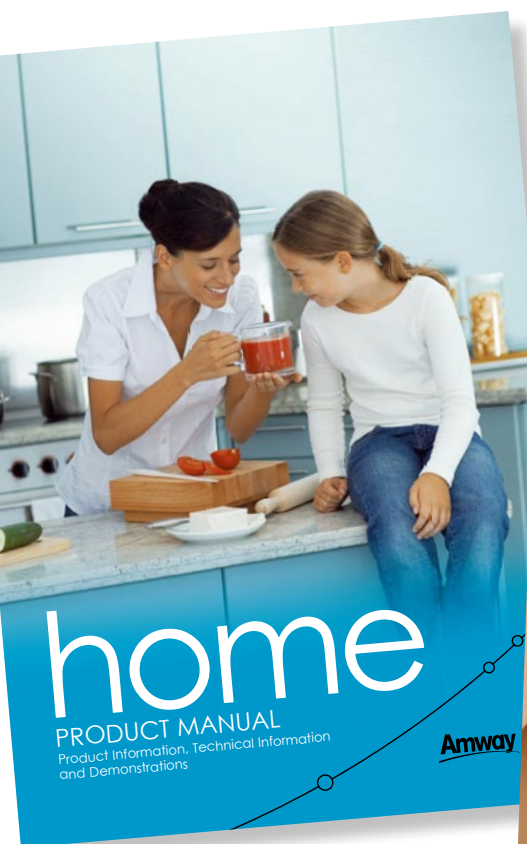


**Brilliantly clean laundry -  
even at low temperatures**

# PRODUCT MANUALS 2009

Essential tools to make your business a success

We are delighted to offer you the **updated** Beauty, Health and Home product manuals.



Home Product Manual  
Order no. 216994



Beauty Product Manual  
Order no. 216996



Health Product Manual  
Order no. 216995

Product knowledge is the key to persuasive client presentations – and your familiarity with products offered by Amway could make all the difference to securing that all-important sale. So make sure that you purchase these all-important tools!

Don't forget, product manuals describe the features and benefits of the extensive Amway product portfolio. They are also packed with brand history, product technology, scientific research, product development, ingredients, hints and a lot more.

Each manual is sold separately or purchase all three at a reduced price.

Set of three Product Manuals (Beauty, Health, Home)  
Order no. 216997

Please see page 31 for pricing details.





## L.O.C.™ Multi-Purpose Cleaner

Bringing springtime into your home.

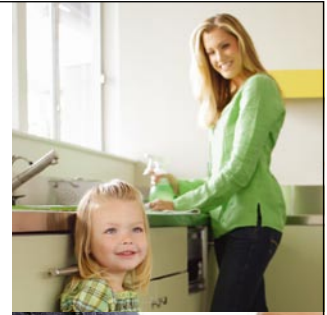
Help your customers save time and effort with L.O.C. Multi-Purpose Cleaner. L.O.C. Multi-Purpose Cleaner is a powerful, streak-free, non-dulling formula that cuts through soil build-up and grime, leaving surfaces clean and shiny.

- Versatile enough to suitably clean most household surfaces
- No-rinse formula leaves surfaces clean and fresh, with no dull residue.
- Effective hand cleanser for removal of grease and dirt.

L.O.C. Multi-Purpose Cleaner can be used either diluted in a bucket or by spray application using an AMWAY™ Pistol Grip Sprayer (order no. 101712).

Please refer to your Price List for pricing details.

Order no. 0001 1 litre  
8785 4 litre



## Updated Price List - available from March 2009


A new, updated Price List will be effective from 1st March, 2009. As usual, this will contain the updated product range as of March 2009, featured in the three new product brochures (see page 2).

Amway Business Owner Price List  
Order no. 0013 (single)  
Price: £0.70/€1.25

Amway Business Owner  
**Price List**

Amway United Kingdom,  
Republic of Ireland  
and Jersey/Guernsey

Valid from 01/03/09 until 31/08/09



**Amway**

# Amway UK: Official Show Bag Sponsor of Clothes Show London 2009

## London's Fashion and Beauty Event of the Year

As another exciting sponsorship deal for this year, Amway UK is proud to announce a partnership between our exclusive brand, E. FUNKHOUSER™ NEW YORK, and the Clothes Show London, 2009.

The link-up with the highly-anticipated world's largest fashion and beauty event at the Excel Exhibition and Conference Centre in London will ensure great company exposure nationally, with over 50,000 visitors between 29th - 31st May.

Approximately 25,000 bags are sold at the event and these will have our company name and the E. FUNKHOUSER NEW YORK brand creatively displayed on them.

Amway, as show bag sponsor, will be the show's fashion accessory: a bag that is purchased by the majority of visitors as a 'must-have' collectable item. The bag is paraded across the whole event and even after the show, when people head home, the bags are seen carried fashionably on the streets!

E. FUNKHOUSER NEW YORK is the perfect brand sponsor for the event for the core audience attending: predominantly 18 - 35 year old fashion- and trend-conscious women, the perfect audience for our make-up brand.

## E. FUNKHOUSER™ NEW YORK

For enhanced visibility, Amway UK will also have a stand presence at the show with a host of activities, ranging from makeovers to style tips. Our very own John Gillespie is confirmed to attend the event, to be on hand to give expert professional styling advice.

The event is expected to achieve fantastic media coverage due to it having been held in Birmingham for the last 20 years and, this year, having moved to London for the first time, the debut show is causing a media storm!

The inaugural event is recognised across the industry by fashion and beauty experts and magazines, receiving unprecedented support from the media. The national press in particular is very excited and we will be utilising the opportunity to sell Amway and the business opportunity, and our other beauty brands, ARTISTRY™ and SATINIQUE™.

Promotional activity is planned to encourage potential customers and prospects to visit the UK Flagship Experience Centre to learn more about Amway and our brands and to encapsulate them in the entire 'Amway' experience.

Look out for details on promotional tickets to attend the much-anticipated Clothes Show London.





# CLOTHES SHOW LONDON

29—31 MAY 2009 EXCEL LONDON

## UK BEAUTY AWARDS

Creme LuXury by ARTISTRY, submitted by Amway UK, has made it to the shortlist in the Best New Skincare Product of the Year category of the prestigious 2009 UK Beauty Awards!

The Clothes Show Beauty Awards will debut at Clothes Show London 2009 to celebrate the event's popularity in the beauty industry. Nominated by beauty PR agencies and shortlisted by beauty editors, the shortlisted products are then voted for by the general public.

The nominated products in all categories will be live on [www.handbag.com](http://www.handbag.com) from Monday 16th February until Monday 30th March. There will also be links to other websites on the Handbag website, so increasing visibility for Creme LuXury and our company!

We would encourage you to vote either on the [handbag.com](http://handbag.com) website or at [amway.co.uk/amway.ie](http://amway.co.uk/amway.ie). The link on the Amway website will be up very shortly so keep an eye out for it!

The UK Beauty Awards presentation/ceremony will take place at 12:30pm on Friday 29th May within the Fashion Theatre at the Clothes Show.

This is a fantastic incentive for all Amway Business Owners to enhance sales by letting customers know that the product has received a nomination for the UK Beauty Awards 2009.

Truly a great piece of news that can be used for publicity for our products and company, even if we are not lucky enough to win!



# Spring clean your life this March!

Take a look at this great selection of product packs which are available for March 2009 only.

## NUTRILITE™ Products

Put a spring in your step with this NUTRILITE antioxidant bundle. NUTRILITE is the world's leading brand of vitamin, mineral and dietary supplements (based on 2007 sales, as supported by research conducted by Euromonitor International).

Buy NUTRILITE Concentrated Fruits and Vegetables, NUTRILITE Vitamin C Plus and NUTRILITE Lecithin E and get 20% off the total price.

**SAVE 20%**

	Normally	NOW
UK	£56.32	<b>£45.05</b>
J/G	£48.98	<b>£39.18</b>
Rol	€70.90	<b>€56.72</b>

### NUTRILITE Antioxidant Pack contains:

NUTRILITE Concentrated Fruits and Vegetables  
NUTRILITE Vitamin C Plus  
NUTRILITE Lecithin E

\* Bundle order no. 109397



\* Offer from 2nd March - 31st March, while stocks are available.

Please see page 31 for pricing details. Product packs come with full PV/BV.





## SATINIQUE™ Products

Salon-quality SATINIQUE products help to repair, strengthen and protect in just one use. Repair winter damage with this SATINIQUE product bundle.

Buy 1L SATINIQUE Gentle Daily Hair Cleanser, 1L SATINIQUE Moisturising Detangler and get SATINIQUE Scalp Serum at half price.

**SAVE**

	Normally	NOW
UK	£59.70	<b>£48.20</b>
J/G	£51.92	<b>£41.92</b>
Rol	€90.95	<b>€73.42</b>

### SATINIQUE Pack contains:

SATINIQUE Gentle Daily Hair Cleanser - 1 litre  
SATINIQUE Moisturising Detangler - 1 litre  
SATINIQUE Scalp Serum

\* Bundle order no. 109396



250ml/300ml size bottles shown for illustration only.



## Home Care

No matter what your lifestyle, Amway Home Care products will make light work of your cleaning chores this spring.

Buy ZOOM™ Spray Cleaner Concentrate, AMWAY Gel Oven Cleaner, L.O.C.™ Plus SEE SPRAY™ Glass Cleaner, L.O.C. Plus Soft Cleanser and AMWAY Wax Furniture Polish – all for £9.74!

### Spring Clean Home Care Pack contains:

ZOOM Spray Cleaner Concentrate  
AMWAY Wax Furniture Polish  
AMWAY Gel Oven Cleaner  
L.O.C. Plus SEE SPRAY Glass Cleaner  
L.O.C. Plus Soft Cleanser

\* Bundle order no. 109398



**SAVE 20%**

	Normally	NOW
UK	£12.17	<b>£9.74</b>
J/G	£10.59	<b>£8.47</b>
Rol	€18.55	<b>€14.84</b>

\* Offer from 2nd March - 31st March, while stocks are available.

Order further packs of March 2009 retail offer leaflets, using order no. 233878 (pack of 10).

# Amway Opportunity Meetings

Amway is pleased to announce the Amway Opportunity Meetings being held across the UK and Republic of Ireland during March 2009. These meetings are open to all ABOs and their prospects in the UK/ROI and will include a presentation of the Amway Business Plan. An Amway corporate member of staff will also be present.

In an effort to protect the integrity of our business, please be reminded that ABOs are not allowed to interfere or attempt to interfere with another ABO's business, which includes seeking a prospect's participation in the Amway Business Plan.

The format of the meetings will be as follows:

- Amway Sales & Marketing Plan Presentation.
- Leader Testimonials.
- Corporate Information and Updates.

We look forward to seeing as many of you there as possible. Dates and venues are listed below. **All meetings start at 8pm.** Please come along and bring your prospects with you.

Your Amway Sales Team.

## 2nd March 2009

Best Western Premier  
Leyland Way  
Leyland  
PR25 4JX  
Tel: 01772 422922

Amway Representative:  
**Maggie Hoyland**

## 2nd March 2009

Holiday Inn Eastleigh  
Leigh Road  
Eastleigh  
SO50 9PG  
Tel: 0870 400 9075

Amway Representative:  
**Anne Pester**

## 3rd March 2009

Park Inn London  
Russell Square  
92 Southampton Row  
London, WC1B 4BH  
Tel: 0207 400 3808

Amway Representative:  
**Kevin Denham**

## 3rd March 2009

Red Cow Moran Hotel  
Naas Rd  
Dublin 22  
Republic of Ireland  
Tel: +353 (0)1 459 3650

Amway Representative:  
**Robyn Crewe**

## 3rd March 2009

Premier Inn Old Trafford  
Trafford Park  
Manchester  
M17 1WS  
Tel: 0870 423 6450

Amway Representative:  
**Maggie Hoyland**

## 4th March 2009

Buckerall Lodge Hotel  
Topsham Road  
Exeter, Devon  
EX2 4SQ  
Tel: 0844 855 9112

Amway Representative:  
**Anne Pester**

## 4th March 2009

Marriott Courtyard  
Buckingham Gate  
Gatwick South Terminal  
West Sussex, RH6 0NT  
Tel: 01293 569053

Amway Representative:  
**Kevin Denham**

## 5th March 2009

Holiday Inn Bristol  
Filton  
Bristol  
BS16 1QX  
Tel: 02920 529988

Amway Representative:  
**Anne Pester**

## 5th March 2009

Holiday Inn Express  
Tempus Drive  
Walsall  
WS2 8TJ  
Tel: 01922 705250

Amway Representative:  
**Maggie Hoyland**

## 5th March 2009

Amway Training Centre  
Caldecotte Lake Drive  
Caldecotte  
Milton Keynes, MK7 8JU  
Tel: 01908 629400

Amway Representative:  
**Kevin Denham**

## 9th March 2009

Lamon House Hotel  
41, Gransha Road  
Comber, Newtownards  
N. Ireland, BT23 5RF  
Tel: 028 9044 8631

Amway Representative:  
**Robyn Crewe**

## 9th March 2009

Best Western Hilcroft  
Hotel  
East Main Street  
Whitburn, West Lothian  
Tel: 01501 740818

Amway Representative:  
**Shirley Marelli**

## 10th March 2009

Athlone Springs Hotel  
Monkstown, Athlone  
Co. Westmeath  
Republic of Ireland  
Tel: +353 906 444444

Amway Representative:  
**Anne Pester**

## 10th March 2009

Novotel  
Bostock Lane  
Long Eaton  
Nottingham, NG10 4EP  
Tel: (0)115 946 5111

Amway Representative:  
**Shirley Marelli**

## 11th March 2009

Premier Inn  
Wakefield Road  
Brighouse  
HD6 4HA  
Tel: 0870 990 6360

Amway Representative:  
**Shirley Marelli**

## 30th March 2009

Village Cardiff  
29 Pendwyallt Road  
Coryton  
Cardiff, CF14 7EF  
Tel: 02920 524300

Amway Representative:  
**Anne Pester**



## pricing details

Page No.	Order No.	Description	Unit Size	Points Value	UK £				J/G £				RoI €			
					Retail	Business Volume	Retail Cost Per Unit	Rebate %	Retail	Business Volume	Retail Cost Per Unit	Rebate %	Retail	Business Volume	Retail Cost Per Unit	Rebate %
		<b>ARTISTRY™ Spring 2009 Colour Collection</b>														
13	*	Eye Colour Set (4 x 1 g)	10 g	12.08	18.35	11.97	45.88	3.99	15.96	11.97	39.90	3.99	27.95	17.32	69.88	5.78
13	*	Luscious Lip Colour (3 g)	10 g	7.54	11.45	7.47	38.17	2.49	9.96	7.47	33.20	2.49	17.45	10.81	58.17	3.61
		<b>ARTISTRY essentials Skin Care</b>														
18	104133	Moisture Plus (14.5 ml)	100 ml	10.03	15.24	9.94	105.10	3.31	13.25	9.94	91.38	3.31	23.20	14.38	160.00	4.79
18	105531	Replenishing Eye Crème (15 ml)	100 ml	10.78	16.39	10.69	109.27	3.56	14.25	10.69	95.00	3.56	24.95	15.46	166.33	5.16
18	106399	Polishing Scrub (100 ml)	100 ml	10.18	15.47	10.09	12.38	3.36	13.45	10.09	10.76	3.36	23.55	14.59	18.84	4.87
18	106400	Pore Cleansing Masque (125 ml)	100 ml	10.18	15.47	10.09	15.47	3.36	13.45	10.09	13.45	3.36	23.55	14.59	23.55	4.87
18	106401	Moisture Intense Masque (100 ml)	100 ml	10.18	15.47	10.09	15.47	3.36	13.45	10.09	13.45	3.36	23.55	14.59	23.55	4.87
18	106403	Eye and Lip Make-Up Remover (120 ml)	100 ml	6.15	9.35	6.10	7.79	2.03	8.13	6.10	6.78	2.03	14.25	8.83	11.88	2.95
		<b>LITERATURE</b>														
2	106966	Home & Living Brochure (single)			0.35				0.35				0.60			
2	106967	Health & Wellbeing Brochure (single)			0.25				0.25				0.45			
2	106968	Beauty & Grooming Brochure (single)			0.55				0.55				0.95			
2	231484	Health & Wellbeing Brochure (pack 5)	1		1.15		0.23		1.15		0.23		2.00		0.40	
2	231485	Home & Living Brochure (pack 5)	1		1.60		0.32		1.60		0.32		2.80		0.56	
2	231486	Beauty & Grooming Brochure (pack 5)	1		2.55		0.51		2.55		0.51		4.45		0.89	
19	217109	ARTISTRY Make-Up & Colour Guide (pack 5)	1		3.62		0.72		3.15		0.63		5.50		1.10	
24	216994	Home Product Manual (single)			4.80				4.17				7.30			
24	216995	Health Product Manual (single)			4.80				4.17				7.30			
24	216996	Beauty Product Manual (single)			4.80				4.17				7.30			
24	216997	Set of Three Product Manuals - Beauty, Health and Home			10.76				9.36				16.40			
29	233878	March 2009 Retail Offer Customer Leaflets (pack 10)	1		0.90		0.09		0.77		0.08		1.35		0.14	
		<b>PROMOTIONS - March Customer Offers</b>														
29	109396	SATINIQUE™ Hair Care Pack		39.29	48.20	38.94		10.48	41.92	38.94		10.48	73.42	56.37		15.18
28	109397	NUTRILITE™ Antioxidant Pack		37.06	45.05	36.73		9.80	39.18	36.73		9.80	56.72	53.17		14.18
29	109398	Home Care Spring Clean Pack		8.00	9.74	7.93		2.13	8.47	7.93		2.13	14.84	11.49		3.08
		<b>UNICEF</b>														
22	107069	UNICEF Pin - 'Alex'			1.67				1.45				2.55			

Ø - If required customer volume criteria are achieved

\* See page 13 for shades and order numbers

## E. FUNKHOUSER™ NEW YORK

## Professional Product Series Update

Please note that from 1st March 2009 the Professional Product Series Product Bundle (order no. 219510) will be discontinued. All products and shades in the range will obviously continue to be available to order individually.

However, the Colour Product Bundles will continue to be available to support the launch of future Colour Collections... Look out online and in Amagram for details of our next promotional bundle to support the launch of Colour Collection 009 in May 2009.

As a reminder, the current Highlighting Wand, Contouring Powder and Brow Defining Pencil & Highlighting Powder are

being discontinued and will continue to be available only while stocks last.

Discontinued Professional Product Series products are as follows:

- Contouring Powder - Level I (light) - order no. 103441
- Contouring Powder - Level II (medium) - order no. 102590
- Contouring Powder - Level III (medium-dark) - order no. 103442
- Contouring Powder - Level IV (dark) - order no. 103443
- Highlighting Wand - Level I (light) - order no. 103438
- Highlighting Wand - Level II (medium) - order no. 102589

- Highlighting Wand - Level III (medium-dark) - order no. 103439
- Highlighting Wand - Level IV (dark) - order no. 103440
- Brow Defining Pencil & Highlighting Powder - Charcoal - order no. 102587
- Brow Defining Pencil & Highlighting Powder - Brunette - order no. 102082
- Brow Defining Pencil & Highlighting Powder - Brown - order no. 102083
- Brow Defining Pencil & Highlighting Powder - Blonde - order no. 102588

The Professional Product Series is being extended with new and exciting products in May 2009, so once again look online and in Amagram for further details.

# TRUE SCIENCE, TRUE BEAUTY

ARTISTRY is among the world's top five, largest-selling, prestige brands of facial skin care and colour cosmetics\*

\*Based on a Euromonitor study of 2007 global retail sales. Others in this distinguished group include Clinique™, Estée Lauder™, Lancôme™ and Shiseido™.

# ARTISTRY™



Amway  
UK • Republic of Ireland • Jersey • Guernsey

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## Amway

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