

Achieve[®]

MARCH 2008



**ALFREDO &
SILVIA MEDINA**
Executive Diamond

GETTING PERSONAL

Personal Accents retailing

WHAT WAS YOUR NAME AGAIN?

9 tips for remembering names

6,000 IBOs GO HOLLYWOOD

Achievers 2007 recap



ARTISTRY®

ARTISTRY RARE BEAUTY SPRING 2008 TREND COLOUR COLLECTION

Inspired by the innovative spirit of the season, the ARTISTRY® Rare Beauty Colour Collection combines nature's rich colour palette with its simple, delicate textures. Two Eye Colour Compacts and three Lip Shines make capturing the season's most extraordinary looks simply effortless. Discover exceptional beauty with this unique and rich colour collection. Order Eye Colour Compacts and Lip Shines at Quixtar.com.

Indulge Eye Compact **10-4669**
Adore Lip Gloss **10-6099**

Discreet Eye Compact **10-4670**
Gifted Lip Gloss **10-4673**

Signature Lip Gloss **10-4672**



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Getting personal

Read this primer on how to plan for a **PERSONAL ACCENTS™** party – then watch your jewelry and fragrance sales climb.



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What was your name again?

How many new people do you meet in a day?
How many names are you trying to remember?
We've got some tips that will help them stick.



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The never-ending journey

New Executive Diamonds Alfredo and Silvia Medina have followed their own path to success – one that includes a health-based business and a family focus.



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6,000 IBOs go Hollywood

Achievers 2007 drew IBOs from across North America to Hollywood, Florida, for four unforgettable days of business, products, networking, and tropical temps.

On the cover: Alfredo and Silvia Medina are flanked by their three oldest children and their spouses (all active IBOs), left to right, Geovani Padilla and Arani Medina, Danna Dyer and Alfredo Medina Jr., and Nitzschia and Luis Adrian Medina.

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Coming next month:

NUTRILITE® Sport, fun and useful websites, and a profile of new Executive Diamonds Tissa and Maithree Samaratunga.

Let us know what you think. Send comments, questions, and suggestions to editors@achievemagazine.com

Correction: The Gadget Guide article on page 22 of the January issue of ACHIEVE contained incomplete information about the Cubic Mobile Phone by Cubic Telecom. The phone is not yet available for purchase. We will advise you when it is. We apologize for any inconvenience this may have caused.



Connecting the dots to an exciting future

We're all in the midst of an exciting business transformation in North America. New products, new support, new money, and much more. A transformation that's been the driving force for many recent launches, including SIMPLY NUTRILITE™, ARTISTRY® essentials, and QUIXTAR® University, as well as for \$60 million more in the 2008 QUIXTAR Business Incentives program.

Another element in our transformation is the transition to a new business opportunity brand: AMWAY® Global.

Everything you and we have learned from Quixtar since 1999 will now be joined with the international success and name awareness of our sister business, Amway. The combination will be powerful: Amway is already a \$5-billion giant in markets around the world, and its convergence with Quixtar's \$1-billion business will give us increased momentum in North America.

So as we transform the business, we'll also connect the dots from QUIXTAR to AMWAY Global. The transition (see article on page 6) begins this month with an interim logo, combining Quixtar and Amway, which you'll see throughout our communications, including this *ACHIEVE*® (you probably noticed it on the cover) and a new national advertising campaign.

When combined with our new products, expanded training, enhanced compensation, integrated reputation initiatives, and – absolutely essential – your commitment, the new AMWAY Global will communicate a fresh, compelling, and dynamic story for the business opportunity in North America.

**A NEW
BRAND FOR A
TRANSFORMED
BUSINESS
EQUALS FRESH
POTENTIAL
FOR EVERY IBO.**

Steve Van Andel
Chairman

Doug DeVos
President

A new brand for a transformed business

So, what's new?

Actually, a whole lot. New products, new support, new money ... they're all part of our exciting business transformation. Another element is the transition to a new brand for the North American business opportunity.

We're pleased to share with you this new brand name and logo.

CELEBRATING 50 YEARS



Many IBOs offered invaluable input on the name and logo during the recent Achievers Invitational 2007 in Hollywood, Florida. Given three options, AMWAY® Global was the clear favorite. This version of the logo was the most popular, too.

Beginning this month, we'll begin a three-phase rollout of the new brand name and logo.



Phase 1: *Started this month*

All internal and external communications, including media advertising and public relations, will carry this logo.

CELEBRATING 50 YEARS



Phase 2: *September 2008*

AMWAY Global will be elevated to the lead brand in our communications, and Amway's 50th anniversary will be referenced.

CELEBRATING 50 YEARS



Phase 3: *May 2009*

The transition to our new business opportunity brand will be completed.

You'll also start to see media advertising and public relations for the new AMWAY Global brand. We'll be giving you all the details of the multimedia, multimillion-dollar campaign during the coming weeks and months.

When you combine this brand transition with our new products, expanded training, enhanced compensation, and integrated reputation initiatives, AMWAY Global will communicate a compelling and dynamic story for the business opportunity in North America.



Left: Runners line up under a NUTRILITE banner.

Below: NUTRILITE spokesman and world's fastest man, Asafa Powell, pumps up the runners before the race.



IBO Elsy Matz, of Kingwood, Texas, was among the many IBOs who participated in the marathon. Husband Tomi (not pictured) also ran.

Nutriline makes a big splash at 2008 Avia OC Marathon

The NUTRILITE® presence at this year's Avia OC Marathon was hard to miss. From the sound of the gun to the finish line, presenting sponsor Nutriline was there!

The January 6 race is part of a concentrated effort to enhance awareness of the NUTRILITE brand, making it easier for IBOs to sell NUTRILITE products.

The starting gun trigger was pulled by NUTRILITE spokesman Asafa Powell, sending 2,500 runners and walkers off on a 26.2-mile physical trek through California's Orange County. (Another 10,500 runners participated in the kids' race, the 5K, and the half-marathon.)

Approximately 1,000 IBOs from around the world participated in the race. Overall winner Kassahun Kabiso, of Ethiopia, broke through a finish line prominently displaying the NUTRILITE logo and ran past large NUTRILITE banners at the start and finish of the race as well.

Runners attending the Health, Fitness, and Nutrition Expo held during race weekend received free product samples and chatted with Corporation employees to learn more about NUTRILITE. They were also able to meet Asafa and Team NUTRILITE coach and former Boston Marathon winner Greg Meyer.



Above: Marathon winner Kassahun Kabiso, of Ethiopia, crosses the finish line.

Right: The Nutriline booth at the pre-race expo was a popular destination.



Steppin' up sales with

personal accents

Who says your business has to be all work and no play? In fact, why not make an occasion of it? When you host a **PERSONAL ACCENTS™** gathering, you'll find that selling can be fun. That's because it's so easy and natural to share things you love – like fab jewelry, trendy accessories, and sought-after fragrances. And while everyone at the gathering is chatting and checking out the goods, your sales will take a beautiful boost!

Planning your **PERSONAL ACCENTS** party is simple stuff! Begin by making a list of friends, family, and acquaintances who go for sparkle and style. Choose a reasonable number of guests to invite, depending on your comfort level and the size of your home or venue. Remember, you can always host another party later if you want to invite more people. Visit **QUIXTAR®** Brand Support through Partner Stores & Services for invitations, business cards, and **PERSONAL ACCENTS** postcards.

Why
wait?

Host your own fabulously

fun, perfectly profitable

PERSONAL ACCENTS party!

Order your catalogs and

sales support materials

today at Quixtar.com.

Make sure you have plenty of order forms and extra catalogs handy. Some guests may not order today, but they could order at a future date. Send them home with a **PERSONAL ACCENTS** Catalog, an order form, and your business contact information. Be sure to talk with each person before they leave, and make it a point to ask them when you can host a **PERSONAL ACCENTS** party for them, too. Soon, you'll be booking parties for friends of friends of friends ... of friends. It's the ultimate in viral marketing!

When you host a **PERSONAL ACCENTS** party, relax and enjoy yourself. Interact with your guests by commenting on pieces, making suggestions, and telling personal stories. Share your passion and watch it grow!

The highlight of your **PERSONAL ACCENTS** party will be your product display. You'll want guests to experience the artful designs and terrific quality of the gems and bags and accessories. It's important to have an array of **PERSONAL ACCENTS** samples, but don't fret if you don't have it all. Keep in mind, this year's collection features jewelry and accessories for men, too! Four Sales Kits are available to help you create a fabulous showing. Be sure to have some mirrors available. You may also want to feature some of your other offerings – *Ribbon* Gift Collections, the *ARTISTRY® Beauty Book*, or *Choices* Catalog.

Personal Accents Sales Kits

Sales Kits help you create a gorgeous display at your next **PERSONAL ACCENTS** party.

The PERSONAL ACCENTS Starter Jewelry Kit (72-6950) is a

fabulous way for you and customers to sample the look and feel of the **PERSONAL ACCENTS** jewelry collection. You'll get 18 pieces of jewelry that represent various designs offered, including some styles for him.

The PERSONAL ACCENTS Starter Fragrance Kit (72-4500) offers

a sampling of 24 fragrances from the collection to captivate your customers.

The PERSONAL ACCENTS Complete Jewelry Kit (72-3750)

is the ultimate jewelry sales kit, featuring all 129 pieces of the collection. Customers will be able to touch, feel, and admire every piece in person.

The PERSONAL ACCENTS Display Kit (72-9880) offers you a

beautiful way to display, store, and transport your entire **PERSONAL ACCENTS** collection. It includes a wheeled storage case, 10 jewelry trays, 10 black velvet liners, a 25-pack of order forms, a 25-pack of signature postcards, and a 10-pack of signature pens.

All kits come with 10 **PERSONAL ACCENTS** Catalogs and two **PERSONAL ACCENTS** Brochures.



“The best thing about **PERSONAL ACCENTS®** jewelry is that it has a good price, but it's also high quality. It'll last a lifetime.”
 – **Robbie Webster**, IBO, party guest

“I'm shopping for a gift, but I wish someone would give this 'star of the show' necklace to me!”
 – **Betty Roth**, party guest

“I've never really purchased **PERSONAL ACCENTS** merchandise before today. I couldn't decide which pair of sunglasses to buy, so I bought two! It was great to see the collection in person. Whenever you show a catalog to people, they get really excited. We're actually having a **PERSONAL ACCENTS** party next Tuesday.”

– **Billie LeSure**, IBO, party guest

followed up with Billie after her **PERSONAL ACCENTS** pre-holiday party, and she had this to say:

“Our open house was this past Tuesday. It was a huge success and a lot of fun! We displayed **PERSONAL ACCENTS** jewelry and *Ribbon* Gift Albums, too. We set the mood with candles and music, and it seemed to get everybody in the gift-giving spirit. It even got me ready to start my shopping!”

personal accents™
 ALL THE RIGHT ELEMENTS



Unwrap

another year
of possibilities with *Ribbon*!

“I ask prospective customers a lot of questions. I try to find out what they need and what their price range is ... that way, there is less reason for them to say no, because it is what they’re looking for. Be as professional as you can be in every situation. Make sure you know your materials, have them with you, and be ready to close the sale now.”

– Terri Wright

“Our customers love the ease and ongoing nature of the *Ribbon* Gift & Incentive Program. And we love the automation that’s available now on the web. It makes our part easier than ever, and the customers can benefit, too.”

– Ron and Sharon Myers

Thanks to your excellent suggestions and ideas, the 2008 *Ribbon* Program will be improved to better meet your requirements for selling – and your customers’ needs for gift giving. You’ll notice some outstanding changes this coming year! New products and famous brand names in all 19 Gift Collections, including an entirely new Specialty Collection for kids from 4 to 12 years old. All-new sales support materials, too.

Here’s a sneak peek!

A seamless *transition*

To more effectively manage product flow to you and your customers, we will not take advance orders on the 2008 *Ribbon* Program. This maintains shipment of current sales tools and gift collections through the end of March/April. **New 2008 *Ribbon* Sales Kits and tools will be available on April 1; 2008 *Ribbon* Gift Collections will be available on May 1, 2008.**

APRIL 2008						
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
30	31	April 1	2	3	4	5
		8	9	10	11	12
				17	18	19

MAY 2008						
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
2	28	29	30	May 1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

To ensure greater product availability, 2008 *Ribbon* Gift Collections will showcase special items in printed albums, yet refer the customer to ordermygift.com for even more selections. This will enable us to update the product selection “on the fly.” The result? More products, increased flexibility, better availability.

***Ribbon* Gift Collection recipients receive the gift they want without backorders or disappointments ... and that means more satisfied customers!**

Ribbon
THE GIFT OF CHOICE



The 2008 *Ribbon* Essential Sales Kit and new Expansion Kit

You let us know you loved the *Ribbon* Sales Kit and the tools inside it so much, you wanted more! CD presentations, sample Gift Card/Album/Envelope Ensembles, clear mailing envelopes, extra catalogs. We heard you! For 2008, we have the Essential Sales Kit AND the Expansion Kit. We recommend everyone purchase the Essential Sales Kit. And for those of you who are expanding your selling circle to include small businesses and organizations, we've created the Expansion Kit, complete with 5-packs of Presentation CDs, Catalogs of Gift Collections, and more. Ideal for leave-behinds with prospects and clients. What's more, if you purchase the kits as a duo (40-0858), you'll save when you do!

2008 *Ribbon* Essential Sales Kit (AD-1600) contains:

Ribbon Steps to Success Brochure
Ribbon Presentation CD
Ribbon Variety Gift Card, Album, and Envelope Ensemble
 19 *Ribbon* Gift Collection Albums plus
Ribbon Catalog of Gift Collections in slipcase
Ribbon Order Form

NEW! 2008 *Ribbon* Expansion Sales Kit (40-0854) includes:

Ribbon Catalog of Gift Collections/5-pack
Ribbon Unique Sample Gift Card, Album, and Envelope Ensemble /5-pack
Ribbon Presentation CD/5-pack
 Clear Mylar Mailing Envelopes/50-pack

NEW FOR YOU! THE B2B/B2C/BE SUCCESSFUL SELLING OFFER

2008 *Ribbon* Essential and Expansion® Sales Kit Duo – SAVE!

Order the *Ribbon* Essential and Expansion Sales Kit Duo (40-0858) for a special price. Ideal for IBOs retailing to commercial customers.

Ribbon Sales Training



Don't miss the *How to Sell Ribbon* course at Quixtar University. It's engaging and exciting – a wonderful way to learn about *Ribbon* – with your own computer, on your own time, at your own pace. Find out how to present and sell *Ribbon* to customers, and why it is the perfect gift of choice for family, friends, neighbors, and acquaintances. Through interaction and demonstration, you'll discover how to prepare, present, and make a sale effectively. There are even tips on closing a sale and following up with customers.

To jump-start your B2B business, a new *Ribbon* Instructor-led Training (ILT) course is being developed, too. This interactive course will teach you how the *Ribbon* Program works and how to sell the products to businesses as gifts and incentives. Platinums and above can contact Training and Education to schedule this class or to host the original *Ribbon* ILT course for selling to consumers.



The *Ribbon Klutz*® Gift Collection (\$25) for children is here!

Klutz is a company that produces wonderfully fun, educational books and activity kits for children ages 4 years and up. Kids can build incredible paper airplanes, design jewelry and T-shirts. Create art projects like paper stained glass, velvet art, and clay figures. Make scrapbooks, thumbprint doodles, and Cat's Cradle® string figures. In fact, each kit in the *Klutz* Gift Collection includes at least one simple, step-by-step

instructional guide book and accessories to complete the activities.

INSTANT RESULTS FOR YOUR CUSTOMERS, EXCLUSIVE REWARDS FOR YOU.

Introduce your customers to ARTISTRY® TIME DEFIANCE® 3D Lifting Serum, and you'll both reap the rewards. They'll love instantly firmer skin, and you'll love the steady, repeat business and increased earnings. Plus, for a limited time, you'll get even more rewards.



ARTISTRY TIME DEFIANCE
3D Lifting Serum
10-3426 1 oz. 94.50
★P2605B7560Y6490

SELL MORE, EARN MORE

For March, April, and May 2008, you can earn bonus rewards just for selling ARTISTRY TIME DEFIANCE 3D Lifting Serum to your customers! Based on your month-end **3D Lifting Serum customer sales**, you can qualify to earn free merchandise like packs of sampler cards, free TIME DEFIANCE products, and exclusive ARTISTRY accessories.

Simply put, the more you sell, the greater your rewards! Here's how it works:

- **Limited-time offer**, promotion runs March 1–May 31, 2008.
- **Based on your customer sales** at the end of each month, you can qualify for Rewards Level 1, 2, or 3.
- **Customer sales are tracked** and tallied at the end of each month.
- **Customer sales will be confirmed by:**
 - an order placed with a customer number (as the Ordering ID number and/or Ship To ID number)
 - or a customer order entry into the Customer Sales Activity (CSA) System
- **Customer sales are not carried over** from month to month.
- **You can qualify for any level in any month.** You do not need to qualify for Level 1 before Level 2. Remember, the more you sell, the more you earn!
- **You can qualify month after month!** The promotion is not limited to just one month.
- **Winners will be notified** via email approximately one week after the close of the previous month.
- **Reward packs will be shipped** via USPS.

For more information, visit www.quixtar.com and search keyword: **3D Promo**



SELL 3D LIFTING SERUM, AND YOU CAN EARN ONE OF THE FOLLOWING REWARDS PACKS EACH MONTH!

LEVEL 1 REWARDS

Sell 5 to 9 full-size 3D Lifting Serums in one month, and you'll receive:

- One 10-pack of TIME DEFIANCÉ® 3D Lifting Serum Sampler Cards.
- One 10-pack of TIME DEFIANCÉ Day Protect and Night Recovery Lotion Sampler Cards.
- One 10-pack of TIME DEFIANCÉ Day Protect and Night Recovery Crème Sampler Cards.
- Exclusive ARTISTRY White ID Wallet.

Value of FREE merchandise reward: \$43

LEVEL 2 REWARDS

Sell 10 to 19 full-size 3D Lifting Serums in one month, and you'll receive:

- Two 10-packs of TIME DEFIANCÉ 3D Lifting Serum Sampler Cards.
- Two 10-packs of TIME DEFIANCÉ Day Protect and Night Recovery Lotion Sampler Cards.
- Two 10-packs of TIME DEFIANCÉ Day Protect and Night Recovery Crème Sampler Cards.
- One full-size 3D Lifting Serum.
- Exclusive ARTISTRY White ID Wallet and Cosmetic Bag.

Value of FREE merchandise reward: \$185.50

LEVEL 3 REWARDS


Sell 20 or more full-size 3D Lifting Serums in one month, and you'll receive:

- Three 10-packs of TIME DEFIANCÉ 3D Lifting Serum Sampler Cards.
- Three 10-packs of TIME DEFIANCÉ Day Protect and Night Recovery Lotion Sampler Cards.
- Three 10-packs of TIME DEFIANCÉ Day Protect and Night Recovery Crème Sampler Cards.
- One full-size 3D Lifting Serum.
- One full-size Intensive Repair Serum.
- Exclusive ARTISTRY White ID Wallet, Cosmetic Bag, and Tote.

Value of FREE merchandise reward: \$474.05



Take 90 days to pay

On your favorite eSpring, Atmosphere, and iCook products when you use  BillMeLater®!

For a limited time, you and your customers can take part in three months of deferred financing on premium products when you pay with Bill Me Later®*. Bill Me Later is a quick-and-easy way to order without using your credit card. Just choose the qualifying products you'd like to purchase totaling \$500 or more, and select Bill Me Later at checkout!

Here's how it works:

- IBOs and registered customers in the United States are qualified to participate.
- Minimum purchase of \$500 required, including qualifying item.
- Take 90 days to pay, interest free (no payments, no interest when paid in full within 90 days).
- Offer valid March 1, 2008–May 31, 2008.

Visit www.quixtar.com for details on this promotional offer, including a list of qualifying products.



*Bill Me Later is subject to credit approval as determined by the lender, CIT Bank, Salt Lake City, Utah, is available to U.S. customers who are of legal age in their state of residence, and is governed by Utah and federal law. Bill Me Later is available for web and phone orders only. By requesting Bill Me Later, you agree to: pay for the purchase in a timely manner; authorize CIT Bank to obtain and review your credit report in connection with this purchase; and certify that you are of legal age in your state of residence and have provided accurate information in connection with this purchase. The promotional offer is available for purchases totaling \$500 or more that include a qualifying product. The promotion end date for this offer is the last day of the calendar month that is 90 days from the date of your purchase. For web orders, see the merchant's website for payment terms and qualifying products. If you do not pay off your purchase by the promotion end date of your offer, you will be charged interest at an ANNUAL PERCENTAGE RATE of 19.99% beginning on the transaction date of the purchase. The Minimum Finance Charge is \$2.00. The first payment will be due on the payment due date stated on the first billing statement we send you after the promotion end date. For phone orders, see the following example: a \$500 phone order that is not paid before the promotion end date will be repayable in 12 monthly payments of \$50 and one final payment of \$47.84. These payments total \$597.84 which includes \$500 amount financed plus \$97.84 in FINANCE CHARGES. Order must be placed by May 31, 2008, to qualify for this offer.

†Trademark: Bill Me Later (14 Commerce LLC, Pittsburgh, Pa.).

Hi, um, er, uh ...

What was her name again?

It's one of the most uncomfortable moments: When someone stops you to say hello and that person's name is completely wiped from the slate that is your brain.

The thing is, remembering someone's name shows that they're important. And in this business, that's a skill you definitely want to master. So try some of these techniques the next time you meet someone new:

1. **Repeat, repeat, repeat.**
After you're introduced, use the person's name frequently during the conversation. "Colleen, what do you do for a living?" "It was so nice to meet you, Colleen."
2. **Tall Trevor.** Link the name to a characteristic. Is he tall? Does he have a prominent forehead? Does she have a distinctive voice or laugh?
3. **George, as in the president.**
Immediately associate the person's name with a celebrity, politician, or a good friend or family member.
4. **Can you spell that?** For names that could have different spellings, you can help to cement the name in your memory by asking the person to spell it for you.
5. **Imagine writing the name.**
It may sound silly, but writing a person's name in the air with your finger uses small muscle movements that can reinforce the memory.
6. **Look at their forehead.**
And then visualize their name in that spot. Don't laugh — it worked for Franklin Roosevelt!
7. **If all else fails, honesty is always a good policy.**
With a smile, admit your mistake with a simple, "I'm sorry, I forgot your name." People prefer honesty to hedging.

HELLO
my name is

Helpful tips from other IBOs

Quixtar Copy Director Susan Julien-Willson discussed this topic on her blog, *Sales Speak*. Here are a couple of the responses she received from IBOs:

"When you meet someone for the first time, say their name 3-5 times in your head." — **Dave**

"When I put a new name on my prospect list, I attach a brief description that highlights the EMOTIONAL (was excited about family, sports, personal belief), VISUAL (color of their shirt, family, physical appearance, their vehicle), and LOCATION (met in the grocery line on such a date holding bananas after work)." — **Sivaram**

✓ Location Logistics

Finding a part of your house that's farthest from distractions and separating your office with heavy doors to block noise are key ingredients to a successful home office. Here are additional suggestions:

- Consider the attic – renovations can make it a quiet office, and skylights can provide great lighting. Make sure you comply with zoning restrictions.
- Arrange your work area in an L or U shape for easy access to important items. Save space with built-in shelving.
- Add a door with direct access to the outside for customers.
- A P.O. box adds credibility to your business. Include it on your business cards and stationery.

✓ Necessities for Success

Don't overlook some important steps when setting up your home office:

- Always back up the information on your computer.
- Have plenty of electrical outlets; in fact, you could use multi-outlet surge protectors to add outlets and protect equipment from electrical surges. However, an electrical circuit shouldn't carry more than 15 amps at a time.
- Dedicate phone lines just for your home office.



✓ Equipment Matters

Machines are vital to the operation and productivity of your home office. They can be expensive, but there are a few ways to reduce the impact on your wallet:

- To save space and money, consider machines that combine several functions, such as printing, copying, scanning, and faxing.
- Consider using a local copying service. Compared with the cost of buying a copier, paper, and toner, a copying service may be more economical.
- Only buy a fax machine if you need to send or receive a large number of documents that can't be sent electronically.
- Purchase a fireproof safe to store important documents.

Make your home office work for you

Tips and ideas for creating an effective work space



✓ Insurance Advice

Prepare when it comes to protecting your home office.

- Insurers can terminate coverage or refuse to pay claims if you haven't disclosed your home-based business to them.
- Check to see if your current insurance company will issue an endorsement to extend home coverage to your home business. If not, consult an agent who works with multiple insurers.

✓ Tax Tips

Tax benefits are one of the most complex advantages to having your own home office. Keep in mind the following:

- To qualify for home-office deductions, your office must be either: your primary place of business and where you meet with customers; or a separate structure from your personal residence that's only used for business.
- Expenses deducted from your taxes must be necessary and common to your type of business.
- Deduct home-office expenses based on the percentage of the home's total square footage used exclusively for business.



Working from home can be one of the biggest advantages of owning an independent business. Yet it's not always a snap to set up a home office where you can be productive and successful. So we've come up with some guidelines that can help you get down to business.



✓ Lighting Essentials

Poor lighting can cause headaches, double vision, and fatigue. Also:

- Purchase a main light source that's long-lasting and energy-efficient. Color-improved warm fluorescent lights reduce bluish casts. Halogen bulbs are also cost-effective and render colors well.
- Reduce eyestrain by lighting the wall behind the computer.
- Buy desk lights that are three times brighter than other office lights.

✓ Legal Considerations

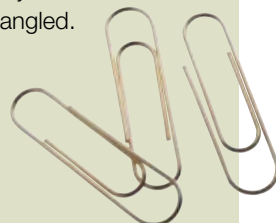
We're not all lawyers, but the law definitely affects all of us. Avoid getting blindsided by legalities.

- Check with your local government for zoning restrictions. Depending on your location, you may be limited on the amount of customer traffic you receive, how you advertise, and the external appearance of your office.
- If you're keeping your day job, examine your employment agreement first. Some employers could force you to give up the rights to anything done or created on company time or equipment.

✓ Furniture Factors

Sketch out your office, including width and length measurements, before you buy furniture. Also consider:

- Furniture that can serve two purposes, such as providing storage and a work surface.
- An ergonomic chair with a curved seat cushion and lumbar support to relieve pressure from your thighs and back. Chairs that are adjustable and have a balanced swivel wheel base offer more mobility.
- Director chairs – they're great for guests. They fold for easy storage and their fabric can easily be changed for an updated look.
- Conduit material and zip ties to keep cords out of the way and untangled.



NEW

Levi's®
adidas®
Columbia®
& **MORE**

SATINIQUE®
Body Blends
FORMUCARE®
& **MORE**

SMART MENU™
KAHVE™
ZSENSE®
& **MORE**



LOOKING for INSPIRATION?

Look to the new **HOME&MORE** Catalog
for fashion and style, home décor, home care, personal care,
food, drinks, and more.

HOME&MORE Catalog is available in a 2-pack.
Visit the Resource Center at www.quixtar.com to learn more
and order yours today!

40-0760 2/6.00

HOME&MORE

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THE NEVER-ENDING JOURNEY

Alfredo & Silvia Medina
Executive Diamond



It's not hard to see the passion that helped Alfredo and Silvia Medina achieve Executive Diamond. The couple's enthusiasm over their QUIXTAR® business is rivaled only by their pride in their four grandchildren Oscar, 5, and infants, Fernanda, Alfredo Jr., and Ian.

The Medinas joined the QUIXTAR business looking for the opportunity to rise above the financial turmoil that resulted from a series of failed business ventures. Entrepreneurs at heart, Alfredo and Silvia wanted a way to be part of the American dream and give their four children – Alfredo Junior, Luis Adrian, Arani, and Ariana – a shot at a better future.

Today, the couple's business is thriving and their three oldest children, also IBOs, have joined them in making this the ultimate family venture. "After all, one of our wishes when joining the business was for more family time," Silvia explains. "Now we have a true

partnership in building a better future for generations to come."

The Medinas are part of the burgeoning U.S. Hispanic market that today represents 14%* of the country's population and wields impressive spending power of more than \$863 billion**. It's a market that offers a strong client and prospect base for the Medinas and the IBOs in their organization. "Most of our clients are Hispanics, although we have some non-Hispanics, too," says Alfredo.

The couple's personal vision for the future of their business clearly communicates their commitment and

belief in the QUIXTAR opportunity "We want to make a million Latinos active in the business over the course of the next five years," says Alfredo.

Over time, he's seen many competing businesses emerge, but to him and his group "nothing comes close to the depth of the QUIXTAR business model and the standards in quality of the QUIXTAR portfolio of products, like ARTISTRY®, NUTRILITE®, and SIMPLY NUTRILITE™," he says confidently. "Joining this business was the right decision on many levels, but most of all it was the right decision for the family."

All is well with wellness

Alfredo and Silvia have always maintained a balance of retail and sponsorship, and while they've concentrated on both beauty and health products in the past, more recently that focus has shifted to the health segment – and that move has yielded considerable business growth.

continued

Name: Alfredo & Silvia Medina

Home: Corona, California

Children: Alfredo Junior, Luis Adrian, Arani, and Ariana

Favorite QUIXTAR product:

The Perfect Pack for your health

Favorite family activity: Hiking and being in a natural environment

Most recent book read: *Living Your Best Life*, by Laura Berman Fortgang

Above: Alfredo croons to grandkids Fernanda, Alfredo, Oscar, and Ian, and daughter Ariana.

In terms of this category, one thing they know for sure is that “We are in the right business and we are not leaving it for any reason!” they exclaim, almost in unison.

What’s the excitement all about? For starters, the sale of health and wellness products in the U.S. grew 15% to \$79 billion in 2005[†], and the trend is expected to keep up as baby boomers age and focus their goal for healthy living on health products. (“Our products!” notes Alfredo)

“THERE IS NO TIME LIKE NOW TO BE IN THE BUSINESS OF HEALTH AND WELLNESS.”

“Baby boomers are all about staying healthy as opposed to treating lingering sicknesses, which gives us a huge opportunity to introduce sales of NUTRILITE® products to a fast-expanding market.”

Another ace in the hole for the Medinas is the new SIMPLY NUTRILITE™ product line, which allows them to compete in “a more evolved category,” as Alfredo explains, “where consumers want products that are easy to ingest and, in addition, offer an alternative to having to swallow vitamins.” The lineup of food replacement bars, drinks, and dietary supplements is right on target with the Medinas’ customers as well as with their group.

Steps to success

When asked how they manage to not only keep up a steady growth, but to also confidently define a success plan for the future of their QUIXTAR® business, Alfredo and Silvia offered these steps.

First, to the Medinas, health is not what they sell, it’s how they live. They’re vegetarians who lead a very active lifestyle in which health supplements play a vital role in maintaining their daily activities. Talking about their products becomes a testimonial, and nothing beats that.

Second, they advise sticking to the basics:

- Present the QUIXTAR IBO Compensation Plan as the business opportunity of choice.
- Promote the products by keeping samples at hand.
- Keep your leads growing and alive with frequent contact and follow-ups.

Third, the couple stresses the importance of defining the target. When it comes to products, the Medinas target women because they’re the decision makers when it comes to what to buy, and they know the needs of the whole family. This is also true of the Hispanic consumer.

The fourth and last step, shares Alfredo, is to follow his personal philosophy of “persistence versus insistence” when adhering to pitching the opportunity or the product. “It just works better,” he says.





From business strategies to products to technology, the Medinas are aware that things change – but that change often means improvement. “This business is not what it was 40 years ago,” he notes. “Today, Quixtar delivers on the technology front and enables us to remain competitive.”

Gone are the days when direct selling meant knocking on doors. Consumers now are more likely to place their orders online so they can have the products shipped right to their doorstep. For the Medinas, that means the days of driving 10 miles to deliver products are a thing of the past, too.

Does this mean the personal touch is missing? On the contrary. Silvia points out that they still know and keep track of their downline and clients, maintaining these important relationships in other ways. Because the system of delivering products and distributing information to their group has become faster, the waiting period for results, action, and feedback is shorter.

Top of the mountain

When Alfredo and Silvia aren’t working at taking their business to new heights, they’re the ones on the rise, literally, hiking through the mountains and canyons around their Southern California home.

It’s an activity they typically do as a family and, like any seasoned mountaineer will tell you, the secret to how far you get lies in your “hiking rhythm.” That’s the pace at which you advance, but the term also defines how far you get with just the right amount of rests in between. The Medinas may have just the right rhythm in their QUIXTAR® business to take them as far as they want to go.

Explaining their love of the outdoors, Alfredo says, “We are nature lovers. We climb the mountains and hills looking for a creek surrounded by vegetation and rocks or waterfalls. We go as a family once a month.”



The Medinas have been successful at keeping their family together and opening a door of opportunity that’s led them to the place they always dreamed of being. The journey that began more than a decade ago continues on the right path. “We came here for a better life and that’s exactly what we got” says Silvia with a smile as she cradles a slumbering baby Fernanda in her arms. ■

*U.S. Census Bureau.
**Selig Center for Economic Growth.
†The Natural Marketing Institute (New Mexico).



John & Julie Donovan
Florida

Best-laid plans

John and Julie Donovan always imagined that their lives would be a bold adventure.

"I proposed to Julie on a windy beach in Brighton, England," says John. "She was a beautiful single mother of three wonderful children. We'd just finished graduate school and were excited about the future. We planned our life together – a life of significance and service, a life worth living."

Ten years later found the couple working round-the-clock all year long on their 200-hundred acre organic farm and dairy in Western Massachusetts. The "adventure" had become surviving the catastrophes that routinely plague all farms. "Planning" revolved around navigating the school and sports schedules of their children – Lily, 15, Lana, 13, and John Patrick (JP), 11.

Then Jenny was born.

"Farmers are accustomed to facing the unexpected," says Julie. "But a baby! I was too old for that kind of unexpected!"

"The saying, 'If you don't change direction, you'll wind up where you're headed,' really hit home," says John. "Jenny's arrival made us rethink our financial direction. Working harder wasn't possible because there weren't any more

hours in the day. I already slept fast! We needed to work smarter."

Julie, a former journalist, began researching business opportunities, matching their various components with the ideals she and John cherished – family, teamwork, and service. Then Julie's sister showed her the QUIXTAR® IBO Compensation Plan.

"I'd read about Quixtar," says Julie, "but when I actually saw the Plan I was so happy I cried! I knew we could do it."

John, on the other hand, wasn't interested in yet another drain on his energy and time.

Changing direction

"My thinking started to shift when Julie organized a tag sale to raise the airfare needed to attend a large business function," says John. "The sale was big, but her decision to fly was *huge*. Fear of flying had kept Julie on the ground for 10 years! If she was willing to fly for this business, I had to ask myself what I was willing to do to help her."

John flew with Julie to that first event.

"That did it!" says John. "I'd been an All-American athlete, used to playing on winning teams. I didn't realize how team-starved I'd become, or how much I needed a win. That weekend I saw a dynamic team and a worthy victory."

So how did they build a Diamond business, run a farm, and raise four children?

"We threw our hearts into it," says Julie. "Everything else followed. It's all about heart."

Especially when your heart is in the right place.

"Servant leadership is the key," says John. "We inspire and motivate people because they know we believe in them completely. We tell them every day, 'If we can do it, so can you!'"

And what about the "surprise" that had pointed the Donovan family in a new direction? Jenny, now 15, lives with her parents on an island off the Florida coast and is a junior champion tennis player. "Jenny has always inspired us," says Julie.

John agrees. "I can remember when we were still farming during the day and showing the Plan every night. I'd pull out of the driveway and hear Jenny's voice calling out, 'Go Diamond, Daddy!' It doesn't get any sweeter than that!"



Andy Chuang & Olivia Wu
California

"The outsider looks at things from another month." It's an old Chinese saying that Andy Chuang and Olivia Wu sometimes use to explain their success.

Born and raised in Taiwan, Andy and Olivia met as children, grew up, and married. Andy's career in the travel industry eventually took them to the U.S. where Olivia earned her cosmetology license, and the couple's two daughters – Andrea, now 18, and Katherine, 16 – were born. Back in Taiwan (they'd move permanently to the U.S. 12 years later), Olivia, a cosmetician, discovered the ARTISTRY® line. That led to seeing the QUIXTAR® IBO Compensation Plan.

Andy admits now that he didn't recognize the potential of the business, and only "helped out" when he could. Even Olivia, who knew the quality of the products, was afraid getting a business up and running would be difficult. "I had enormous doubts and very little self-confidence," she says.

So what does this have to do with "looking at things from another month"?

"Getting inside the business and meeting others who'd succeeded changed our perspective," explains Andy. "We saw how important self-confidence and a positive attitude are to success. When our focus changed, building the business changed from a challenge to a pleasure."

"The fear was gone," adds Olivia. "Now we're looking forward and we love what we see!"



Louis Drouin & Josée Côté
Quebec

For Louis Drouin and Josée Côté, life's never been busier – or better.

In the past year, Louis left his job in the pharmaceutical industry, the couple (along with their children Éloïse, 4, and Edouard, 2½) moved into a former bed-and-breakfast, which they're renovating, and they welcomed baby Emmanuel to the family last October.

"We are proof that you can have a young family and still build a successful QUIXTAR business," says Louis, who's thrilled to see his children day and night and not just on the weekends.

Chalking their success up to "keeping our focus" and "the privilege of working with our upline mentors," they admit the journey wasn't easy. But it was worth it.

"It's hard getting through the noes and maintaining your initial excitement when progress is slow," says Josée, a former office administrator. "So write down your goals, visualize your dreams, and keep encouraging one another."

Two dreams they've been able to cross off their list: Louis becoming his own boss ("without all the headaches that typically brings") and Josée's parents (also their sponsors) living next door in their nearly completed bi-generational house.

Through all the challenges and changes, "We never lost our faith that everything happens for a reason," says Louis. "Now we hope to inspire others to keep fighting for their dreams."



Lucas & Laura Ramirez
California

Standing before a room of prospective Independent Business Owners, his back in a brace, his hands in casts, Lucas Ramirez thought of his and Laura's journey to Ruby. How he'd eventually dropped his evening and weekend dishwashing jobs and since Platinum worked a normal 40-hour week at the spice company. Until the fall from the warehouse roof, that is. The fall that fractured his back, his hands, and his employment.

"We *had* to make this business work," he says. "So I would present the (QUIXTAR IBO Compensation) Plan, and my wife would draw the circles for me."

Once the brace and casts were removed, the hard work of physical therapy began. But it didn't sidetrack the Ramirezes' determination to reach Emerald.

"We've always been very focused on our QUIXTAR business," says Laura, who like Lucas is originally from Mexico. From the outset they faced obstacles, such as the language barrier being among the first Hispanics in their line of sponsorship. Getting their compatriots to believe they had an equal shot at success was another challenge.

"No matter how big the obstacles are, they can be overcome," affirms Lucas. "I'm living proof of it!"

He and Laura are eager to share what they've learned with "the next generation (including daughter Ariana, 10, and son Leonardo, 9 months) and generations to come."

Sapphire



Brett & Julie Blank
Colorado



Juye Han & Hyung Sup Choi
New Jersey

Ruby



Elias & Blanca Gutierrez
Virginia



Cherie James
California



Roberto & Iliana Mieses
Florida



Damian Millan & Zaily Carmona
Florida



Jose & Maria Veloz
Illinois

Platinum



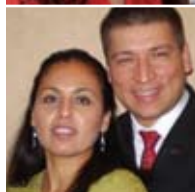
Salahuddin & Nancy Awan
Sales Manager
Homemaker
(Balvinder & Binnie
Hanzroh)
Ontario



Yilin & Liyuan Chen
Programmer
Office Clerk
(Ying Cui)
Ontario



Barbara Consuegra
Customer Service
(Anibal Maulini & Lourdes
Peraza)
Florida



Oscar & Gladys Davalos
Restaurant Manager
Baby Sitter
(Juan Carlos Guzman)
California



Stanislaw & Maria Derejczyk
Architects
(Marek & Irmira Alicja
Chmielewski)
California



Manuel & Gloria Dionicio
(Marcelino & Maria Mateo)
New York



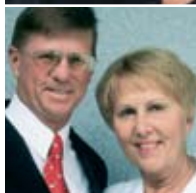
Alejandro Fajardo & Hilda Jara
Construction
Homemaker
(Rosa Ruiz De Porras)
New York



Osmar Funes & Ana Alvarado
(Juan Machado)
North Carolina



Ubaldo Gomez & Maria San J Martinez
Warehouse
Homemaker
(Victor Salazar)
Illinois



Sam & Fran Grim
Custom Home Builder
Realtor
(Joann Adams)
Maryland



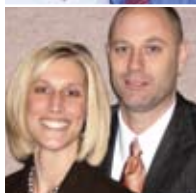
Ruben Guzman & Aracely Cruz
Carpenter
Housekeeper
(Raymundo Romero & Carolina Contreras)
California



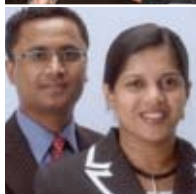
Jenaro & Eloisa Hernandez
Cook
Housewife
(Agustina Sebastian)
California



Modesto Hernandez & Yazmin Santana
Taxi Driver
Housewife
(Jose Manuel Alvarez & Arleth Johanna Ura)
Texas



Randy & Arin Knotts
Inventory Control Manager
Elementary Teacher
(Christopher & Erin Black)
Maryland



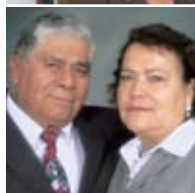
Senthil & Radhika Kumar
Process Engineer
Software Engineer
(Raja Amble & Anusha Rao)
Virginia



Elizabeth Lee
Self-employed
(Jung Hyo & Oksana Yoon)
Virginia



Demetrio Loya & Eulalia Mata
Janitorial Work
(Jorge Mateos & Maria Lopez)
California



Rafael & Juanita Martinez
Field Workers
(Juan & Reina Lopez)
California



Mauricio Montesino
(Humberto Paz)
New Jersey



Edgard Mora & Lucy Baquero
Chemical Engineers
(Pedro & Patsy Lizardi)
Florida



Jin & June Namkung
(In Hyang Jeon)
New Jersey



Mahadeo & Indrani Narine
International Mail Auditor
Office Administration
(Krishna & Taramattie Shivram)
New York



Maria Jesus Perez
(Jesus & Maria Teresa Martinez)
Arizona



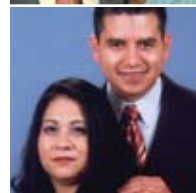
Benedicta Rivera Torres
(Artemio Rivera)
New York



Marcelo & Adalberto Salgado
Truck Driver
Housewife
(Isaias & Teresa Lopez)
Arizona



John & Rhonda Schmidt
Golf Professional
Business Owner
(Daniel Estel)
Florida



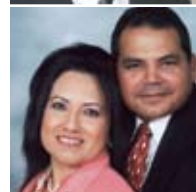
Raul & Veronica Silva
B.S. Management
Homemaker
(Jaime Curiel)
Washington



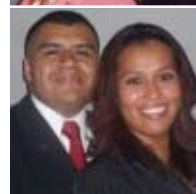
Sloane Tay
Student
(Carla Roxas)
California



Wayne Tay
Special Event
Production Director
(Scarlett Zuo)
California



Rafael Valencia & Virginia Mora
Construction
Housewife
(Rosendo & Maria Cisneros)
California



Esequiel Villa & Sebastiana Salgado
Store Manager
Housewife
(Gaudencia Barrera)
Arizona



Cilong Wang & Jian Lin
Violin Instructor
Self-employed
(Xuan Li & Lucy Hua Lu)
Texas

*Not pictured.

Occupations listed in the Achievers section are those on entering the business. Sponsors are named in parentheses.

Gold Producers

Jeff & Jen Costa	Neil Joseph	Gianelli Marquez	Ji Young Son
Janis & Melissa Fridbergs	Alvaro Lua Valencia & Rosa Maria Castillo	Juan Moreno & Rosa Matar	Manuel & Sulema Then
Marcelino Hernandez		Julian Rubio & Julia Avila	Jose Villegas & Susana Ehrenzweig

Silver Producers

Colin & Chrys-Ann Ambrose	Chiun Nan Huang	Jose Nunez & Dolores Ramirez	Svitlana Stoychan & Galyna Ryabkova
Jose Jesus & Herlinda Barajas	Michael Hughes & Kim Haeok	Edgardo & Adriana Pabon	Steve & Shirley Streeter
Jose Humberto & Guillermina Carchi	Chi Quang & Charlene Huynh	David & Roselyn Patayanikorn-Fithen	Don Tharp & Sherri Lexander
Kirk Clarke	Sangok Kim	Roston Paul	Liseth Trelles
James & Sarah Costantino	Mi Sook Kweon & Kim You-Tak	Marshal Plotner	Ruby Wang
Michael & Marilyn Croes	Calvin Lau	David & Debbie Rhodes	Ronald & Yarong Wilkinson
Brendan Culley	Guangxian Li	Oneida Rodriguez Taveraz	David Woo
Liping Du	Jihong Li	Rupinder & Major Saggu	Jung Hee Woo & Cha Wook An
Domingo & Magdaliza Duluc	Jose Lora & Maria De La Cruz	Socorro Salazar	Min Xiang Zi
Shannon Flannery	Abelardo Loyo & Maria Carmen Gonzalez	Humberto Sanchez	Jie Yuan & Suiping Huang
Victor Garcia & Maria Navarrete	Ramon Martin & Martha Campos	Steve & Mijin Shim	Cynthia Zabriskie
Chun Bing Guan	Michael & Jodi Matthews	Cindy Singh	A.K.M. & Fauzia Zakaria
Juan Carlos Hernandez & Maria Esther Fermin	Tomas & Erlinda Menendez	Manmeet Soin	
Paulino & Teresa Hernandez	Kristin Morgan	Orsen Sowell & Dayvone Smith	

ARTISTRY

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ARTISTRY®
essentials

Achievers '07

Four unforgettable days

The weather was great. Spirits were high. The enthusiasm and excitement were boundless. And that could have meant only one thing: Achievers Invitational 2007. Nearly 6,000 North American IBOs attended this, the largest business conference of the year, which was held in the luxurious Westin Diplomat Resort in Hollywood, Florida. It was a time for learning about new products and new initiatives, sharing business strategy, and relaxation. It was four days IBOs won't soon forget.



DAY 1

was the day to check in, register for activities, pick up the first of their many freebies, and check out the accommodations. "This is great," said Jose Luis Clemente, from Chicago, who attended with his wife, Evelia Rodriguez.

All day long, IBOs arrived in a steady stream. After dropping off their load in their rooms, IBOs relaxed by one of the two hotel pools, strolled around the hotel, or splashed in the ocean. The Welcome Dinner offered IBOs a chance to meet others and to see old friends. They were treated to culinary delights designed to please every palate. "We're just excited to be here," said Harsh Thakkar, from Hillsborough, New Jersey.



"You bring this business to life. You make this business go and grow."

— Managing Director Steve Lieberman



"When we're transformed, you won't have to defend yourself in the marketplace."

— President Doug DeVos



IBOs got down to business on Day 2. During the business luncheon, Quixtar Managing Director Steve Lieberman offered a detailed picture of the business transformation plan.

"Your commitment is absolutely essential because you are the face of this business," he said. "You bring this business to life. You make this business go and grow."

DAY 2

Later in the day, IBOs poured into the product Expo, which offered dozens of booths featuring new health and beauty products and programs, including the new ARTISTRY® essentials and SIMPLY NUTRILITE™ products. IBOs also showcased the extensive product and training offerings in the *Ribbon* Gift & Incentive areas. The business aspect of transformation held sway in the business Expo room, with booths on reputation, Business Conduct &



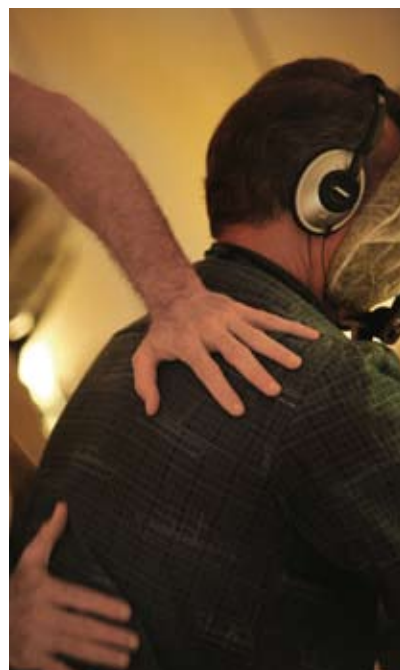
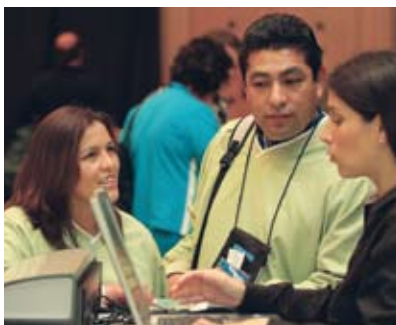
Rules, Sales, the One by One Campaign for Children, and more. "I'm really impressed with all

the new marketing support and very excited to be here," said Kelly Jensen, from Tulsa, Oklahoma.



"We want to increase the amount of focus that we have on consumers."

— Chairman Steve Van Andel



For many IBOs, it was their second time through Expo in 12 hours, but it didn't dim their enthusiasm and excitement. IBOs made their way through the two large Expo ballrooms, where corporate employees showed IBOs the newest products and explained the newest programs. "There was a lot of great information," said Valerie Parker, of Cary, Illinois.

DAY 3

IBOs kicked up some sand for a good cause. The event was the Diamond Dig, benefiting the ARTISTRY® Beauty Begins with Heart Easter Seals program. IBOs paid \$10 per shovel for a chance to win one of more than 100 prizes buried on the beach. The generosity of IBOs raised

thousands of dollars. And IBOs flocked to the "Successful Selling Workshop," designed to help them learn more about selling products.





"You give hope to people who want to have the freedom of their own business."

– Leadership expert John Maxwell

GIVE IT UP!

33



The day began with IBOs heading in different directions: the golf course, a yacht cruise, shopping, or a tour of the Everglades. The final night business dinner proved to be the perfect finale for the high-achieving IBOs. Grammy-winner Willy Chirino and his band entertained the crowd with a unique fusion of Cuban music, rock, and Brazilian Caribbean rhythms. Glenn Armstrong, vice president of corporate and business innovations at Alticor, talked about the link between transformation and the company's aggressive growth program. Internationally acclaimed author, speaker, and leadership expert John Maxwell offered his insights about transformation and business success in a message specifically designed for Achievers. It was perhaps Sylvain Gervais, of Mascouche, Quebec, who summed up in one word the sentiments of fellow IBOs: "Perfect!"

DAY 4

"It's everybody's job to think innovatively and act."

– Vice president of corporate and business innovations Glenn Armstrong





Talk Back

A place where you can speak your mind

What's your favorite Quixtar product and why?



"Both my wife and I are 'chocoholics' and are simply in love with the new SIMPLY NUTRILITE™ Chocolate Crisp Bar. Its totally sinfully delicious yet so good for you!

Our whole family, including our kids, is hooked on it. It's awesome, tastes delicious, and beats any and all chocolate bars out there!"

– **Shiraz & Esmat Noormohamed, IBOs**
Jamaica, New York

"We've tried other water treatment systems, but nothing compares to the eSpring® Water Purifier. Our water tasted like chlorine, and our kids didn't like to drink it. After we got the eSpring system, they didn't complain anymore. Also, cooking with eSpring is so much better tasting. Overall, it's such an awesome product. Every time someone visits, we show them a comparison of plain water versus eSpring treated water!"

– **Josh & Jennifer Tonak, IBOs**
San Antonio, Texas



"As a young couple, we are constantly juggling all aspects of our life between our QUIXTAR® business, our work schedules, and our four young children. I would not be able to function without

NUTRILITE® Rhodiola 110! It gets my body moving even when my mind is telling me it doesn't want to. And it's so easy to retail the product to clients! I love the blister packs because they are so easy to grab and throw in my purse, and if I run into anyone who is interested in trying it, I can just tear off a tab and sample it out. It's awesome!"

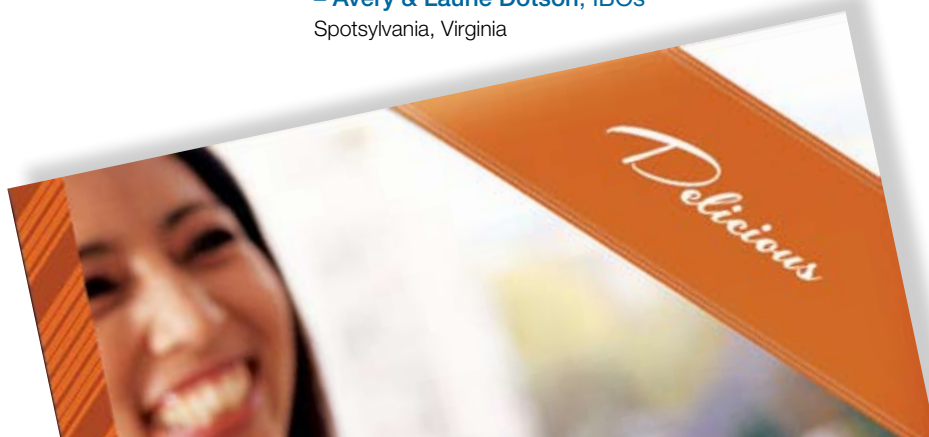
– **Danielle & Jose Fonseca, IBOs**
Dixon, California



"We have had raving feedback on the *Ribbon Gift Albums*. Everyone I have given them to personally and the customers who purchased them just love them.

They also commented on the convenience of the three ways to redeem gifts – by phone, mail, or online – and without any cost to the redeemer with the prepaid shipping included. We recently had a company order 63 *Delicious Albums* for Thanksgiving gifts. It was great business volume, very profitable, and, because of the positive response from such a great product, there is repeat business."

– **Avery & Laurie Dotson, IBOs**
Spotsylvania, Virginia





"Before Quixtar developed the clear.**now**® system, I tried everything on the market. The only thing that worked were products prescribed to me by a dermatologist.

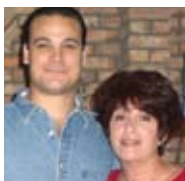
Since I started using clear.**now**,

I've had perfect, clear skin, to the point that sometimes my friends think I have foundation on when my skin is bare. clear.**now** is great not only for me but also for many of my customers, most of whom sold themselves on the product by remembering what my skin looked like before clear.**now**."

– **Yuli Smith, IBO** Brooklyn, New York

"I am a new IBO. Fired up! My first favorite product is the NUTRILITE® DOUBLE X® Vitamin/Mineral/Phytonutrient. Wow, what a product! As a registered nurse who gets stressed out and fatigued by the end of the day, I value this daily supplement like no other. And DOUBLE X is all natural! It keeps my engine running all day and gives me the strength to be excited at the end of the day and to go out there and show the (QUIXTAR® IBO Compensation) Plan!"

– **Leesa Martinez, IBO** San Fernando, California



"I am a skin care specialist by trade and was actually using and repping a professional line when I got into the business – so I was very reluctant to start using ARTISTRY® products. I recog-

nized very early on that I needed to shop through my own business, though, so when I tried the ARTISTRY TIME DEFIANCE® line, I was ecstatic with the results and immediately starting using it on and selling it to my clients. This has helped us to generate great volume through our business."

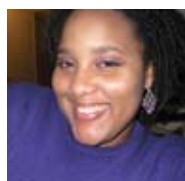
– **Nancy & John Corinella, IBOs** Ocala, Florida



"My favorite QUIXTAR product is the SA8® PreWash Spray. It is a hit amongst my mom group friends and an easy sell after I relate my 'miracle tale.' My daughters are three years apart and in-between

clothing goes into storage bins in the garage. One baby shirt was pulled out for use only to have an indistinct yellow stain (baby food, spit up – who knew?) on it. I used the PreWash Spray to pre-treat the shirt and that three-year-old stain came out completely!"

– **Sierra Stewart, IBO** Pleasanton, California



"All my life I have pretty much been the kind of girl who washed my face with whatever was lying on the sink.

"At the first big business conference I went to, this

woman said something that stuck with me:

'The ARTISTRY line is for anyone you know who has skin.' Later it got me thinking. Maybe soap is not what I should be using. I started reading about ARTISTRY and why soap is bad for your face. Then came this new line (ARTISTRY essentials), and I figured, *Hey, I'll try it. We do, after all, have a fabulous return policy.*

"In the month that I have been using ARTISTRY essentials with the ARTISTRY Pore Cleansing Masque, my skin is really smoothing out. Blackheads and visible pores are disappearing like magic and my face doesn't feel or look dried out any more.

"I can never go back to soap! I wasn't a girly girl, but ARTISTRY is so profitable that I can surely learn to be one! I am sooo impressed by the quality of these products!"

– **Leilani Parris-Forde, IBO** Brooklyn, New York



We always want to hear from you! Look for our monthly Talk Back questions online in What's New at Quixtar.com and share your feedback. Write us at **ACHIEVE® Magazine**, Mail Code SC-2N, Quixtar Inc., 5101 Spaulding Plaza, Ada, MI 49355, or email us at **editors@achievemagazine.com**. Be sure to include your name and IBO number and send along a photo of yourself if possible.

Our new favorite color: green



It's not a trend or a fad.

Embracing the environment and evaluating our impact on it is something we're committed to for the long run.

In fact, we've taken several steps recently to reduce our environmental footprint and to produce a greener *ACHIEVE*® Magazine.

First, as you may have noticed with the debut of the January issue, we've decreased our paper size. Just pulling in the margins a bit will save approximately 10,900 pounds of paper per issue – that's 14 trees each month!

Second, the February issue was printed on a new paper stock that we've sourced through the Stora Enso[†] mill. According to Allen Senninger of Access Business Group's Paper Products Manufacturing, "Stora Enso is leading the paper industry in creating paper products from managed forests, wind power, and recycled materials."

Allen and his team are also working with the mill to explore additional options for paper stocks with even higher recycled content for the future.

Lastly, Paper Products Manufacturing recycles all its paper, aluminum printing plates, and packaging materials. (The Corporation also recycles office paper.) And when you're finished with this issue of *ACHIEVE*, we hope you'll throw it in your recycle bin, too!

[†] Trademark: Stora Enso (Helsinki, Finland).

EASTER SEALS WALK WITH ME



Experience the joy of giving by gathering family, friends, neighbors, and fellow IBOs to participate in your local Easter Seals Walk With Me event.

Last year IBOs and employees of Quixtar and our sister companies walked to raise more than \$100,000, supporting more than 1.3 million people with disabilities who receive the therapeutic services offered by Easter Seals.

Quixtar is proud to be the National Presenting Sponsor of the Easter Seals Walk With Me fund-raising events, and we invite you to put on your walking shoes to help kids live better lives.

All participating teams are partnered with an Easter Seals Honorary Ambassador whose life has been changed through Easter Seals services.

To learn more about your local walk, visit www.walkwithme.org/quixtar



2008 Walk With Me Schedule

March Alabaster/Birmingham, AL
Youngstown, OH
Dallas, TX
Ft. Worth, TX

April Daytona Beach, FL
Sunrise/Ft. Lauderdale, FL

May Mystic, CT
DeLand, FL
Melbourne, FL
Flagler, FL
Tampa, FL
Titusville, FL
New Orleans, LA
Wilmington, NC
Rochester, NY



June Ft. Myers, FL
Boston, MA
Manchester, NH
New York, NY
Toledo, OH
Philadelphia, PA
Providence, RI
Bedford, VA
Richmond, VA
Milwaukee, WI



July Cleveland, OH
Lorraine, OH
Grand Rapids, MI
St. Louis, MO

September Tuscaloosa, AL
Ft. Wayne, IN
Worcester, MA
Long Island, NY
Pittsburgh, PA



October Mobile, AL
Springfield, MA

November Charlotte, NC

Not yet scheduled Los Angeles/Orange County, CA
Stamford, CT
Indianapolis, IN
Chicago, IL
Portland, ME
Jefferson City, MO
Greensboro, NC
Columbus, OH
Houston, TX
Burlington, VT



A game plan for your growth

In 2007, your Independent Business Owners Association International (IBOAI) Board established a strategic agenda that, through increased partnership with Quixtar, will help drive greater growth for Independent Business Owners. And for 2008 we've added a fifth agenda item: Possibilities. This plan, outlined below, remains in place as we build on the important work that began last year.

- **Products:** We continue to advise on the product mix and the need for more products that help make the "first circle work" – to help the new IBO make money as soon as possible. Quixtar launched a dozen new products last year, and there are more on the way.
- **Profitability:** A key part of our agenda is to help ensure this business is the most profitable of its kind in the world. This year's QUIXTAR® Business Incentives Program, launched last September with an extra \$60 million, was a great step toward achieving this goal.
- **Positioning:** A total review of our positioning – that is, how we represent our businesses and connection to Quixtar – is underway and will continue throughout this year. This is a vital piece of our future relationship with each other, with the company, and with governmental agencies around the world.
- **Partnership:** It's easy to pay lip service to the concept of partnership. It's another thing, however, to do the hard work required for true partnership to exist. We have engaged with Quixtar in a whole new way to make the most of our business relationship. A strengthened partnership will improve the business not just for today's IBOs but for future generations.
- **Possibilities:** We believe it's a brand new day. We're engaging the company and IBOs at all levels in new and exciting ways. We see endless possibilities for this business.

We believe that successfully executing the "5 P's" will help more IBOs be more profitable and successful. It is our game plan for your growth, today and tomorrow.

Bill Hawkins, Chairman
IBOAI Board of Directors



IBOA
INTERNATIONAL

The IBOAI plays a crucial part in representing all IBOs. As the primary advocacy organization for QUIXTAR IBOs in North America, the IBOAI advises Quixtar on every facet of the business, from products and promotions to operations and rules.

FOR NEWS ABOUT THE
BUSINESS, TAX TIPS, AND
MORE, VISIT THE IBOAI
WEBSITE AT www.iboai.com



“TODAY SHOW” TOY DRIVE

Quixtar Managing Director Steve Lieberman appeared on NBC’s “Today Show” on Monday, December 3, to present Quixtar’s third annual donation to the “Today Show” Toy Drive.

Quixtar donated about \$500,000 worth of NAO never accept ordinary® starlit edition gift sets, NAO totes, and cosmetic bags. These gifts were targeted to teen and ’tween girls, a group often forgotten during holiday gift drives. Over the past three years, Quixtar has donated more than \$2.9 million worth of products to the drive.

Steve joined “Today Show” weatherman Al Roker live on Rockefeller Plaza to highlight Quixtar’s ongoing support of the “Today Show” Toy Drive as part of the One by One Campaign for Children.

Globally, Quixtar and Amway have given more than \$39 million to children’s charities since One by One was launched in 2003.



Opportunity Zone

The Opportunity Zone is a place where employees write about what’s happening at the company, and readers chime in with their opinions.

The Real Quixtar Blog is an employee perspective from behind the scenes at Quixtar and is written by Robin Luymes, Manager – PR and Editorial at Quixtar.

Be sure to check out these other blogs on The Opportunity Zone:

- **Ada-tudes**
- **The Team Nutrilite Blog**
- **Inside Quixtar**
- **Rocktucky Chef**
- **Sales Speak**
- **Code Review**
- **True IBO Stories**

We welcome your feedback on our blogs. If you have questions or suggestions for topics, please email us at help@opportunityzone.com. And speak up at www.opportunityzone.com

Robin said: People are talking about us. Our voice needs to be heard as part of that discussion, or else it will not be a conversation that reflects all opinions. That’s what Opportunity Zone is all about.

Jonathan replied: I love what the Zone is doing for our business! Here is to much more great conversation on the greatest business opportunity in the world.



Nutriline Sports Nutrition

Feel the energy. Know the power.



COMING SOON

NUTRILITE® is the world's leading brand of vitamin, mineral, and dietary supplements.* And it's the brand that brought you North America's first multivitamin. Now, this same brand is unleashing a new line of energy bars, shakes, drinks, and supplements – designed to push your physical performance to new heights and stir up excitement with customers and prospects. Coming in April!

*Based on 2006 sales.



NUTRILITE®
BEST OF NATURE. BEST OF SCIENCE.