

# Achieve<sup>®</sup>

JULY 2008



## SEUNGPYO & HYEKYUNG BAN

Executive Diamond



**TRY 'EM – THEY'LL BUY 'EM**

The Product Intro Pack: where retail begins

**HELLO, MY NAME IS ...**

People will be getting to know us better

**ENERGY ZAPPED?**

We've got some pick-me-ups





Making people *happy*  
for nearly **40** years.

**It's our business. Make it yours.**

Get everything you need at [www.quixtar.com](http://www.quixtar.com) and start selling one of our most retailed product lines today!

*Ribbon* Essential Sales Kit (AD-1600)

*Ribbon* Expansion Sales Kit (40-0854)

**SAVE \$15**

when you order both! *Ribbon* Sales Kit Duo (40-0858)



*Ribbon*  
THE GIFT OF CHOICE

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*A red-tailed hawk soars high above Quixtar headquarters.*



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Let us know what you think. Send comments, questions, and suggestions to [editors@achievemagazine.com](mailto:editors@achievemagazine.com)



Quixtar North America joins the Amway global family in 2008–09. ©2008 Quixtar Inc. All rights reserved. Printed in the USA. LA1035G08



# Getting out in public

We've been a company of few words.

What that means is that while we have an enviable product portfolio, a storied history, and a business opportunity second to none, we haven't been very active in promoting ourselves.

Until recently.

It started back in March when we introduced the first in a series of national advertising campaigns to promote Quixtar/Amway Global. The newspaper ads, featuring the recognizable "Hello" stickers, were designed to build awareness of the brand (read more on p. 6). More ads appeared in national magazines, followed by the TV spots.

While the brand campaign launched, the NUTRILITE® sponsorship of major track-and-field events was in its second year. From California to New York, NUTRILITE signage was seen in stadiums and arenas. The signage was just a small part of an integrated marketing campaign that also featured TV, print, web, and direct mail promotion.

The National Spotlight product expos have also been an overwhelming success. The excitement created by the first event, in Los Angeles, has spilled over from one city to the next (check out the remaining dates on p. 7).

We've entered the public arena and are proud to be telling our story. It's likely that of the millions of people who will see the commercials and read the ads, tens of thousands will want to hear more. They'd be interested in talking to an IBO. But they won't know where to go, or how to reach you.

Make it easy on them. Share the news that you're an IBO affiliated with this great brand they've been hearing so much about. Introduce yourself that way.

This advertising campaign is unprecedented in scope and frequency. And there's never been a better time to tell others that you're a QUIXTAR®/AMWAY GLOBAL™ IBO.

YOU CAN  
HELP US  
BUILD  
AWARENESS  
OF THE  
QUIXTAR/  
AMWAY  
GLOBAL  
BRAND.

Steve Van Andel  
Chairman

Doug DeVos  
President

# Here are **3** more ways we're helping you grow your business

**1** This spring, Quixtar/Amway Global launched a multimillion-dollar campaign to help reintroduce our company and brand to the North American market. The objective of the "Now You Know" campaign is to increase public awareness and create a positive impression of the brand. The result? Prospects are now open to hearing about the QUIXTAR®/AMWAY GLOBAL™ business opportunity and products from IBOs like you.

The campaign highlights our strengths as a company, with exposure through print ads, TV commercials, and more. We're re-acquainting consumers with the hundreds of products we make, sharing our efforts in

philanthropy, and accenting our leadership role in the health and beauty categories. So when you bring up the opportunity, people are likely to say, "Oh, I've heard they're really innovative" or "I didn't realize how big the company was."

Market research showed that the campaign's theme and delivery also resonates well with your ideal opportunity prospects: self-assured adults who are interested in leadership, want to learn new skills, desire to help others, and like to sell.

The three-phase campaign continues through the end of 2009 with Phase II slated to begin in September of this year. Look for more information online at [www.quixtar.com](http://www.quixtar.com) > Manage My Business

> Transform the Future! You'll find clips of the TV spots, magazine ads, a media plan, and more. Be sure to check back often for updates.

This is an exciting time for everyone involved in this business. The buzz created by the "Now You Know" campaign, along with the National Spotlight events and the Customer Leads Program, instills a new sense of confidence in who we are, what we believe, and what our future holds. So, share the ads and take pride in introducing yourself as a QUIXTAR/AMWAY GLOBAL IBO!

## HELLO MY NAME IS



We thought you should know a little about who we are today. We're Amway Global. In North America, we proudly operate as Quixtar.

<p><b>WE SUCCEED.</b> We started as the dream of two men and now operate in 50 countries. We have \$6.6 billion in annual sales from the efforts of over 3 million people who own their own businesses.</p>	<p><b>WE INNOVATE.</b> We hold more than 700 patents, employ more than 300 scientists, and have developed more than 450 quality products. We also marketed the first multivitamin and multimineral in North America. We even own our own organic farms.</p>	<p><b>WE LEAD.</b> Our NUTRILITE® products are the number-one selling vitamin, mineral, and dietary supplements in the world. Together with our Amway® skin care, we're the number-one online health and beauty retailer in America.**</p>	<p><b>WE EARN TRUST.</b> That's why we're proud to be a longtime, accredited member of the Better Business Bureau and a recognized industry leader in direct selling.</p>
<p><b>WE SHARE.</b> We created the One by One Campaign to improve the lives of children. To date, we've donated more than \$50 million and volunteered over 800,000 hours of time to this worthy cause.</p>	<p><b>We believe that success is about helping people live better lives.</b></p> <p><b>Now you know</b></p>		

To get better acquainted, contact a QUIXTAR® Independent Business Owner, visit [Quixtar.com](http://Quixtar.com), or call 800-950-7732

©2008 Inc. All rights reserved. \*\*Based on 2006 sales. \*\*\*Data compiled by Internet Retailer magazine.

Phase I of the campaign includes ads like this which appeared in USA Today.

Get the most from the "Now You Know" national advertising campaign by introducing yourself as a QUIXTAR/AMWAY GLOBAL IBO!

## Media Schedule

Here's a quick overview of advertising slated for Phase I and Phase II of the "Now You Know" national campaign.

### TV commercials

National cable, major networks will include Spanish programming in over 60 markets.

### Print ads

Magazines, newspapers, including but not limited to:

*Newsweek*: 19 million impressions with smart, influential, and engaged readers.

*Time*: 21.6 million readers whose life stage and wealth allow them the freedom to explore new ideas and new products.

*USA Today*: 3.9 million daily readers active in their businesses and communities.

### Rich media presentations

Online

### Keep updated with all the details and timing

at: [www.quixtar.com](http://www.quixtar.com) > Manage My Business > Transform the Future! > National Advertising Campaign

**Questions:** Call Customer Support at 800-253-6500.

## 2 More volume for you

With the launch of our new ad campaign, more people will be visiting [Quixtar.com](http://Quixtar.com) – and connecting with our IBOs, who will enjoy greater retail success with these new customers.

All the volume from customers who choose to shop anonymously (called guest shoppers) will be awarded to IBOs.

Guest-shopper volume will go into a "fund," which will then be distributed semiannually to all IBOs who meet the following criteria:

- Are active and in good standing with the company.
- Have a valid email address.
- Achieve minimum personal PV of 150 in each of the preceding six months.
- Achieve a minimum customer PV of 50 in each of the preceding six months.



To learn more about how you can get in on the volume, visit [www.quixtar.com](http://www.quixtar.com) > Manage My Business > Compensation, Awards, & Incentives > Customer Leads & Volume

## 3 See for yourself what thousands of IBOs and their guests have already experienced!

**What:** National Spotlight is an exciting event where we shine the spotlight on the products and the business. Use this opportunity with your prospects, friends, and family!

**Who:** Open to all IBOs, your prospects, and your customers. Attendance is restricted to those 16 years of age or older.

**Where:** A site near you!

<b>Chicago</b>	July 11–12 McCormick Place
<b>San Francisco</b>	August 8–9 The Moscone Center
<b>Omaha</b>	August 22–23 Qwest Center Omaha
<b>New York City</b>	August 29–30 The Javits Center
<b>Washington, D.C.</b>	September 5–6 Gaylord National Resort & Convention Center
<b>Portland, Oregon</b>	September 12–13 Oregon Convention Center
<b>Dallas</b>	October 17–18 Gaylord Texan Resort & Convention Center

**When:** Friday: 6–10 p.m., Saturday: 10 a.m.–5 p.m.

**Cost:** The event is free, with a voluntary donation to Easter Seals taken at the door.

**How:** Register at [www.quixtar.com](http://www.quixtar.com) > Manage My Business > Transform the Future! > National Spotlight

**Questions:** Call Customer Support at 800-253-6500.

*"IBOs and guests were blown away by the expanse and quality of the product line."*

– Crown Ambassadors Jim & Sharon Janz

*"We had a huge surge of signups at and after the expo."*

– Emeralds Firdosh & Nilofer Sethna

# National Spotlight

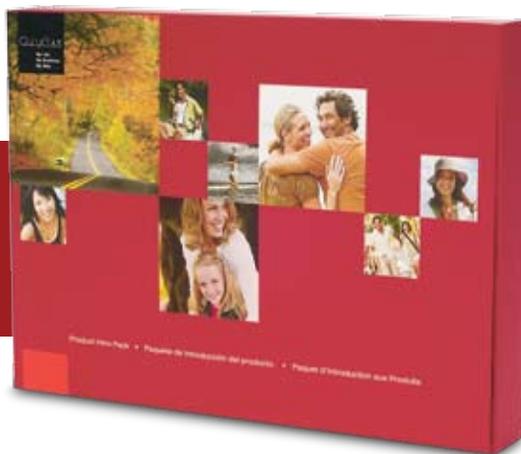
A QUIXTAR® North America | AMWAY GLOBAL™ event



**Pssst ... Have you heard?**

**The Product Intro Pack is a great**



**Product Intro Pack**

★P2500B5000Y7000 E-9745 70.00

# place to get started with retailing

Retailing products to customers is a vital part of a successful QUIXTAR® business. Yet new IBOs are confronted by an array of products – and it can sometimes be a challenge to know where to get started.

That's the reason we first created the QUIXTAR Product Intro Pack. And it's the reason we revamped it this year (thanks to input from IBO leaders) to make it better than ever before.

We loaded the pack with a selection of our top health and beauty options, as well as a *Ribbon* Gift Collection, to give new IBOs a taste of just what this business has to offer.

The pack includes samples that IBOs can try and experience for themselves so they can build their own personal testimonials. Because sharing those stories is key to getting customers interested and invested in the QUIXTAR products.

On top of that, new IBOs will earn 50 PV if they order the pack when they register – that's double the normal PV! So be sure to explain the role of the pack in building a strong business when signing up your new IBOs and encourage them to purchase it.

### Here's what you'll find inside:

- XS® Energy Drink (3 cans, assorted flavors).
- SIMPLY NUTRILITE™ Twist Tubes (10 tubes, 2 flavors).
- SIMPLY NUTRILITE Food Bars (2 bars, assorted flavors).
- TRIM ADVANTAGE® Protein Bars (3 bars, assorted flavors).
- NUTRILITE® Rhodiola 110 (10-tablet sleeve).
- ARTISTRY® Skin Refinishing Lotion.
- *Ribbon Choices* Gift Collection (“live” gift card lets IBOs select the product of their choice).
- Overview with product information, SKUs, and available retail support.

### Are you a new IBO?

If you didn't purchase the Product Intro Pack at registration, you can still order one today and experience these products for yourself. The more you know, the more effective your selling efforts will be. Plus, the pack meets one of the requirements for certain QBI-related incentives.

“

I took the Sports Nutrition course.

It was very informative and really fine-tuned my retail skills. The info and how QUIXTAR University segmented it was very helpful. I have taken several of the QU courses; I really got great value from them all.”

~ Mike Edmondson, Columbia, Maryland

If you want  
value for your business,  
go to  
[www.quixtaruniversity.com](http://www.quixtaruniversity.com)

Quixtar  
UNIVERSITY  
Knowledge for you.  
Growth for your business.



## The “BIG BOOK” for your business. Your all-inclusive *Choices Fall–* Winter Catalog is coming soon!

**It's new! It's big! It's an easy-to-use, single-source catalog filled with all the brands and products available through your business. And, it's designed to help you build your business by selling and ordering products for you and your customers.**

What's inside the *Choices Fall 2008–Winter 2009 Catalog*:

**HEALTH.** NUTRILITE® – the best of nature, the best of science – premium dietary supplements and sports nutrition products to help men and women achieve optimal health. XS® Energy Drinks, TRIM ADVANTAGE® weight management products, ATMOSPHERE® Air Purifier, eSpring® Water Purifier, and iCook® Cookware are also included.

**BEAUTY.** ARTISTRY®, one of the world's best-selling prestige brands, is an exclusive brand of beauty products. From the uncomplicated approach of ARTISTRY essentials to the amazing age-defying performance of TIME DEFIANCE® skin care products, ARTISTRY offers “True Science, True Beauty” for women. ARTISTRY also provides a full line of colour cosmetics to help women look and feel their best.

**HOME.** Exclusive brands, impressive performers: SA8® Laundry Detergent, L.O.C.® Cleaners, DISH DROPS® Dish Soap, MEADOWBROOK® paper products, and many nationally branded products to help keep homes clean and fresh.

**PERSONAL CARE.** Find everything from bath and body care to grooming and hair styling products. Many exclusive! SATINIQUE® hair care, BODY SERIES® soap and lotion, Body Blends, FORMUCARE® over-the-counter drugs, KOZY KIDS® diapers and baby supplies.

**AND MORE:** Coffee, food, apparel, kitchen essentials, and home décor. Brands and products to complement your exclusive brands follow the Index and Customer Support section of the catalog. These are products for everyday life. These food, fashion, and home décor categories feature some of the most popular national brands available today! You'll also find branded products that are only offered through this business, like SMART MENU™, Peter Island, KOZY KIDS, and NUTRIPET®.

KAHVE™ and NINE TO FIVE® coffee, ZSENSE® teas, Perfect Empowered Drinking Water™, and many more popular drinks. Snacks, entrées, cereals, and drinks from SMART MENU. Recognizable national brands like Kellogg's®, Nabisco®, and General Mills®.

Nationally branded apparel and footwear for everyone in the family, plus bath, bedding, and kitchen essentials. Recognizable brands include adidas®, Levi's®, Cuisinart®, Columbia®, Dockers®, Uggs®, Krups®, Fossil®, KitchenAid®, Unionbay®, Conair®, Norelco®, and Reebok®.

#### Updated organization makes building your business easier

You let us know you preferred the ease and convenience of one product catalog, yet you remarked that the organization of an IBO directory should be based on business-building rather than everyday shopping. Because *Choices* has evolved into the primary catalog for IBOs, it seemed smart to organize it by brand exclusivity and PV/BV. Thank you for indicating that featuring the higher PV/BV products together in the front of the catalog would make it even simpler and smarter for IBO use. And, because the indication is subtle in nature to someone outside the business, the catalog would maintain its broad-based appeal and flexibility. In fact, you will be able to share this catalog with non-IBOs as a retailing sales tool.

It also makes for an impressive recruiting tool if you want to quickly point out the depth and breadth of the product offering to a prospect. Be sure to take note: The *Nutrillite Health Supplement Catalog* and the *ARTISTRY® Beauty Book* for 2008–2009 are being updated specifically to enable you to provide your customers with product sales literature in the health and beauty categories.

**IBOs will receive the new *Choices Catalog* in their August 2008 polybag. Additional *Choices Catalogs* can be purchased online at [Quixtar.com](http://Quixtar.com). The Spanish *Choices Catalog* will be available in September.**

**You can also order product brochures, DVDs, and other catalogs to share with your customers at [www.quixtar.com](http://www.quixtar.com) > Resource Center > Retailing Support**

**40-0884**  
English **\$4.00**  
Available in August.

**40-0884S**  
Spanish **\$4.00**  
Available in September.

“The *Your Healthy Business* course was the greatest, most fun, most informative teaching session of its kind that we've witnessed in 10 years of being in the business.”

~ **Torrey & Annette Hecht,**  
*Long Beach, California*

Want to experience a fun, informative business training session? Call the Training & Education department at **616-787-5442** to schedule your own *Your Healthy Business* training program or visit us **online**.

[www.quixtaruniversity.com](http://www.quixtaruniversity.com)

**Quixtar**  
UNIVERSITY  
Knowledge for you.  
Growth for your business.

# Need a little zip?

## Energy boosters to help you *zing* through your day

Even if you get off to a great start in the morning, your energy can flag during a busy day – especially in the afternoon when a natural lull tends to set in. So how can you battle the energy slump and stay focused on business?

### Eat for energy.

Make sure you get a mix of carbs and protein at each meal. They work together to keep your blood sugar stable. So don't just grab a salad for lunch. Top it with grilled chicken or beans. Healthy snacks include apples with peanut butter or pita chips and hummus.

### Get up and get moving.

Vacate your chair and take a quick walk. Or hit the stairs for a few rounds. Exercise has been proven to enhance people's moods. And happy = energized!

### Drink up!

When your body is low on water, you can feel sluggish and even headachy. Although the debate rages on about how much water you should drink, you can't go wrong with between four and eight 8-oz. glasses. (More if you exercise.)

### Breathe deeply.

Take 10 minutes to concentrate on your breathing. Inhale deeply through your nose and exhale through your mouth, and focus on breathing with your diaphragm. It's a great way to relax and re-energize.

### Follow your nose.

Researchers have discovered that the scents around us can have an effect on our feelings and moods. Keep cinnamon, jasmine, peppermint, or citrus scents nearby for a pick-me-up.

### Take a "fun" break.

Put on a favorite song, share a cup of tea with a friend, look up some jokes online and try them out on a co-worker. When you do something that makes you feel good, you raise the level of endorphins in your body, which are natural mood-lifters.

## PICK-ME-UP PRODUCTS

**NUTRILITE® Rhodiola 110** Supplement contains natural caffeine from green tea extract. In combination with rhodiola rosea, this may help promote more vigorous workouts and more energy-filled days.

**NUTRILITE Siberian Energ** helps you stay on top of your agenda. Better than a caffeine or sugar boost, eleuthero root gives you endurance. Also contains ginkgo biloba for mental sharpness and improved blood flow to the brain.

**XS® Energy Drinks** deliver B vitamins to help boost mental and physical energy.

And go to [Quixtar.com](http://Quixtar.com) and discover how these products can help rev your engine:

- › **NUTRILITE Double X® Vitamin/Mineral/Phytonutrient**
- › **NUTRILITE Sports Nutrition Energy Bars**



# Don't forget that 11:30 meeting!

## Free web-based calendars will keep you on track

In the world of organizing busy lifestyles, there are two camps: those who like to put pen (or pencil) to paper and those who equally love the convenience of tracking their schedules electronically. If you're in the second group, read on!

### 30 Boxes™

Simple and intuitive. Type in "meeting tomorrow with Daniel" and it automatically puts it in the right box of your calendar. Tag events with keywords to color-code them for easy reference (blue = business; green = personal, etc.). Share one version with your group, another with friends, and yet another with family. Also offers integrated maps, blog tracker, and instant photo sharing.

[30boxes.com/](http://30boxes.com/)

### Google™ Calendar

Just like the top-ranked search engine, this calendar is clean and uncluttered. Teams perfectly with the company's popular email app, Gmail™. If someone sends you an email with an event announcement, you can automatically add it to your calendar. It's easy to create multiple calendars for specific functions and share them with others, and you can import entries from Outlook®, iCal®, or Yahoo!® Calendar. [www.google.com/calendar](http://www.google.com/calendar)

### SnapPages™ Calendar Manager

Beautifully designed online organization system offers a cool calendar as part of the mix. Unlike the stripped-down calendars, this Flash-based option has features like email updates, task lists, sharing, and RSS updates that allow you to subscribe to other people's calendars and see

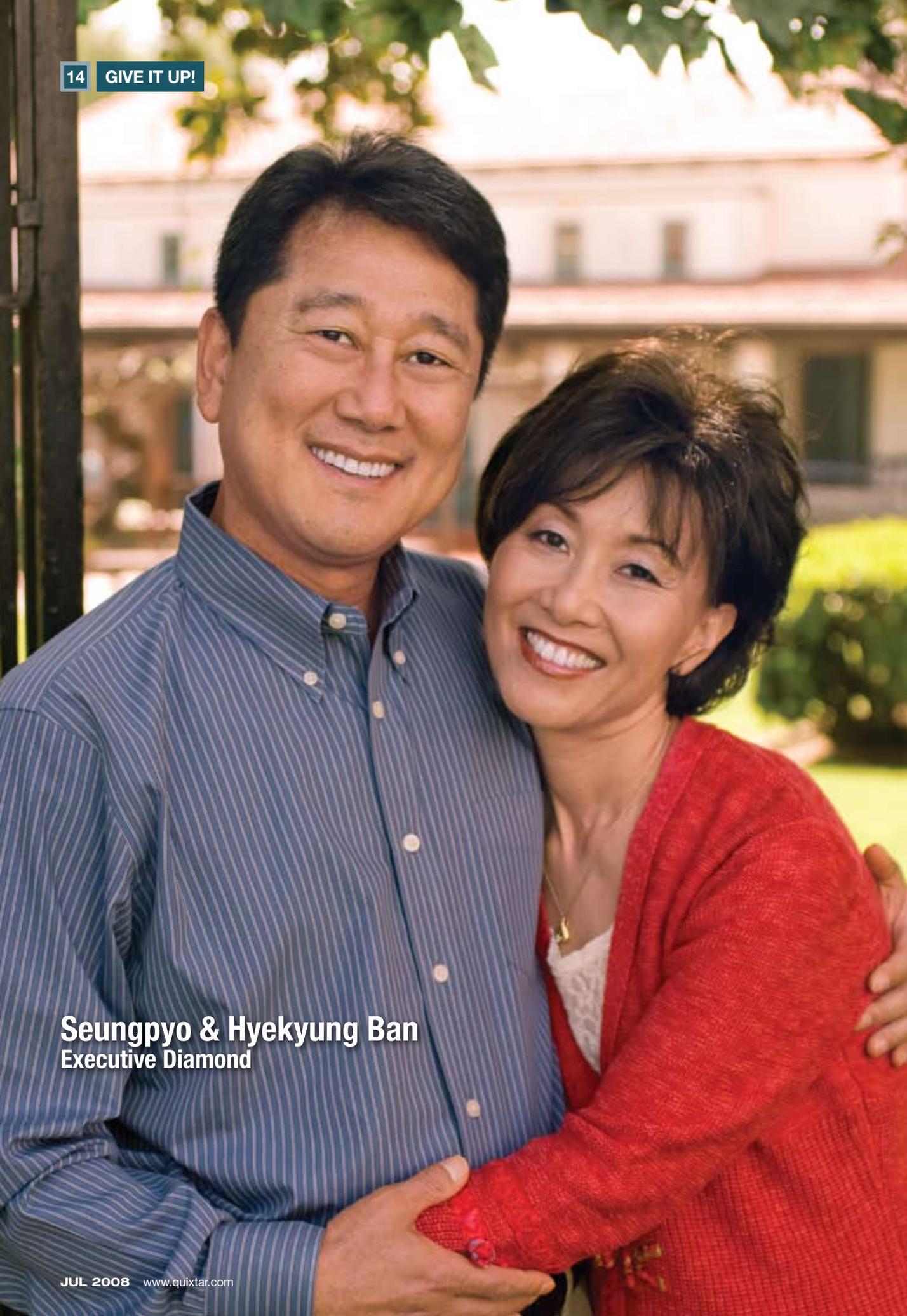
their events. Add standard event reminders, create several color-coded calendars, and switch easily between daily, weekly, and monthly views. Works in tandem with SnapPages' two other applications: Photo Manager and Friends Manager. [www.snappages.com](http://www.snappages.com)

“One of the most beautiful things about the instructor-led training program was that it was done in a simple format. You can put to use the sales experience you learn about.”

~ Paul Matter, Portland, Oregon

Want simple, professional sales training for your business? Call the Training & Education department at **616-787-5442** to schedule your own *Your Healthy Business* training program or visit us **online**.  
[www.quixtaruniversity.com](http://www.quixtaruniversity.com)

Quixtar  
UNIVERSITY  
Knowledge for you.  
Growth for your business.



**Seungpyo & Hyekyung Ban**  
Executive Diamond

# Teach others

## how to fish

**Name:** Seungpyo & Hyekyung Ban

**Home:** Montrose, California

**Previous occupations:** Seungpyo was self-employed as a mechanical engineer. Hyekyung earned her degree in home economics.

**Hobbies:** Seungpyo loves sports; golf and tennis are his favorites. Hyekyung swims laps most days for an hour or two.

**Favorite activities:** Traveling on business and taking side trips together to explore different places and meet new people.

When Seungpyo and Hyekyung Ban talk about how far they've come in their QUIXTAR® business, they first give credit to their sponsors, all of the other dedicated people in their organization, and the outstanding support they receive from corporate staff.

The couple is humble in the telling of their story: personal journeys that brought them closer together and fulfilled their dreams with more happiness than they'd ever imagined would be possible.

Seungpyo and Hyekyung, so close that they often speak as one, are also eager to offer their insights about this life-changing business so others can share in their enthusiasm for Quixtar.

They teach that when you stay focused on your goals and stay passionate in your commitment, anything is possible in this business. With the warmth, patience, and insight that come from facing and overcoming their own challenges along the way, they're leading other couples to find their own paths to success and happiness.

Before she became a QUIXTAR IBO, Hyekyung was satisfied in her choice to be a stay-at-home mom. Until their kids entered high school, her interests centered mostly on cheering for them at swimming meets and other sporting events, cooking, cleaning, and caring for the family. Seungpyo pursued his career, which made it tough for him to help out with shuttling the kids to their activities and the daily household duties.

### Starting the business on her own

Hyekyung got her first taste of the QUIXTAR business through the products. She loved using them – especially NUTRILITE® supplements, the eSpring® Water Purifier, iCook® Cookware, and the home care products – and it seemed like the business would fit easily into her busy lifestyle. With the help of people in her group and, she points out, with no support from her husband, Hyekyung decided to become an IBO. Her goal





*“I guess Seungpyo liked the changes he saw in me, because he eventually left his career behind to join me full time in our QUIXTAR business. Now we both have our independence as IBOs.”*

changes he was seeing in his wife were not only positive for her, but were also benefiting their family. Some research on the company solidified his interest in getting more personally involved in the business. Also, he saw it as a way to spend more time with Hyekyung and the kids.

Hyekyung reflects, “I guess Seungpyo liked the changes he saw in me, because he eventually left his career behind to join me full time in our QUIXTAR® business. Now we both have our independence as IBOs.”

Even their children, William and Jessica, now 25 and 23, noticed how their mother seemed to blossom with newfound independence. Hyekyung still remembers the pride and respect she felt on the day Jessica helped her with a speech for Executive Diamond Club. “Jessica said, ‘My mom used to do everything for us to make sure we had a good life. And now her mind has turned around to be totally focused on helping her business associates be the best they can be in their QUIXTAR business.’”

Hyekyung says she’s always been optimistic and positive. Even though, she initially lacked the courage to branch out from her role as a devoted mom and wife. That is, until the

was to build the business to a level that would eventually snag Seungpyo’s attention and show him how the opportunity could change their lives.

And so it happened: Hyekyung’s hard work paved a new road. Seungpyo budged from a position of resistance to an attitude of acceptance. He soon realized the

friends she’d made in her group helped her see her own potential and reach out for it. “I’m still the same person I used to be with all the same qualities. Today, I’m me – with more gusto.”

Also, Hyekyung’s thankful for the changes in her life. “And even now that Seungpyo is with me in our business, I feel strong and independent – like I can accomplish anything I set my mind to do. I love working with others to help them discover the potential that’s already inside them.”

Hyekyung sees life’s lessons in every situation. “Whenever you start anything new, it’s good to take it slowly at first and push yourself a little more each day.”

Take her love of swimming, for example. After years of watching her children compete, she decided it might be a great energizer. She started out by swimming only a few laps at a time. And today she’s built up enough strength and endurance to swim laps for an hour or two.

The help they provide others is, for Seungpyo, what makes being in this business a meaningful experience, never mind that the business model is a smart one. “In my career as a mechanical



engineer, I never had time to think about the other people. It was all about getting the work done, meeting deadlines, and putting myself ahead of others. Because that's what was expected."

Not so with this opportunity, Seungpyo explains. "When you belong to an organization where success relies on people helping others, we all benefit by working toward that common goal. Success is achievable if we, as a group, remain focused on the goal."

### Creating unity of purpose

Today, Seungpyo and Hyekyung are together in their thinking and are planning for the future. With their group in alliance, they're teaching others to dream and achieve their own goals, be patient, work hard, and embrace every success.

Hyekyung explains, "It's similar to how we teach our children to live independently in the world. Instead of giving them a fish, we teach them how to catch a fish. It's a much bigger gift and one with a bigger payoff in the long term."

While Hyekyung takes charge of their business in Canada and the United States, Seungpyo concentrates on building the international side. He's set up businesses in Korea and China and is currently looking at possibilities in Russia and Vietnam. Seungpyo's enjoying the flexibility in their schedule – he's now able to carve out time to devote to his true loves: family, sports, and travel.

"We love to travel, so getting on a plane every couple of months to support our businesses is a thrill for us," says Seungpyo. "It's work, but we love what we do, and we wouldn't want to do anything else. We take time out by planning side trips, whether it's to visit friends and family or see someplace new."

### Problems invite new business opportunities

Everyone at some time or another needs help overcoming a problem, whether it's financial, job related, or personal. And, according to the Bans, the QUIXTAR® opportunity can be the solution for many of these problems.

Seungpyo says they like to help people see that the solution doesn't have to be a difficult



one, "Owning a QUIXTAR business gives a person independence and control over their schedule. If you work at it, you will see the rewards. If you need help, your group will give you everything you could possibly need."

Hyekyung encourages new IBOs to follow their leaders, be diligent and patient. She reflects, "We have great leaders. We listen, learn, and do what they say. Have courage that if you do the same your efforts will pay off. Some day you will also find new levels of success, and it will be your turn to teach others in the same way you're being taught today."



**Pravin & Madhu Chheda**  
New Jersey

## Open doors, open hearts

It's a warm and gracious gesture when Pravin and Madhu Chheda invite you into their new home. Madhu says she's thrilled with how well it fits their lifestyle and in how it's also a perfect place to entertain.

Sharing her passion about QUIXTAR® products is just one of the gifts she brings to their business. Madhu entices every guest to try one after the other, as well as coffee, snacks, drinks, and even their TV, as Pravin focuses on answering business questions.

Madhu says, "We love entertaining in our home. It's a wonderful place to showcase a variety of QUIXTAR products and how they fit into everyday living. When people see our lives enhanced with these wonderful, high-quality items, more often than not, they initiate the discussion. Conversation and product testing flow naturally. And few people can resist these products once they've tried them!"

For this reason, Madhu and Pravin keep goodie bags on hand, filled with NUTRILITE® Protein Bars and other popular products to send home with every guest.

### Mind over matter

Pravin teases that a person needs only a body temperature of 98.6° and an open mind to

"We can afford to be generous with our family and friends, both here and in India. Helping people discover a better future is our future, and we're committed to it." – Pravin Chheda

become an IBO. The passion for the business, he emphasizes, comes next with good mentorship, commitment, and dedication. Their son, Jinen, and his wife, Pankti, share in the passion for the business – they're the couple's sixth Diamond leg.

Pravin says, "Like so many other IBOs, we started our business to supplement our two incomes. I was glad we had it established when doctors told me to quit my day job as an organic research chemist, because exposure to chemicals had been contributing to my health problems."

Madhu, also with a master's degree in organic chemistry and 25 years' experience in health care, says, "Pravin's health problems could never have been dealt with properly if we'd stayed in our jobs. I quit my job to be able to stay by him while he underwent several cancer treatments and surgeries. And thankfully at the same time, I was able to keep our QUIXTAR business going."

Also, the couple credits their upline and downlines for helping them keep their business strong. While Pravin came close to death, Madhu never had to leave his side. Surgery slowed Pravin only temporarily – on waking in the recovery room, Madhu found him talking about business with his doctors and nurses.

The couple works hard to keep new IBOs excited about their own businesses by holding regular meetings, beauty clinics, and product trainings, and promoting products like PERSONAL ACCENTS® jewelry. They find it helps to build familiarity with the products and processes, which deepens their level of understanding of the basic business concept. Frequent get-togethers help nurture confidence in new IBOs, which helps increase their sales volume, earnings, and the sense of satisfaction that comes from experiencing success.

The formula works for them in their business both here and in their homeland, India. Says Pravin, "Madhu is my angel. She's always by my side. It was her touch that brought me back to life when my heart stopped once. This business has been literally a lifesaver for us, and it's changed the lives of people we care about all over the world."



## Supersizing the American dream

Dave Doodnauth knows about discipline.

He played sports in high school and college, served in the U.S. Air Force for four years, and held a demanding job as a wireless network engineer.

"I'm not a big guy – only 5' 6" – so I got used to working hard to make the team," he says.

Shanita noticed his confidence right away. "We met at temple in New York, and it was love at first sight," she says.

He found her poise and aspirations equally attractive. "We both share the attitude that if someone has achieved it – whatever 'it' is, then we can, too," Dave explains.

They also share the experience of immigrating to the States as children. "We're both originally from Guyana, South America," although they didn't meet until after Dave got out of the service, Shanita adds.

After marrying, they moved to Florida and became "very focused on our careers," says Dave. Shanita worked as assistant to the vice president of a financial firm. Dave's growing responsibilities included travel throughout the U.S. and even to Europe. "We were both doing well in our jobs, including financially," he comments. This fact only reinforced their belief that the corporate career track was the surest bet for attaining the American dream.

### Discovering more

It also closed their minds to learning about the QUIXTAR® business – for a time.

"Thank goodness my sister and brother-in-law persisted," Dave says. "Once they got us to a large function, our eyes were opened to a new way of life where we could call the shots. We saw we could actually live more of the American dream than we were."

Dave and Shanita were impressed by the number of "highly qualified professionals" they met there. "They were people we wanted to follow and spend the rest of our lives with," he says.



**Dave & Shanita Doodnauth**  
Florida

Excited to get started, the Doodnauths soon discovered they were pioneers blazing a trail for prospective IBOs in their neck of the woods.

"The closest function was 16 hours away," Dave explains. "The closest open meeting was a 90-minute drive one way. We were willing to do that, but we knew it would be a hindrance to other people considering the opportunity."

Working closely with their upline, Dave and Shanita committed to building a support system for new IBOs in their area and sharing the leadership skills they learned from their mentors. "You need someone to let you know everything's going to be OK," says Dave, "someone who's been where you are and can say, 'That's normal' or 'That'll change.' Upline guidance – that's vital."

"It's what sets QUIXTAR apart from other businesses," adds Shanita.

And the products? Don't get her started. "NUTRILITE® and ARTISTRY® are our favorites," Shanita says. "We can't imagine how people live without them!"

Nor can they imagine raising their daughters (Ananta, 12, and Anila, 7) in any other environment. "We've learned so much about positive thinking and the definition of true success – not what we had before, but a balanced life of work and relationships," Dave says.

"We can't thank the founding families enough for providing such an awesome business opportunity, the Corporation for continually working to make it better, and our upline leaders for inspiring us to this level of success. The best is yet to come."



**Raymond Chu & Dana Po**  
*California*

### Raymond Chu and Dana Po

became QUIXTAR® IBOs after learning how different this business is compared to others. The benefits of unlimited financial opportunity with minimal initial investment, no overhead, total flexibility, mentorship from within the organization, and premium products – all supported by a major international Corporation – made their choice easy.

Longtime owners of a hair salon, this entrepreneurial couple has business experience, and Raymond Chu comments, “While the salon generates decent revenues, we see endless possibilities in our QUIXTAR business. Thankfully, we’ve been able to manage both up to now. But, it’s because of Quixtar that we’ve had the flexibility.”

Dana agrees, “Our QUIXTAR business fits into our family life and our future plans. It’s my total focus right now. I work when I’m able, and Raymond joins me after his hours at the salon. We have less stress and more happiness, because there’s more time for each other and with our kids: Eliza (25), Ronnie (23), and Molly (17).”

The couple says they feel blessed to be able to do what they love, and nothing is better than sharing tea with friends and talking about growing the business and reaching goals.

Touched by the many people who’ve helped them achieve their success, they hope they can reach out to others with the same wisdom and courage.



**Lourdes Enríquez**  
*California*

### Lourdes Enríquez was studying

international relations because, “I wanted to make a difference in people’s lives.” When the QUIXTAR opportunity came along, she saw an even better prospect: “By working together (with other IBOs), we could change our lives together.”

A people person at heart, Lourdes’ passion attracts others to “a business where having a conscience and making money go hand in hand.

“I work at elevating people’s awareness of how their physical, emotional, and financial health, along with the health of the earth, impact their well-being,” she says, adding, “The Corporation offers superior products that support my efforts.”

Originally from Mexico, Lourdes enjoys sharing the business with people around the world. Her husband, Cherif Chalakani, is from France, so their son Pablo, 8, has experienced many cultures and speaks several languages.

“We enjoy playing tennis, riding our bikes, and reading,” Lourdes says of her family. “And I love the ocean. It gives me life.”

But her QUIXTAR business has given her life purpose.

“I dedicate a lot of time to it, but in a very balanced way. I teach my group that spending time with family, growing as a human being, and taking time to be present in the little things is more important than making money. But you need money to have time for those things.”



**José Luis & Silvia Guerrero**  
*Georgia*

### Silvia Guerrero tears up recalling

the pinnacle moment of her and José Luis’ Emerald achievement.

“We were on stage at a convention with six of our seven children,” she says. In front of thousands, “They told us they loved and admired us for what we’d done and thanked us for all the changes we’d made.”

The oldest kids (Omar, 15, Oscar, 13, Luis Diego, 10, and Jazmin, 7) can recall a time when Mom and Dad rarely spoke to one another, unless it was with raised voices. “We hardly saw each other except to hand off the children, because we worked different schedules,” Silvia explains.

Always praying “for an opportunity to do something better,” all she ever found was the next factory job. José Luis works in the building trades.

When they learned about a business they could start for little money that “would allow us to better ourselves and teach us how to be business owners,” they jumped at the chance, he says.

Soon they were so focused on helping others do the same, “We didn’t have time to fight,” Silvia says, laughing incredulously. “Now the kids (including Eduardo, 5, Esmeralda, 4, and Juanita, 6 months) love it when we’re together!”

Adds José Luis, “Our QUIXTAR business has been everything we hoped for – and so much more.”

**Founders Sapphire**



**Dave & Terri Brown**  
California

*The Browns' photo was inadvertently left out of April's ACHIEVE® Special Achievement Issue.*

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**Sapphire**



**Aleksandr & Tatyana Bak**  
North Carolina



**Chad & Corrie Leister**  
Pennsylvania

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**Ruby**



**Rolland & Hope Craig**  
Illinois



**Julio Cesar Hernandez & Leticia Castillo**  
Arizona



**Hanchun Hsu & Caroline Chia-Li Sun**  
California

Platinum



**Mikir & Lavanya Bodalia**  
Systems Engineer  
Software Engineer  
(Jwalant & Asha Vakil)  
*Illinois*



**Ronney Chu**  
Auto Parts Store Manager  
(Raymond Hk Chu &  
Yin Ling Po)  
*California*



**Odilien & Marie  
Rachele Destrat**  
Lab Technician  
Medical Assistant  
(Brisard & Stard Destrat)  
*New York*



**Rich & Laura Downs**  
CPA  
Nurse  
(Jim & Nancy Dornan)  
*Georgia*



**Elvin & Esmeralda  
Gramajo**  
(Jose Ignacio Ayala)  
*California*



**Yvon Guerard &  
Johanne Bergeron**  
Farmer  
Administrative Technician  
(Claude & Johanne Martel)  
*Quebec*



**Shawna Hill**  
Executive Assistant  
(Jack & Sharon McLennan)  
*Oregon*



**Sung Ye & Won Jang**  
(Roy Jang)  
*Virginia*



**Yunah & Keun Man Kal**  
(Steven & Keun Sun Han)  
*New Jersey*



**Heong Joon &  
Seong IL Kim**  
Ballroom Dance Instructor  
(Seon Ha & Soonok Lee)  
*British Columbia*



**Kaesook Lee**  
(Hongjoo & Kumsup Lee)  
*Minnesota*



**Mario & Maria Lira**  
(Sergio & Luciana Mendez)  
*Texas*



**Feng Liu & Betty Chiu**  
Sales  
Preschool Teacher  
(Tommy Lam &  
Hai Yan Wu)  
*California*



**Richard & Seh Ho  
Padley**  
(Chil Ho & Ki Suk Yi)  
*Utah*



**Miguel & Edna Payano**  
Bartender  
Sr. Planning Consultant  
(German Castillo &  
Carmen Rodriguez)  
*New York*



**Elvis Perez &  
Rosmarlyn Guzman**  
Pharmacist Ph.D.  
Physician  
(Rosa Cruz)  
*Dominican Republic*



**Javier Ramirez &  
Rosa Elvia Verdin**  
Industrial Painter  
Homemaker  
(Rutilio Carpinteyro &  
Lilia Vazquez)  
*California*



**Stan & Joelle Salvigsen**  
Residential Developer  
Music Industry  
(Dave & Kristin Dussault)  
*New Jersey*



**Angel & Ana Sanchez**  
School Bus Driver  
Teacher  
(Felix & Fioldalisa Puntiel)  
*New Jersey*



**Tami Stevens**  
Marketing Coordinator  
(Daniel & Sherry Stahl)  
*North Carolina*



**Sean & Shakira Wynter**  
Accountants  
(Aseef Amin)  
*Florida*

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

George & Kathy Blackmore  
Julian & Courtney Bragg  
Richard & Sara Chandler  
Yu Ping Chen  
Wesley & Cynthia Dove  
Roberto & Maria Gallegos

Bernabe Garcia & Lizeth Elenes  
Siu Ngan Yu Gee  
Ge Min Hu  
Aquiles Julian & Cristina Gutierrez  
Byoungsook & Yooshin Kim  
Edgar & Claudia Monge

Eric Mora & Adelaida Cervantes  
Neriye Muradov & Margarita  
Abdurakhmanov  
Miguel Perez & Maria Patricia Castro  
Jesus Salas & Alma Karina  
Castro Salas

Cindy Singh  
Mirna Sol  
Jesus Valle Linares & Elvia  
Hernandez  
Junmo & Jeong Sook Yang  
Harry & Young Yoon

## Silver Producer

Elier Aguiar & Marta Oliva  
Carlos & Olivia Arellanos  
Ilya & Inna Badalov  
Thelma Batilo  
Larysa & Starhei Batsian  
Jose Caicedo & Matilde Valdez  
Tracey Chan  
Alexander & Judymae Chao  
Xiao Wen Chen  
Mire & Jae Chu  
Meghayu & Pranami Dave  
G. Anthony Delellis  
Ronel Delgado & Alina Orozco  
Anthony Digiantomasso  
Marco Antonio Dominguez &  
Laura Delgado  
El Soha-Ashry & Basil Emar  
Zaida Escalona  
Steven & Barbara Fritel  
Ulises Garcia  
Fredy Giron Zepeda & Blanca Giron  
Eduardo Gonzalez & Miriam Canales  
Jose Gonzalez & Martha Medina  
Miguel Angel & Norma Gonzalez  
Silvio Gonzalez & Romelia Morales  
Akelia Hazel  
Luis & Elisa Hernandez  
Mario Hernandez Pena  
Kuk Myeung & Mi Kyeung Hwang

Maria Jacobo & Irma Pargas  
Raju L N & Vardhani Kalidhindi  
Gerald & Theresa Kaneshiro  
Nina Khilko  
Gyung Hee & Dong Kim  
Mike & Amy Kummer  
Choon Yi & Jong Hwa Lee  
Eunjoon Lee & Young Jun  
Albert Malakov &  
Anzhela Iskhakova  
Mary Marvin  
Justin Meyer  
Amanda Miranda  
Vinod Mohan  
Harold & Yvette Morrow  
Steven Mueller  
Charles Muratore  
Florentino Jr. &  
Marilyn Neri  
Anthony Pecchillo  
Anthony & Odette Perkins  
Steven & Tiffany Poe  
Leland & Mary Powell  
Alberto Prieto &  
Yuliet Mesa  
Enrique Quintana &  
Mayuli Perez  
Raquel Raizman

Hope Rana  
Lebi Rodriguez & Magdalena Guillen  
Ramon & Marisol Rodriguez  
Gonzalo Samaniego &  
Gladys Fajardo  
Fermin Sanchez & Maria  
Magdalena Garcia  
Ganesalingam & Prathayini  
Saravanan  
Ming Chu Sun  
Charly Valerio & Maria Perez  
Manuel Vargas & Margarita Lovatos  
Joel & Kristin Weinberg  
Alfredo & Gredda Wells

“The *Your Healthy Business*

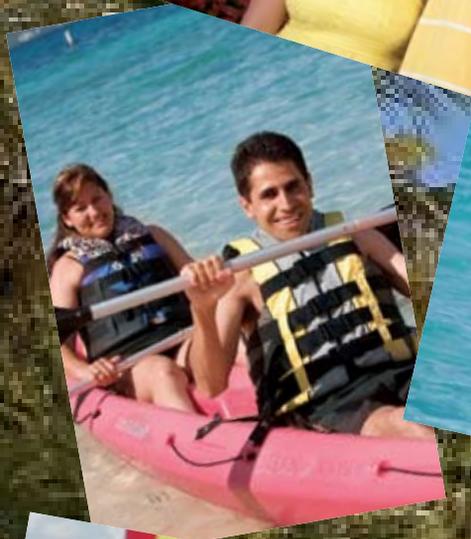
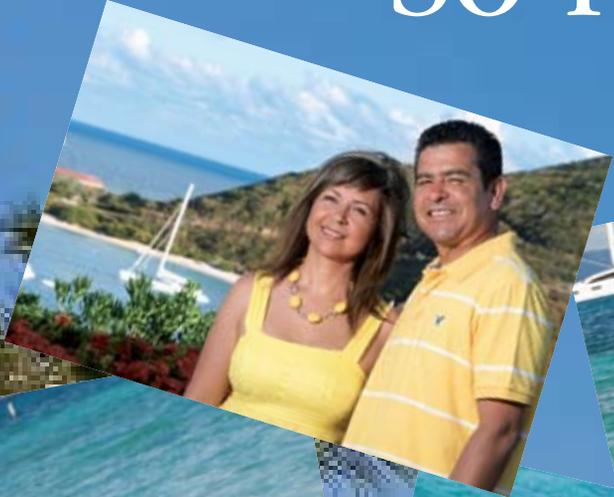
instructor-led training presentation  
was absolutely incredible! We have  
been going to the seminars for some  
years now, and this is by far the best.”

~ **Barbara Morgenroth,**  
*St. Cloud, Minnesota*

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*Your Healthy Business* training program  
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# So refreshing!



Talking product in front of a gorgeous backdrop, from left to right: Executive Diamonds Alfredo and Silvia Medina, Diamonds Adan and Francisca Ledezma, and Executive Diamonds Paco and Geovana Bazan.



Going Diamond is energizing in itself. But just imagine how refreshing it would be to network, strategize, and plan for the future of your business with tropical palms and a wide expanse of ocean just outside the window. Peter Island business conferences are part of the QUIXTAR® business incentives. And they're definitely something special. Eligible Diamonds and above are invited to spend a week focusing on business\* – and pleasure too! Between meetings and after busy days, these leaders take in everything the island has to offer, from the pampering spa to the sandy beaches. It's the most refreshing way to do business!

*\*Founders Achievement Award recipients can also choose to apply part of their award to a business trip to Peter Island, as Founders Crown Ambassadors Jim and Nancy Dorman did.*



*Beautiful sunsets are always on the agenda at Peter Island. Back row: Emeralds David and Jules Dorman, Founders Crown Ambassador Nancy Dorman, Heather Dorman with daughter Ashley-Kate, Founders Crown Ambassador Jim Dorman. Front: Eric and Abbie-Kate Dorman.*





### Platinum Elite

These IBOs have generated at least 12,500 Ruby PV in a month, which qualifies them to receive a cash award of an additional 4% of their Ruby BV.

### Diamond

Ignacio Alvarez & Dora Barajas  
Samir & Theresa Attalah  
Michael & Robin Carroll  
Joel & Ardith Griffing  
Bill & Valree Nichols  
Robert & Nancy Stouffer

### Founders Emerald

James & Laurie Angiuli  
James & Nancy Calhoon  
Paul Chau  
Ron & Marcia Dubrow

### Emerald

Michael & Condello Hostettler  
Dan & Dineen Stevens  
Doug & Elise Storey

### Founders Sapphire

Michael & Connie Bateman  
Larry & Shannon Becking  
Clayton & Karen Green

### Sapphire

Polo & Amy Arellano  
Jim & Peggy Cardinal  
Abdul & Shobitha Jaleel  
Artemio Rivera  
Mark & Elizabeth Schaible

### Ruby

Todd & Sarah Engen  
Jim & Dandy Everist  
Scott & Ann Marie Figura  
William Gamble  
Christopher & Michele Jones  
Viktor & Olga Lavrinenko  
John & Alissa Mack  
Michael & Brandie Bess Wagner

### Founders Platinum

Myung Seop & Hyung Eun Bae  
Al Bedford  
Michael & Andrea Blaho  
Jose & Maria Ceballos  
James & Pam Chua  
Myung IL & Connie Chung  
Mark & Erin Cooper  
Britt & Rosalinda Cowell  
Don & Tina Denker  
John & Jackie Diels  
Igor & Raisa Dutko  
Kenneth & Linda Fuller  
Mark & Corrine Henning  
Shannon & Gwendolyn Hunter  
Paul & Maria Jay  
George & Dee Jenkins

Darrell & Tami Keller  
Thomas & Yong Hui Kim  
Charlie & Paula Knott  
Dominick & Linda Lacitignola  
Mike & Marlinda Lerner  
Dan & Pam Matthews  
Rick & Judy Moisant  
Kyle & Christina Sanders  
Gary & Robin Savage  
Patrick & Amber Sawhill  
Rigoberto Silva  
VJ Sobolewski III &  
Sonya Naryshkin  
Bruce & Lisa Taranger  
John & Sherie Thain  
Doug & Tami Tuft  
Ricardo & Jamila Walker  
Keith & Trina Walter  
Jim & Joanne Wood  
Pavel & Larisa Yermakova

### Platinum

Joseph & Amy Fabian  
David & Christina Kessler  
Joshua & Rachael Runge  
Thomas & Amie Utermoehl

### Gold Producer

Thomas & Judy Gordon  
Peter & Rachael Herschelmann  
S. Lan Jong  
Hye Kang  
Deborah Merriner  
Min Young Song

### Silver Producer

Jesse & Shilo Aust  
Karen Balter  
Eva Chiang  
Yu Che Chin  
Sing Choi  
Huang Fulong  
He Hongfa  
Mike & Amy Kummer  
Will & Barbara Muller  
Daniel Murtaugh &  
Antonina Gagliano  
Siong Pang  
Samantha Poon  
Adina Porter  
Arty Stock & Anne Avenius  
Jeffrey Stone  
Rob & Meghan Swank  
Rick & Carol Tatom  
Foong Wai Leong  
Cynthia Zabriskie



### Platinum Plus

These IBOs have generated between 10,000 and 12,499 Ruby PV in a month, which qualifies them to receive a cash award of an additional 2% of their Ruby BV.

### Diamond

Sergio & Julia Cid  
Ross & Leslie Hall  
Jim & Julie Harstad  
Pablo Jimenez Zabala &  
Carmen De Jimenez  
Roger & Judy Schulenberg

### Founders Emerald

Scott & Daphne Andrew  
Lynn & Joanne Burnett  
Ron & Marcia Dubrow  
John & Deanna Gilmour

### Emerald

Mike & Darlene Dahlheimer  
Russell & Kathryn Edeal  
Radhames & Rafaelina Gil  
Tim & Beverly Held  
Hye Gyung & Yong-Sun Kang  
Kyung Kang & Jaewoo Lee  
Raymond & Terri Mitchell  
Narciso & Nelly Nunez  
Juan & Minerva Ramirez  
Warren & Carla Roberts  
Jeffrey & Gia Selzer  
Doug & Elise Storey  
Rick & Dianne Yokome

### Founders Sapphire

Mike & Margaret Aycock  
Dave & Terri Brown

### Sapphire

Thomas & Peggy Besch  
Joseph Ho Sang &  
Helena Chung  
Abdul & Shobitha Jaleel  
Gail Kono  
Darren & Julie Mulliniks  
Dale & Sharon Nelson  
Jeffrey & Lisa Pennington  
Mark & Elizabeth Schaible

### Founders Ruby

Michel & Susan Savard

### Ruby

Jim & Dandy Everist  
Viktor & Olga Lavrinenko

### Founders Platinum

Salvatore & Judy Anzalone  
Lance & Carol Black  
Michael & Andrea Blaho  
James & Beatrice Buckley  
Jeff & Joan Converse  
Mark & Erin Cooper  
Britt & Rosalinda Cowell  
Irving & Mary Crawl  
Henry & Julia Dark  
Thomas & Mary Davis  
Joseph & Ladawn Devane

John & Jackie Diels  
Richard & Cari Fisher  
Antolino Gabriel &  
Florencia Garcia  
Julio Garcia Jr.  
Rupal Gharía & Ashok Jadeja  
Holt & Melissa Grant  
Enmanuel Guillen &  
Anni Sanchez  
James & Sherry Herzog  
Denise Horlander  
Hsin-Tsung & Judy Hsi  
Shannon & Gwendolyn Hunter  
Jeffrey & Wendy Ing  
George & Dee Jenkins  
Christopher & Julie Keadle  
Thomas & Yong Hui Kim  
Jimmie & Jamiyah Kimbrough  
Charlie & Paula Knott  
Gregory & Cheryl Kreger  
Mike & Marlinda Lerner  
Peter & Marlene Lyhne  
Rick & Judy Moisant  
Reuben & Wakako Morales  
Gerald & Carolyn Newman  
Oscar & Maria Esther Nieto  
Calvin Penney  
Jim & Nora Pierce  
Matthias & Millicent Pilate  
Christopher &  
Kanoelani Roberts  
Kyle & Christina Sanders  
Bijon & Mita Sengupta  
VJ Sobolewski III &  
Sonya Naryshkin  
Lee & Kristen Thompson  
Doug & Tami Tuft  
Joseph & Kelli Beth Victor  
P. Ramon Vidal &  
Glenda Gonzalez  
Richard & Julie Wilson  
Jim & Joanne Wood  
Takeo & Etsuko Yamamoto

### Platinum

Jose Isai Alberto  
Michael & Theresa Davis  
Joseph & Amy Fabian  
Enrique & Juanita Garcia  
Mukesh & Subarna Gupta  
Steve & Tara Kenkelen  
Connie Limas  
John & Kathy Medley  
Gabriel Mitchell &  
Sandra James-Mitchell  
Edgard Mora & Lucy Baquero  
William & Sandra Nold  
Jerry & Nancy Officer  
Jose Bienvenido Pimentel &  
Karen Popa  
Song Eun Suk & Hae Sook  
Matt & Lindsay Summerlin  
Juvenal Vargas-De La Cruz &  
Adela Amaral

### Gold Producer

George & Kathy Blackmore  
Randy & Renee Brown  
Jose & Maria Casanova  
Phil & Candace Cox  
Sixto Fernandez  
Josh & Nikki Fordyce  
Janis & Melissa Fridbergs  
Thomas & Judy Gordon

Peter & Rachael Herschelmann  
Lee & Cynthia Hurst  
S. Lan Jong  
Hye Kang  
Eunsih & Gloria Kim  
Haeng & Jea Hwan Kim  
Wun Yuk Kwan & Wendy  
Chunbing Guan  
Eugene & Frances Maloziec  
Jose Marte & Carmen Alejo  
Oleksiy Mautanov &  
Verka Arkipova  
Deborah Merriner  
Jose Antonio Perez &  
Aurora Alvarez  
Miguel Perez &  
Maria Patricia Castro  
Michel & Lorene Rinehart  
Mirna Sol  
Min Young Song  
Orsen Sowell & Dayvone Smith  
Mi Kyung Sung  
Domingo Tolentino &  
Melonia Ordone  
Ronnie Weir &  
Shannon Koskan-Weir  
Quinton & Mikala Wilson  
George & Kristine Zrinyi

### Silver Producer

Jesse & Shilo Aust  
Karen Balter  
Scott Bares  
Joseph & Patricia Breker  
Teck Kuwe Chai & Kon Yin Lew  
Eva Chiang  
Yu Che Chin  
Sing Choi  
Xu Deng  
Dion & Dawn Doar  
Anatoliy & Olga Ena  
Huang Fulong  
Eduardo Gonzalez &  
Miriam Canales  
He Hongfa  
Eric & Erika Hunter  
Joseph & Carrie Kalcevic  
Mike & Amy Kummer  
Myrna Lim  
Yoke Lan Lum  
Paul & Cynthia Marshall  
Reinel Martin & Judith Gonzalez  
Will & Barbara Muller  
Daniel Murtaugh &  
Antonina Gagliano  
Siong Pang  
Gennadiy & Yelena Pavlenko  
Joseph & Jean Perry  
Brad Peterson  
Samantha Poon  
Adina Porter  
Francisco & Dinora Rivera  
Eduardo Rosales  
Arty Stock & Anne Avenius  
Jeffrey Stone  
Rob & Meghan Swank  
Kai Tang  
Rick & Carol Tatom  
Foong Wai Leong  
Alfredo & Gredda Wells  
Justin Winkler  
Cynthia Zabriskie  
Wang Zaiji



*Children's needs vary from one country to the next. The One by One program was designed to give our global markets the ability to build local partnerships, addressing issues specific to children in their community – and each has taken this cause to heart. Where there are children in need, Quixtar and Amway are ready to lend a hand.*



## The four focus areas of One by One

By focusing all our philanthropic efforts on improving the well-being of children, we're successfully offering them the resources they need to live, achieve, learn – and of course – play.

**LIVE.** To children living in the Kilifi district along the eastern coast of Kenya, a simple vaccination can mean the difference between life and death. In 2007 alone, more than 50,000 children received life-saving immunizations from Amway Europe's support of UNICEF in Kilifi. More than 90,000 children have been immunized since 2003.

**ACHIEVE.** Hundreds of children have physical barriers that keep them from achieving childhood milestones, like riding a bike. Through Amway Australia's partnership with Freedom Wheels, barriers are removed, and disabled children have the opportunity to ride their own bicycle – many for the very first time. Freedom Wheels evaluates each child's specific needs and works with a team of highly skilled therapists, engineers, and volunteers to build a custom bike that each child can call their own. To date, Freedom Wheels has provided bikes to 25,000 children.

**LEARN.** The thirst for knowledge goes unquenched by many impoverished Chinese children. Amway China opened the doors of 14 Amway Hope Schools throughout China, benefiting more than 4,000 students. Through Amway's Education Volunteer Aid program, Amway China also sponsored 340 volunteer post-graduate students from Chinese universities to teach in underprivileged and remote areas, benefiting more than 170,000 students.

**PLAY.** The Camelot Woods apartment complex in Grand Rapids, Michigan, is home to more than 200 children under the age of five. The nearby park boasted only one piece of worn-out playground equipment. All of that changed when 150 Alticor employees joined forces with 100 Grand Rapids community members and installed a new playground to give the children of Camelot Woods a safe place to play – all in just one day.



*The One by One Campaign for Children calls QUIXTAR® Independent Business Owners, employees, and customers to rally around one unified cause: improving the well-being of children.*

# Say hello to your



*Chairman  
Bill Hawkins\**

*Awards & Recognition Committee  
Left to right: Brad Duncan\*, Dan Yuen, Jim Dornan\*, Joe Markiewicz\*,  
Jody Dutt, and Shivaram Kumar*

*Governance & Oversight Committee  
Left to right: Jody Victor, Jim Janz*

When you registered your QUIXTAR® business, you likely joined the Independent Business Owners Association International (IBOAI).

The IBOAI is led by an elected Board of Directors whose members are committed to protecting the integrity of the QUIXTAR IBO Compensation Plan, enhancing the opportunity, and representing your needs to the Corporation.

Comprised of seven committees, the IBOAI Board meets four times each year to review important business issues and make recommendations to Quixtar.

The **Executive Committee** exercises the powers and authority of the IBOAI between regular and special Board meetings, including the appointment of the elected members to the different committees.

The **Awards & Recognition Committee** evaluates and recommends changes to the Plan and the QUIXTAR Business Incentives Program.

The **Business Operations Committee** addresses programs, promotions, distribution, technology, and similar matters that are a part of every IBO business.

The **Governance & Oversight Committee** reviews Board actions and operations to ensure the IBOAI remains

# 2008 IBOAI Board!



*Business Operations Committee*

*Left to right: Howie Danzik, John Crowe, Kanti Gala\*, Kathy Victor\*, Pedro Lizardi, and John Merris*



*Legal & Ethics Committee*

*Left to right: Scott Holland, Bob Andrews\*, Steve Woods\*, Bert Gulick, and Carl Reardon (not pictured)*

aligned with the principles of integrity, responsibility, and corporate governance.

The **Hearing & Disputes Committee** facilitates and promotes mutually satisfactory resolutions of concerns and disputes between IBOs.

The **Legal & Ethics Committee** focuses on the Rules of Conduct and related legal and regulatory issues.

The **Marketing Advisory Committee** reviews and provides input on products, catalogs, Quixtar.com, and other marketing-oriented topics.

This is your business – and the IBOAI is your organization. To share your thoughts, ask questions, or learn more about the IBOAI, visit [www.iboai.com](http://www.iboai.com)

IBOAI members who are qualified at Platinum or above elect the IBOAI Board of Directors to three-year terms.

*\*Member of the Executive Committee.*

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# Make Daily the one to BEAT!

Are you ready for the NUTRILITE® challenge?  
Here it is: Convince every user of Advanced  
Formula Centrum† to switch to NUTRILITE Daily.

## Why choose Centrum buyers?

Because there are so many of them out there – and they already take a supplement. All you have to do is get them to switch!

First, compare vitamin and mineral levels. Daily has 24 vitamins and minerals at 100% of the Daily Value. And it has more more B vitamins, vitamin K, and selenium than Centrum!

Then, compare plant concentrates. Centrum doesn't have any, according to their label, while NUTRILITE Daily has 518 milligrams. Did you know that NUTRILITE is the only global vitamin and mineral brand to grow, harvest, and process plants on their own certified organic farms? It's true – and Centrum can't say that!

So help your customers  
make a better choice: **Daily!**



Daily has more!	
B vitamins	
Riboflavin	53% more
Thiamin	53% more
B12	50% more
Biotin	900% more
Vitamin K	220% more
Selenium	27% more

Based on internet and label claims, 1/2008.

†Trademark: Advanced Formula Centrum (Wyeth Holdings Corp., Madison, N.J.).

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