

BECAUSE it's for you
APRIL 08

Asafa Powell Visits the Amway Business Centre

12 BUSINESS CENTRE UPDATE

18 VITAMINS MADE EASY

20 IMPROVED PURE WHITE

Amway[®]



AUTUMN 08 COLOUR COLLECTION

Rare beauty finds inspiration in nature's rich palette, timeless yet always modern. Two palettes for eyes offer deep suede soft colour; choose intense earth tones or violet tints with a touch of gold. New ARTISTRY Lip Shine completes the look in three shimmery sheer shades.

Eye Colour Compacts

Experience the velvety texture of our weightless, buildable shades for spring. Each palette packages four rich bands of light metallic powders in a single, neat square. Sweep on a wash of a single shade to achieve refinement with just a hint of colour, or layer them to unlock beauty options.

Indulge (Purple brick): shell, violet, iris, and brown.

Signature (Bronze brick): sand, copper, bronze, and brick.

Lip Shines

Balance dramatic eyes with one of three lip shines in the barely-there shades of the season. Our all-new formula uses a unique combination of antioxidant vitamins A and E and aloe to moisturise and soothe, giving you lasting comfort with a shimmering finish that's smooth, not sticky.

Gifted: Soft pink shimmer

Signature: Champagne shimmer

Unrivaled: Rose shimmer shares

Order your Rare Beauty brochure on VS209949 for only \$3.50 (pack of 5). It contains detailed illustrations for creating your look with the Rare Beauty range, along with a special tear-off section for retail customers. Brochures are available while stocks last.

GET THE LOOK



VS	DESCRIPTION	PV	BV	W/Sale	RRP
104669	ARTISTRY Rare Beauty Eye Colour – Indulge	12.04	41.05	\$45.16	\$60.95
104670	ARTISTRY Rare Beauty Eye Colour – Discreet	12.04	41.05	\$45.16	\$60.95
104671	ARTISTRY Rare Beauty Lip Shine – Unrivaled	7.14	24.35	\$26.79	\$36.15
104672	ARTISTRY Rare Beauty Lip Shine – Signature	7.14	24.35	\$26.79	\$36.15
104673	ARTISTRY Rare Beauty Lip Shine – Gifted	7.14	24.35	\$26.79	\$36.15
209949	ARTISTRY Rare Beauty Brochures (Pk5)	N/A	N/A	\$3.50	\$3.50

ARTISTRY®



06



18



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THE WORLD'S BEST

The world's fastest man, Asafa Powell, came to Sydney to visit the Amway Business Centre in Castle Hill for the Amway Health Expo. All those who attended the event were inspired by the man who had twice broken the 100 metre sprint world record. As Asafa is sponsored by Nutriway, it was motivating for many to acknowledge that our world-leading supplements are taken by world class athletes. Read all about Asafa's visit to Australia from page 6.

The qualification period for Achievers 2008 in Mauritius is coming to a close. We encourage all of you who are close to qualifying to keep on working hard. You are almost there! For those of you who will be missing out on the event, it's time to start thinking about how you can qualify for Achievers 2009.

The new and improved Artistry Pure White range has just been released and the qualification period for the Emma Page conference at the Palazzo Versace has begun. In this issue, we have also included great articles on vitamins, fragrances and updates on your Amway Business Centres.

With all this and so much more, we are confident that you will have a great time building your business this April!

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Additional copies of this *BECAUSE it's for you* are available on VS 206682



John Haines

John Haines
Head of Business Relations
Australia/New Zealand

WHAT'S HOT



A NEW BEGINNING

This is your last chance to take advantage of the fabulous offers contained in *Inside Scoop: New Beginnings*. So order now and don't miss out!

Offers are available from 1 February 2008 until 30 April 2008. See the Amway website for full terms and conditions.



TIME FOR A NEW HEALTH WATCH

1. Purchase NUTRIWAY® DOUBLE X® 31 Day, Concentrated Fruits and Vegetables and BIO-C PLUS® 100s and receive the FREE limited edition mens or ladies NUTRIWAY watch valued at \$79.95.

VS 209961	Mens Watch Offer	RRP \$206.10
VS 209962	Ladies Watch Offer	RRP \$206.10

2. Purchase NUTRIWAY Daily (60 tablets) with Concentrated Fruits and Vegetables and receive Omega-3 Complex for half price.

VS 209957	Offer 2	RRP \$106.68
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FOUNDATION FOR SUCCESS

Purchase the ARTISTRY® TIME DEFIANCE® Cleansing Treatment, Conditioning Toner, Vitamin C & Wild Yam Treatment, your choice of Day Protect Crème or Lotion and receive your colour choice of TIME DEFIANCE Firming Crème Foundation (valued at \$64.48 RRP) plus an ivory satin drawstring bag absolutely FREE.

VS 209963	Offer with Day Protect Lotion	RRP \$303.74
VS 209964	Offer with Day Protect Crème	RRP \$303.74

Foundation to be selected at the time the order is placed. For faxed and mail orders, please note down your foundation colour choice.

PURE NEW BEGINNINGS

Purchase any three products from the PURE BEGINNINGS® range of baby essentials and receive a moisturising Baby Lotion (valued at \$16.95 RRP) for FREE.

VS 736433	Starter Kit	RRP \$29.95
VS 736434	Nipple Cream 125g	RRP \$16.95
VS 736430	Natural Cornstarch Powder 100g	RRP \$12.95
VS 736432	Nappy Rash Cream 125g	RRP \$13.95
VS 736435	Massage Cream 125g	RRP \$16.95
VS 736431	Baby Massage Oil 125ml	RRP \$16.95
VS 736428	Shampoo and Body Wash 200ml	RRP \$16.95
VS 736429	Baby Lotion 200ml	RRP \$16.95





ANTICIPATE NEW OPPORTUNITIES

Purchase any two fragrances of your choice, per order, from the range (pictured), and receive 50% off the second fragrance!

VS 100594	ANTICIPATE for Women Eau de Parfum 50ml	RRP \$49.95
VS 103702	ANTICIPATE Intense Eau de Parfum* 50ml	RRP \$49.95
VS 103703	TOLSOM Eau de Toilette 50ml	RRP \$49.95
VS 100595	OPPORTUNE for Women Eau de Parfum 50ml	RRP \$49.95
VS 100600	OPPORTUNE for Men Eau de Toilette* 50ml	RRP \$49.95

* Launching March 2008.



UNLEASH THE NEW YOU

Spend \$130 RRP or more on the Core Professional range of products from E. FUNKHOUSER™ New York and receive an exclusive Zulu Cuff Bracelet from Euphoria by EMMA PAGE® valued at \$30 RRP absolutely FREE.*

Refer to page 86-87 of the Better Choices Catalogue for item details. * Offer excludes all kits.



Final sales figures are in for 2007 and we want to congratulate everyone on another great year!

Global sales were up 12 percent, reaching USD \$7.1 billion and 70 percent of our markets reported an increase in sales. That's incredible! We're so happy and proud of all that you have done. You are the hardest working distributors in the world.

We have an incredible story to tell the world about our partnership and what we can accomplish together. It's a partnership where both parties win... we both succeed, by helping one another. Although we have accomplished tremendous growth this year, the best is yet to come.

With our 50th anniversary upon us, there has never been a more exciting time in our business. Working together as partners, we will build successful and sustainable businesses for years to come.

We will be sharing more exciting, positive news about where we've come from and where we are going in the coming months – stay tuned.

Doug DeVos,
President

Steve Van Andel
Chairman



Asafa Powell at the Sydney Business Centre



Asafa Powell, the world's fastest man and NUTRIWAY® sponsored athlete, took a break from his busy training schedule in the lead up to the Beijing Olympics to visit the AMWAY® Business Centre in Castle Hill. Excited IBOs and their families enthusiastically applauded the 25-year-old Jamaican as he took to the stage. Asafa appeared at the Health Expo after a presentation from the winner of Australia's Biggest Loser, Adro Sarnelli. The two-time world record holder chatted to the crowd about his training and how he was introduced to DOUBLE X by his brother.

"As a sprinter, you have to be safe," Asafa told the star-struck IBOs as he discussed taking supplements. "DOUBLE X is the safest way you can go."

The Commonwealth Games gold medalist currently holds the world record for the 100 metre sprint. He broke the previous world record of 9.77 seconds (which he also set) last September when he ran an incredible 9.74. At Castle Hill, he revealed his new goal to his fans. Asafa now wants to run the 100 metres in 9.6 seconds. When he was jokingly asked if

he was going to achieve that during his short visit to Australia, Asafa responded, "I'll try. If it doesn't happen, I'll come back next year."

What struck at the heart of many IBOs in the audience that day was how similar his mindset was to their own. Asafa is determined to succeed, strives to achieve his goals and lets nothing get in his way. His career has been marked by many setbacks, the most recent being the disappointing third place he ran in the World Championships in Osaka, Japan last year. It was a lesson he had to learn.

Asafa's coach Steve Francis commented recently, "What I think he learned [at Osaka] is that little things determine how successful you are as a champion. If you do the right thing the right way all the time and you have a challenge, you're going to do very well."

Only two weeks after the World Championships in Osaka, Asafa ran the 9.74 seconds that secured his place in history as the world's fastest man.

After Asafa's presentation, Diamond IBOs and 30 lucky people were each given a signed poster by Asafa and a chance to have their photo taken with the athlete. The 30 who were chosen were the first people to buy The NUTRIWAY Pack (VS/QO209809) on the day. The pack includes DOUBLE X, Omega-3 Complex and Concentrated Fruits and Vegetables.





IBOs Rolf and Gabriele Latham, with their children Eric and Rebecca, caught a 6am flight from the Gold Coast that morning just so that they could see their role model in person.



Part of that group of eager IBOs who won the chance to meet Asafa were Rolf and Gabriele Latham and their children Rebecca (11) and Eric (8).

The family caught a 6am flight from the Gold Coast that day, just so that they could meet their role model in person. They arrived in Castle Hill at 9:40am to ensure that they were one of the first 30 to buy The NUTRIWAY Pack (VS/QO209809).

Rolf and Gabriele made the trip to Sydney because they believe that it is important that their kids grow up healthy. Gabriele says that the kids were so excited about meeting Asafa that they grabbed the signed poster from Rolf's hands. "They are waiting impatiently to have the poster framed so they can show their friends."

"It was really cool and really fun," Rebecca says about meeting Asafa. "My friends wish they could have met him."

Now that the excitement has died down from his Australian visit, Asafa has his sights set on a gold medal in Beijing. So how fast will Asafa be running?

"As fast as I want to."



Earn 3000 PV/10230 BV and more on XPLORE™ Home Loan referrals

When you refer family and friends to XPLORE, you help them get a better home loan and you earn PV/BV on their loans!

Just 10 non-IBO referrals that become settled loans could mean 3000 PV / 10230 BV in your pocket.

Month	Referrals	Avg. Loan Amount	PV/BV per Loan Settled (XPLORE Brand Products)
April 08	10	\$175,000	300 PV / 1023 BV
Total PV/BV for 10 settled loans			3000 PV / 10230 BV

Call 1300 886 887 (Option 1) or visit XPLORE via 'Partner Stores' at www.amway.com.au for a Referral Form and to find out how you can take advantage of the Referral Program to help build your AMWAY business.

Terms and Conditions: PV/BV is payable only from loan amounts of \$125,000 and above. PV/BV is a once off lump sum payment and is indexed according to the loan amount. PV/BV is not applicable to some discounted offers.

The figures used in the above table indicate the amount of PV/BV payable on XPLORE branded loans only.



XPLORE has you covered

Insurance that puts cash back in your pocket.



AFS™ Home & Contents offers you custom-made Home & Contents Insurance (Essential, Top and Landlord's Cover) that's easy to understand and exceptional value for money. What's more, if you don't have a claim for three years in a row, we give you back in cash 10% of all the premiums you have paid for that insurance during this time! That's the **Real Bonus™** - cash back in your pocket every 3 claim free years

Additional AFS™ Benefits:

- **PV/BV – earn up to 7 % of your annual base premium**
- **Earn additional PV/BV – refer friends and family and ask them to quote your IBO number**
- IBO Option Pack: A special insurance package exclusive to IBO's, which includes up to \$5 000 cover for your Amway stock and up to \$5 000 cover for your Amway equipment and legal liability cover. (Example: Meetings on your premises.)
- IBO Option Pack with Top Home & Contents cover at no extra cost
- Pay your premiums monthly at no extra charge
- AFS™ Home & Contents will pay up to \$20 towards your current insurer's cancellation fee (if applicable)

For more information call 1300 363 552 or visit 'Partner Stores' at www.amway.com.au
Our highly trained, friendly consultants can help to answer your questions and queries.
Monday to Friday 8 am – 7 pm (AEST).



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or by phone on: 1300 363 552 (Mon to Fri 8 am – 7 pm EST)



FOUNDERS EMERALD
IS AWARDED TO QUALIFIED
PLATINUM IBOS WHO
MAINTAIN EMERALD
QUALIFICATION FOR 12
MONTHS OF THE AMWAY®
FISCAL YEAR.

EDMUND AND HAN CHAM AUCKLAND, NZ

OCCUPATION –ENGINEER/SCHOOL TEACHER

Is it too good to be true? What's the catch?

These thoughts ran through Edmund Cham's mind when he was first told about the AMWAY® business opportunity. One of Han's work colleagues had come over to their home to show them the plan. They were impressed. But Edmund was wary of getting involved without first checking all the details himself. He was, after all, a civil engineer by trade.

Edmund researched the business thoroughly before he and Han made a decision.

Ultimately, they decided to join because they wanted financial security. Edmund says, "At that time, we were nearly 50. I was worried about what would happen if I could not produce the same income anymore. What would happen to our family's lifestyle?"

"We looked good because we had nice secure jobs. My worry was what would happen when I could not produce an active income anymore. The business could give us ongoing income; this would be the extra income that I needed if anything happened to me or to my wife. That was our first motivation. Later on I found out that this business is also good because we can help a lot of people achieve the same."

The Auckland couple have been in the business for over ten years now, and it was only five years ago that they were inspired to build their business beyond Platinum. Edmund says, "Five years ago we saw highly educated people doing the business; we saw people overseas who had gone Diamond who were mute and deaf. We have also seen people who have no education and can't even write their names, people who were in worse positions than us who were achieving."

"Then we worked out what the difference was between why they became successful and why some people are not successful in AMWAY."

Within two years they qualified as Emerald. Now they are at Founders Emerald and continue to work towards Diamond.

Han says, "We will not stop building the business because it has become a habit. We want to help people become the kind of people they want to be so that they can achieve the level that they would want to achieve. This is what we like to do."

SUCCESS TIP *The one thing that matters is belief and confidence, as well as following your mentor.*



Founders
Emerald





ALAN GORTON

NEW SOUTH WALES, AUST

OCCUPATION

REAL ESTATE DEVELOPMENT FINANCE

Alan Gorton is celebrating. Since the beginning of the year, the Sydney resident has officially been a full-time IBO.

"It's got fabulous hours and massive superannuation," Alan says proudly.

Alan was first introduced to the AMWAY® opportunity in 1977 and immediately could see that it worked. He built the business up to Platinum but had to stop in 1980 as he went through a divorce. It was exactly 20 years later that the business popped up again. This time, it was introduced through a client of his in the real estate development business he had built. Her name was Debbi Coghlan and she didn't take no for an answer.

"She grabbed me by the throat, pushed me against the wall, stuck a finger up my nose and said 'Give me what I need and I'll build you a business'," Alan recalls. This was the first time anyone had ever offered to build a business for him, so he decided to say yes.

"I love Debbi Coghlan like a sister," he says. "I am grateful that she had the courage to stand up to my arrogant, self righteous, know-it-all attitude and pull me out of the quicksand because there was nothing that I could do."

"I'm going to build this business big for the rest of my life and that's not going to be enough to repay her for what she did for me."



PLATINUM

GOOD MORNING VIETNAM

It's time to break out the pho, spring rolls and banh bao dumplings to celebrate the opening of AMWAY® Vietnam. On 5 March 2008, the business opportunity you know and love officially launched in the country that is home to more than 85 million people. The historic event kicked off with festive events held in Pho Thu Stadium, Ho Chi Minh City. AMWAY Vietnam is the 58th international market for the AMWAY Corporation and features the second manufacturing facility outside the United States. The first round of products to make it onto the market are from the Nutrilite, Home Care and Personal Care ranges. The plan is to then introduce ARTISTRY in the second wave of brand launches.

There are a few different ways that AMWAY operates in Vietnam. For all the details, visit www.amway.com.vn and click on the English link or contact your State Sales Manager.

Gặp lại sau nhé!

(See you later!)



BUSINESS BREAKTHROUGH

There has been so much going on at the new AMWAY® Business Centres in the last month. The development of the new centre at Loganholme is progressing well with the foundations in place. Further south in Sydney, lucky IBOs won tickets to see 80s legends Sting and The Police at ANZ Stadium. On the other side of the country in Perth, IBOs prepare for the new 2,100 square metre facility with a reminder of what the Business Centres can do for your business. And, across the Tasman in Auckland, you can receive PV every time you dine at the Q Café.

LOGANHOLME

Your AMWAY Business Centre in Loganholme is progressing well. The first floor slab was poured before Christmas. The second floor slab was poured in mid-February. Internal layouts are well underway. The exciting thing is that the building is now visible from the expressway! For current information on the site, you can view progress from the webcam by visiting www.amway.com.au.

Nadia Zeiter

State Sales Manager, Queensland and Northern Territory



SYDNEY

Congratulations to the lucky IBOs who won double passes to the AMWAY Corporate Box to see Sting and The Police in concert at ANZ Stadium.

The winners were:

- Henry Breytenbach, Thornleigh, NSW
- Audrey Haley, Fairlight, NSW
- John and Sally Kennedy, West Pennant Hills, NSW
- Christina Morris, Dural, NSW
- Crystal Tsang, Baulkham Hills, NSW
- Darrell Turnbull and Anna Hopkins, Cessnock, NSW
- Derek Wood and Naina Gill, Hurstville, NSW
- Qun Xiang and Yu Fang Wang, Castle Hill, NSW

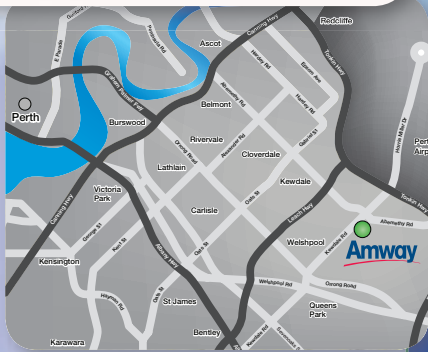
These IBOs entered the competition by simply purchasing products at the AMWAY Business Centre during January. What a great prize for shopping!

We have had some amazing events here in the past couple of months including Chinese New Year celebrations and an Asafa Powell visit. Read all about it in *Because it's for you* magazine.

So from the staff at the Business Centre, we look forward to seeing you very soon.

David Cheok

State Sales Manager, New South Wales



PERTH

AMWAY Business Centres are destination sites where IBOs can introduce prospects to the AMWAY Business Opportunity. The centres include interactive touch screens that feature welcome messages from your Diamond IBOs and training modules from key AMWAY brands like NUTRIWAY® and ARTISTRY®. At each centre you can even book a consultation time with qualified naturopaths or beauty therapists. Some of the consultations are complimentary.

You might like to showcase the various incentive trips that AMWAY IBOs have undertaken in recent years as part of the Sales Incentive Plan. Exotic destinations like Aspen, France, the Italian Riviera, Hawaii, Shanghai and the upcoming Achievers 2008 event in Mauritius will surely peak your prospect's interest.

AMWAY Business Centres help support and improve the company's visibility in the community in terms of image and reputation by having an impressive building where the business opportunity can be showcased to new prospects. We look forward to seeing you at one of our Business Centres.

Graeme Martin

Director - Points Of Presence Australia / New Zealand

AUCKLAND

For every \$40 you spend at the Q Café you get 5 PV in return – it is a fantastic opportunity for you and your team to accumulate extra PV each month. Next time you purchase from the Q Café, ask about the PV loyalty card (stamps are in multiples of \$4).

The four training rooms here at the AMWAY Business Centre are in high demand, with IBOs holding one-off or regular group meetings. The rooms can fit between 12 and 70 people, depending on whether you are having a large meeting or just catching up with prospects. Please contact Leah Walker at AMWAY today on (09) 919 8831 to make a booking.

We have a vast array of multilingual staff in the Business Centre who speak Mandarin, Korean, Cantonese and Spanish. Bring your prospects in to talk to them. Also drop by and have your questions answered by Beauty Therapist Rachel Moore who hosts daily ARTISTRY presentations between 1.30pm and 2.30pm. These presentations are interactive so feel free to bring your group along and ask questions.

We look forward to seeing you soon!

Simon Bennett

Sales and Marketing Manager, New Zealand



Amway
Business
Centre

Your Community, Your Business, Your Opportunity

A romantic couple is shown in profile, facing each other in a close embrace. They are in a forest at night, with colorful lights (purple, blue, and pink) illuminating the scene. The man is on the left, and the woman is on the right. The background shows trees and a soft glow of light.

LIQUID EMOTION

FRAGRANCES HAVE THE POWER TO EVOKE EMOTIONS.

Coffee lovers know that this is true: when you deeply inhale the aroma of a freshly brewed cuppa you immediately relax and feel ready to take on a new day. Similarly, we have all experienced times when a particular smell has brought on memories of certain places, people and feelings.

Our sense of smell is the most powerful sense that we have. There are over 10 million olfactory nerve cells inside

the nose that capture odour molecules and transmit them to a part of the brain that is responsible for feelings and emotions. This is why we can have an emotional reaction to different smells and fragrances. It also explains why we choose certain fragrances to help create an image of who we are.

So how do you find the right fragrance for you? Here is a guide to help you match your personality to the right fragrance from AMWAY®.

MEN'S FRAGRANCES

THE DYNAMIC PIONEER

Who are you? You are the type of man who doesn't take no for an answer. You have a very clear idea of what you want to achieve in your lifetime and you have the energy to go out there and give it your all. Many people think of you as a rock – someone who they can always turn to for guidance and support.

What fragrances would suit you? Fragrances with a hint of citrus to convey zest and energy, and a lingering woody blend. It's just the right combination of scents that evoke masculinity and energy.

Your perfect match: **OPPORTUNE Eau De Toilette for Men**

THE SOPHISTICATED LEADER

Who are you? You are the type of person that stylishly takes control of a crisis and – without breaking a sweat – finds a solution. You are impeccably groomed and you even have a regular skincare routine because you believe that to be successful you also have to look the part.

What fragrances would suit you? Distinguished men would suit a combination of fresh aromatic scents with undertones of amber and musk. Your fragrance should complement the scent of your grooming products.

Your perfect match: **TOLSOM Eau de Toilette**

WOMEN'S FRAGRANCES

THE SENSUAL LOVER

Who are you? You are a woman who is seduced by romance and fantasy. You constantly fantasise about what you can achieve in all areas of your life; you've been caught daydreaming about relaxing on the beach at Achievers 2008 in Mauritius. Everything about your physical appearance expresses the passion you have for life.

What fragrances would suit you? Soft, floral fragrances accentuate your sensuality. Wear a lighter fragrance during the day and a similar, but richer fragrance at night.

Your perfect match: **ANTICIPATE Eau de Parfum for daytime wear and ANTICIPATE Intense Eau de Parfum for evenings and special occasions**

THE RESPECTED ACHIEVER

Who are you? You are a woman who is admired in all areas of life – at home, in your business, even at the gym. Your graceful demeanour helps you get through any situation. Many people come to you for advice because you are the type of person who can help them work out what they want and you also motivate them to achieve their goals.

What fragrances would suit you? A fragrance with notes of red pepper berries, tangerine, jasmine and sandalwood is ideal as the blend conveys your boundless energy without being overpowering.

Your perfect match: **OPPORTUNE Eau de Parfum**

TIPS

Here are some tips to help you understand fragrances:

- Every high quality fragrance has three levels of scents: the top note (short and volatile scents); the middle note, also referred to as heart of the fragrance; and the base note or dry down, which is the lingering part of the fragrance.
- Make sure you let a fragrance settle before you smell it, otherwise you may only smell the top note and won't fully appreciate the blend.
- Always spray a fragrance at least 20cm away from the skin so that you don't overpower your sense of smell.
- If you spray too much fragrance your sense of smell becomes fatigued. Remember this when introducing fragrances to friends or customers as it will alter their opinion of the fragrance.



stain by stain

THE COMPLETE
LAUNDRY CARE
SYSTEM

Delicates

SAB® Delicate
Liquid Detergent.
Removes stains on
delicates with the
superior, gentle cleaner.



Grease and Oil Stains

SAB Liquid Laundry Detergent
Formulated with additional
cleaning enzymes targeted
to remove proteins like
blood stains and grass.



SAB Laundry Concentrate

Powered by unique
BIOQUEST® exploding
crystals – it is tough on
grease and oil stains.



Bright Colours

SAB® Fabric Softener
Keep fabrics soft and colours
vivid. Reformulated with a new
signature fragrance, it softens
more uniformly to smooth and
lubricate the fabric, making
ironing easier.



Stubborn Stains

AMWAY TRI-ZYME® Stain
Pre-Soak and Detergent Booster.
Beat tough stains like collar
and cuff soil, grass, blood and
sauce. The unique formula is
packed with enzymes to leave
your clothes clean.



Heavy Stains

AMWAY Pre-Wash Laundry Spray
Use Pre-Wash Spray as
a pre-spotter. There's no
need to scrub.



SAB®



The good fat Omega-3



NUTRIWAY OMEGA-3 COMPLEX CAN HELP:

- Maintain normal blood cholesterol
- Maintain a healthy heart
- Assist with the relief of arthritis pain
- Anyone who does not consume enough foods rich in omega-3 fatty acids.

OMEGA-3 IS AN ESSENTIAL FATTY ACID WITH MANY HEALTH BENEFITS.

Do you eat enough fish? Fish contains omega-3 – an essential fatty acid that has far ranging health benefits, from helping your body maintain normal cholesterol levels to providing temporary relief from arthritis pain. Different types of fish contain different levels of omega-3. Ocean fish, like tuna, salmon and sardines have substantial levels of this fatty acid. These are the best types of seafood to consume in order to get the most health benefits.

WHY IS OMEGA-3 GOOD FOR YOU?

Omega-3 is made up of EPA¹ and DHA². DHA plays a unique role in early eyesight and brain development; when omega-3 is taken by pregnant women it can be beneficial to an unborn baby. Omega-3 can also help you maintain a healthy heart and reduce your risk of coronary heart disease as it assists in maintaining normal blood cholesterol levels. Arthritis sufferers may also benefit from omega-3 as it can help suppress joint inflammation and provide temporary pain relief.

WHY TAKE NUTRIWAY® OMEGA-3 COMPLEX?

Some people don't like the taste and smell of fish. Other people just don't have the time to include fish in their diet. That is why we recommend taking NUTRIWAY Omega-3 Complex every day. NUTRIWAY Omega-3 Complex contains a balanced formula of essential fatty acids from several types of deep cold water fish. The fish are tested for mercury and other heavy metals to ensure that the omega-3 supplements are of the highest quality.

For more information about NUTRIWAY Omega-3, please contact our naturopaths at naturopath@amway.com.au or naturopath@amway.co.nz. or visit the AMWAY website www.amway.com.au or www.amway.co.nz



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

¹ Eicosapentaenoic Acid (EPA)

² Docosahexaenoic Acid (DHA)

VITAMINS 101

FROM A TO E, WE SHOW YOU WHICH VITAMINS ARE GREAT FOR OPTIMAL HEALTH AND THE NUTRIWAY® PRODUCTS THAT CONTAIN THEM.

VITAMIN A

Vitamin A is often called the skin vitamin as it is so important for healthy skin. It is also essential for vision as it is used to regenerate rhodopsin, a pigment in the retina which is needed for vision in dim light. Vitamin A is an important antioxidant as is beta-carotene, which is broken down in the small intestine to retinal (a form of vitamin A when needed by the body). Beta-carotene is a safe source of vitamin A so it is great for pregnant women.

We recommend: NUTRIWAY Multi Carotene, plus multivitamins DOUBLE X®, Daily, and Chewables.

VITAMIN C

Vitamin C is the most commonly supplemented vitamin for good reasons as it is intimately involved in many body processes. Vitamin C is important for the formation of collagen which is a structural protein that gives strength to our cartilage, ligaments, bones, tendons and even teeth. Vitamin C is also responsible for the elasticity and strength of our skin. It is important for the absorption of iron and the formation of red blood cells that carry oxygen around the body.

Vitamin C also assists in the utilisation of nutrients such as beta-carotene and the recycling of vitamin E. The adrenal glands, which help the body cope with stress and maintain energy levels, rely on a healthy supply of vitamin C and as vitamin C is water soluble, it must be



replaced daily. The immune system uses vitamin C for the formation of antibodies and stimulates the production of interferon, which has antiviral properties. Important immune cells in the body for destroying viruses have up to 100 times greater concentration of vitamin C than the surrounding tissues.

We recommend: NUTRIWAY BIO-C PLUS®, C-500, Chewable Natural C, ACTIVE 8®, plus multivitamins DOUBLE X, Daily, and Chewables.

VITAMIN D

Vitamin D is also known as the sunshine vitamin because the body is able to manufacture vitamin D with exposure to sunlight. Low levels of vitamin D are currently being linked to autoimmunity (a state in which the immune system begins to attack the body itself) and the important role vitamin D plays in the immune system seems to have been overlooked. Vitamin D is important for healthy eyesight, the respiratory system, and is important for the production of gastric juices involved in digestion. Additionally, vitamin D has long been linked with bone health. This is because it helps with the absorption of calcium and phosphorous and helps mobilise calcium and phosphorous from the bone.

We recommend: DOUBLE X, Daily, and Chewables.

VITAMIN E

Vitamin E is an antioxidant and prevents the oxidation of other compounds by being oxidised itself. This means that vitamin E is able to protect other antioxidants like vitamins A and C. It may also protect the arteries and heart from free radical damage. As an antioxidant, vitamin E can protect circulating hormones, the good fats in tissues, cell membranes and red blood cell walls. It is also important for circulating oxygen in respiration.

We recommend: NUTRIWAY PARSELENIUM-E®, plus multivitamins DOUBLE X, Daily, and Chewables.

B VITAMINS

The primary function of B vitamins is to assist in the release of energy from fats, carbohydrates and proteins. B vitamins are water soluble, which means that they are not stored in the body or the tissues and need to be replaced on a daily basis. Studies show that B vitamins help maintain a healthy nervous system and may provide relief of nervous tension, stress and mild anxiety. There are many B vitamins: B1 known as Thiamine, B2 known as Riboflavin, B3, known as Niacin, B5 Pantothenic acid, B6 Pyridoxine, B9 Folic acid and B12 also called cyanocobalamin. It's important to remember that the B vitamins complement each other and rely on the presence of another B vitamin to perform their job.

CHOOSING THE RIGHT SUPPLEMENTS

What's the difference between NUTRIWAY supplements and other brands?

1. SCIENTIFIC RESEARCH

Nutriline, the manufacturer of NUTRIWAY supplements, conducts extensive research and development to carefully select ingredients that are optimally tolerated by the body.

2. ORGANIC INGREDIENTS

Nutriline cultivates, harvests and processes its own plants utilising special farming techniques that rely heavily on organic methods of soil, weed, insect and disease management.

3. EXPERT TEAM

Nutriline maintains an extensive team of top scientists, agriculturists, botanists, horticulturists, biologists, nutritional experts and quality technicians who work together to produce the highest quality at every stage of manufacturing.

For more information about NUTRIWAY vitamins and supplements, visit the Amway website.

www.amway.com.au or www.amway.co.nz, or email the naturopath service at naturopath@nutriway.com.au or naturopath@nutriway.com.nz.

Supplements containing all eight B vitamins are generally referred to as B Complex.

We recommend: NUTRIWAY Vitamin B Complex, ACTIVE 8, plus multivitamins DOUBLE X, Daily, and Chewables.



NUTRIWAY®
BEST OF NATURE. BEST OF SCIENCE.

Always read the label. Use only as directed.

If symptoms persist, see your healthcare professional.



ARTISTRY[®]

AVAILABLE
NOW

Natural White Beauty

A PERFECT BALANCE TO NATURAL WHITE BEAUTY.

ARTISTRY® – your trusted expert in skincare and beauty – presents the new and improved Pure White range. Pure White is a powerfully effective, yet extremely gentle approach to whitening. Perceived skin flaws diminish and skin is returned to glowing health. Lighter, brighter and more beautiful skin is now within your reach.

What is unique about the new Pure White range?

- Developed using the latest whitening technologies
- It is a very effective, yet gentle, approach to whitening the appearance of the skin
- Pure White helps prevent and minimise appearance of discolouration and pigmentation, and protects the skin
- Contains a new signature fragrance.

THE PURE WHITE RANGE

Here is your step by step guide to the Pure White holistic approach to skin brightening.

1 Pure White Cleanser

- A rich, foam cleanser that feels luxuriously silky
- Effectively removes pore clogging dirt, skin oil, light makeup and other impurities of the skin, leaving your skin feeling refreshed
- Cleanses the skin without stripping it of natural oils
- Prepares the skin before you use the Pure White Toner.



2 Pure White Toner

- A milky toner that removes makeup, traces of dirt and any left over cleanser
- Leaves skin feeling softer, cleaner, and whiter
- Contains ARTISTRY exclusive HLM Plus to add moisture to the skin
- The second step in the Pure White program
- Leaves skin in top condition for the application of Pure White Essence.



3 Pure White Essence

- Contains the exclusive Pure White Balancing Complex, which features White Tea Extract and other patented ingredients to brighten the skin
- Contains a new blend of ingredients that are more effective on dark spots than the previous version of Pure White Essence
- Clinically proven to lighten skin tone by 19.2% in four weeks, 37.8% in eight weeks, and 65.9% in 12 weeks.

4 Pure White Moisturiser

- A milky lotion containing SPF 15 that protects the skin against harmful UV rays and reduces the darkening effects of sun exposure
- Increases the moisture content of dry skin by 112%
- Contains ARTISTRY exclusive complex HLM Plus and natural moisturising factors (NMF) to leave the skin looking luminous.



5 Pure White Creme

- Works at night to return skin's healthy glow
- Continuously moisturises skin while you sleep and increases skin moisture level by 112%
- Leaves skin supple, moisturised, smooth and soft
- Helps protect against future hyperpigmentation.

VS	DESCRIPTION	PV	BV	W'Sale	RRP
103415	Pure White Cleanser	11.91	40.61	\$44.67	\$60.30
103417	Pure White Toner	11.91	40.61	\$44.67	\$60.30
104020	Pure White Essence	20.46	69.76	\$76.74	\$103.60
103419	Pure White Moisturiser	15.71	53.57	\$58.93	\$79.55
103421	Pure White Creme	15.71	53.57	\$58.93	\$79.55

This is the last time the EMMA PAGE® Conference will be held at the luxurious Palazzo Versace. Start working towards securing your spot now!

Don't miss out on your chance to experience all the glamour of the EMMA PAGE Conference at the Palazzo Versace on the Gold Coast. The luxurious six-star hotel designed by international fashion icon Donatella Versace is the setting for three days of business building secrets.

Taking place in November 2008, the event will include an inspirational and exclusive Business Seminar hosted by Raymond and Julia Vidor, the EMMA PAGE Trainers, and AMWAY® Senior Staff.

- Hear the latest news in direct selling
- Learn fantastic tips on how to grow your business
- Get the scoop on what's coming up in EMMA PAGE!

You will also be treated to fun activities, exquisite meals, and have a chance to explore the grounds of this opulent hotel.

Farewell...



How do I get there?

The qualification period runs from 1 March 2008 for seven months with both personal PV and sponsoring requirements. There is also an opportunity to bring your registered partner. Make sure you are familiar with the terms and conditions of the promotion, as well as the promotion criteria. For details, visit the EMMA PAGE downloads section on AMWAY Online, or see the promotional brochure included in your March orders.

Need some advice?

If you have any questions about the promotion, or need some tips on getting started, email your local trainer:

- trainera@emmapage.com (VIC, NSW, TAS)
- trainerb@emmapage.com (QLD and New Zealand)
- trainerc@emmapage.com (WA, NT, SA)

And don't forget, EMMA PAGE is running a national training tour across Australia and New Zealand during April. Visit AMWAY Online to see when the EMMA PAGE team is visiting a city near you!





We are
the world

AMWAY® IS ABOUT HELPING PEOPLE TO LIVE BETTER LIVES, AND NOWHERE IS THIS MORE IMPORTANT THAN WITH SUPPORTING OUR CHILDREN.

Children are our future, yet so many suffer. We are working to improve the wellbeing of young people all around the globe through Alticor's One by One Campaign for Children. The One by One Campaign rallies the resources of the entire Alticor family of companies — our IBOs, employees, affiliates and customers — to make a difference.

We are in the business of providing opportunities, to one person at a time. The One by One Campaign is a reflection of our business model — individuals working together to create something more than they could ever dream of on their own.

SUCCESS STORIES

The stories are as varied as the countries we work in. Who will touch your heart? Will it be one of the 90,000 children who have received immunisations through AMWAY'S Pan-European partnership with UNICEF? Or will it be Long-Long, a five-year-old orphan who, thanks to AMWAY China and Ping An, has a chance at adoption after receiving the heart surgery he desperately needed. Maybe it will be Siddhi Desai, a 13-year-old in the top of her eighth-

grade class in Thane City, one of 85,000 blind children whose Braille textbooks were provided by AMWAY India. Perhaps the 1,135 children who have received cleft palate surgery through AMWAY Thailand and Operation Smile. Or maybe it will be the story of an inner-city child in West Michigan whose life was changed because an Alticor employee took the time to care.

FREEDOM WHEELS®

It is no different in Australia. AMWAY of Australia supported the Children's Cancer Institute Australia for 10 years before we became the principal Corporate Sponsor of FREEDOM WHEELS with the Technical Aid to the Disabled (TADNSW).

We invite you to visit www.amwayonebyone.com and read about the successful global stories. We continue our efforts for FREEDOM WHEELS and welcome your successful fundraising stories.

For more information about FREEDOM WHEELS, contact Nadia Zeatier on 02 9843 2438, Deb Campbell on 02 9843 2144 or email freedomwheels@amway.com.



NUTRIWAY® FAQs

THIS MONTH, NUTRIWAY NATUROPATH AND NUTRITIONAL TRAINER EMMA YATES ANSWERS YOUR QUESTIONS ABOUT TAKING SUPPLEMENTS.

Q: I TRY TO EAT FRUITS AND VEGETABLES EVERY DAY. DO I STILL NEED TO TAKE NUTRIWAY CONCENTRATED FRUITS AND VEGETABLES?

A: It's important to make fruits and vegetables a staple in your diet. Health associations recommend five to nine servings of fruits and vegetables every day. A number of studies have found a link between diets high in fruits and vegetables and a decreased incidence of chronic degenerative health conditions. Even if you intend to eat fruits and vegetables everyday, sometimes busy lifestyles can get in the way. Also, the nutritional quality of fruits and vegetables can decline due to the soil used and the often heavy use of pesticides. Cooking methods may also reduce valuable phytonutrients. Just by taking two NUTRIWAY Concentrated Fruits and Vegetables tablets every day, you will receive the equivalent phytonutrients of more than 10 servings of fruits and vegetables. This is over 100% of the recommended daily intake. So you should still take NUTRIWAY Concentrated Fruits and Vegetables which helps in the maintenance of general wellbeing.

Q: I HAVE BEEN HEARING A LOT ABOUT MERCURY AND HEAVY METALS IN FISH. DO I NEED TO WORRY ABOUT MERCURY IN NUTRIWAY OMEGA-3 COMPLEX?

A: We identify and source premium quality fish oil to help maintain heart health. We select only premium quality ingredients that have been extensively tested, not only for mercury, but also for other heavy metals and oxidation products to ensure optimal safety of NUTRIWAY Omega-3 Complex. Be wary of cheap fish oil supplements – the quality and level of raw materials used in the fish oil supplement is often reflected in the price.

If you have any questions about your health or supplementation, please email naturopath@nutriway.com.au or naturopath@nutriway.co.nz



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

YOUR SPACE

Daniel Erez

AGE 23

OCCUPATION

Business Development Manager

PIN LEVEL

Silver Producer



Daniel Erez has huge plans - one of them is to become an Emerald in 2009.

What attracted you to this business?

I was just open-minded enough to look. Right from the start I knew the business worked – it was just a question of whether I wanted the results enough to do the work.

What have you found most unique about this business opportunity?

If you want a large and successful AMWAY® business you cannot shortcut the process or cheat. Your business is a direct reflection of the person you are.

How has the business affected your career?

My recent appointment as a Business Development Manager can be directly attributed to this business. My AMWAY business has taught me many things and given me lot more leverage. It helped me when I was applying for the position and having confidence in myself to ask for what I wanted. Knowing what you are really worth is an attitude that ripples through all areas of your life.

What is your goal?

I will be an Emerald in 2009. Setting the goal and making a decision is probably the hardest part. The rest is just doing the work, staying focused and never giving up. I guess that sounds like a cliché but then again, so is being average.



Prepare delicious and healthy meals with the exceptional cookware range from iCook. All of the pieces are made with premium-grade surgical stainless steel that will last for years. The cookware features OPTITEMP™ technology which evenly distributes heat through the pan and retains the heat while you cook.

iCook helps food retain one third more nutrients and flavours than regular pots and pans. It does this through exclusive VITALOK™ technology. Special DURAMIC™ non-stick coating takes away the need to use oil or butter. The combination of these great features means healthier meals for you and your customers.

Selling tip: Demonstrate different meals with the iCook range so that your customers can see and taste the difference for themselves.



Tasty
meals with iCook™

Pan-roasted Salmon with Mustard Potatoes

Pans

- 2 Litre Junior Saute Pan
- 3 Litre Saucepan

Roasted Salmon

Ingredients (Serves 2)

- 2 Tbs olive oil
- 2 salmon fillets, bones removed
- Salt and pepper to taste

Directions

1. Heat oil in pan over low heat.
2. Season salmon with salt and pepper, and place the fillets skin-side down in pan.
3. Cook at least 2 minutes on each side or until done to your preference.
4. Serve with mustard potatoes.

Mustard Potatoes

Ingredients (Serves 4)

- 8 small potatoes
- 1 heaped Tbs seeded mustard
- Juice of ½ lemon
- 3 Tbs extra-virgin olive oil
- Salt and pepper to taste

Directions

1. Place potatoes in a pot of cold water. Bring to boil.
2. Remove pot from heat when potatoes are starting to get soft.
3. Cool, then halve the potatoes, leaving the skins on.
4. Combine the mustard, lemon juice, olive oil, and seasonings and toss through the potatoes.

Get ready for the exciting launch of the new Streamline collection from E. FUNKHOUSER™ New York.

The latest collection, C007, was inspired by the sophisticated design of the late 1930s. Featuring bold colours, ambitious curves, mixed with precise lines, the newest offering from E. FUNKHOUSER New York just keeps on dazzling. Here is a sneak preview of C007:



SMOULDERING EYES

Create the look with E. FUNKHOUSER New York Liquid Liner Duo

- Includes two liquid liners with a luminous metallic finish
- Features a smudge-proof and waterproof formula so that you look fabulous for hours.

CHEEKY COLOURS

Play with the E. FUNKHOUSER New York Bronzing Powder

- Five gorgeous matte shades
- Contains a metallic pink, custom-made brush.



LUSCIOUS LIPS

E. FUNKHOUSER New York Lip Line & Shine

- Includes a soft, long lasting lip liner plus an extreme shine, metallic lip gloss
- Both products are rich in emollients to give you soft and supple lips.

STREAMLINE C007

COMING SOON

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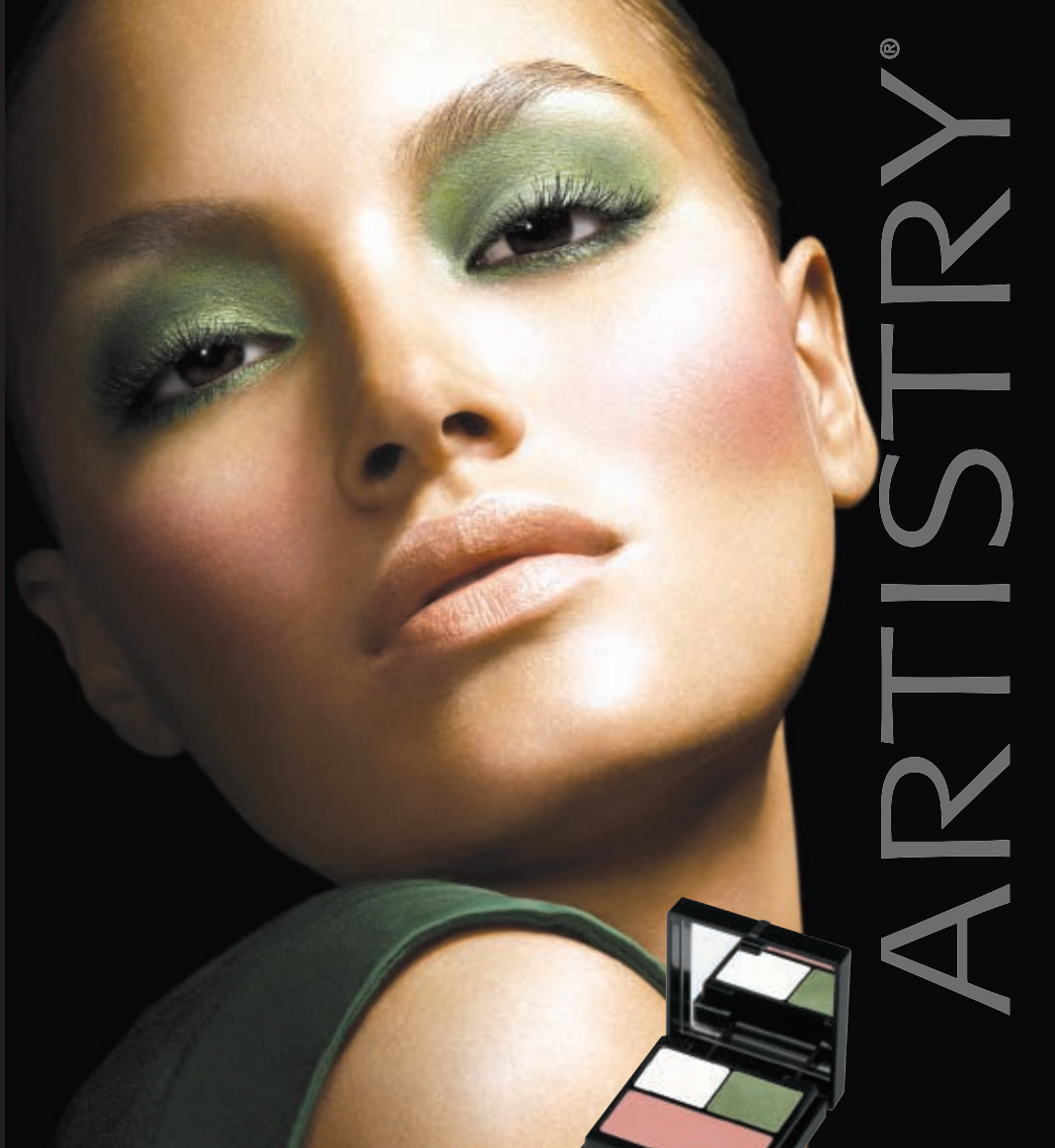
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ARTISTRY®

BEWITCH

Give yourself the gift of customised colour with soft as suede powders in up-to-the-minute shades. Bewitching colour for subtle or bold eyes. Sheer colour for fresh, glowing cheeks. These weightless powders glide on easily and last all day, and contain vitamins A and E which are good for your skin. Experience the velvety texture. Experience the modern finishes. Experience the gift of customised colour. See the Eye and Cheek Colour Brochure for the full selection of colours. Available now.

VS	DESCRIPTION	PV	BV	W'Sale	RRP
103841	ARTISTRY Eye Colour – Sand Castle	4.10	13.97	\$15.37	\$20.75
103842	ARTISTRY Eye Colour – Starry Night	4.10	13.97	\$15.37	\$20.75
103843	ARTISTRY Eye Colour – Nude	4.10	13.97	\$15.37	\$20.75
103845	ARTISTRY Eye Colour – Spun Silk	4.10	13.97	\$15.37	\$20.75
103846	ARTISTRY Eye Colour – Rain Forest	4.10	13.97	\$15.37	\$20.75
103847	ARTISTRY Eye Colour – Glacier	4.10	13.97	\$15.37	\$20.75
103850	ARTISTRY Eye Colour – Bone	4.10	13.97	\$15.37	\$20.75
103851	ARTISTRY Eye Colour – Sapphire	4.10	13.97	\$15.37	\$20.75
103852	ARTISTRY Eye Colour – Bordeaux	4.10	13.97	\$15.37	\$20.75
103855	ARTISTRY Eye Colour – Espresso	4.10	13.97	\$15.37	\$20.75
103858	ARTISTRY Eye Colour – Black Tie	4.10	13.97	\$15.37	\$20.75
103859	ARTISTRY Eye Colour – Copper Beach	4.10	13.97	\$15.37	\$20.75
103861	ARTISTRY Eye Colour – Knight	4.10	13.97	\$15.37	\$20.75
103863	ARTISTRY Eye Colour – Royalty	4.10	13.97	\$15.37	\$20.75
103864	ARTISTRY Eye Colour – Tulle	4.10	13.97	\$15.37	\$20.75
103886	ARTISTRY Cheek Colour – Latte	4.69	15.99	\$17.59	\$23.75
103887	ARTISTRY Cheek Colour – Blushing Bride	4.69	15.99	\$17.59	\$23.75
103888	ARTISTRY Cheek Colour – Sun Kissed	4.69	15.99	\$17.59	\$23.75
103890	ARTISTRY Cheek Colour – Pink Passion	4.69	15.99	\$17.59	\$23.75
103893	ARTISTRY Cheek Colour – Aglow	4.69	15.99	\$17.59	\$23.75
104173	ARTISTRY 4 Pan Compact	1.98	6.76	\$22.30	\$25.65
209950	ARTISTRY Eye and Cheek Colour Brochures Pk 5	N/A	N/A	\$3.50	\$3.50