



Amway

POWERED BY PEOPLE

U.S. IMPACT REPORT 2023





U.S. Impact Report 2023

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A

Introduction.

A Word from Our Leadership

About Amway

Amway at a Glance

Supply Chain

A word from Milind Pant.

AMWAY CHIEF EXECUTIVE OFFICER

To truly reflect on the impact of Amway™, it's only fitting that we look to where our story began.

Right here, in Ada, Michigan, with two friends who believed in making a better life for their families and their community.

This is our home market, and we are proud of the entrepreneur-led Health and Wellness company we are today, which started with an idea and a common passion more than 60 years ago.

It's a passion that fuels our people to innovate products that help people live better, healthier lives. All the while inspiring others into inclusive entrepreneurship that makes the Amway business more accessible and meaningful for everyone.

And that passion and perseverance has made an impact. In 2023, Amway was named among America's Top 100 largest private companies by Forbes magazine¹. And once again, Amway sits atop the Direct Selling News Global 100 List as the No. 1 direct selling company in the world².

We believe in our home market and we continue to invest here. Since 2016, we have added 1 million square feet to our facilities in Michigan, California and Washington. North America is also home to certified organic, Amway-owned farms that harvest best-in-nature ingredients for our health and wellness solutions that serve IBOs and their customers on every continent.

We invest our time, too. Our Amway Cares event engaged more than 400 employees in West Michigan who shared more than 2,700 volunteer hours with 17 non-profits. Amway people also supported the U.S. Dream Academy by mentoring kids with incarcerated parents to dream big.

The people of Amway are harnessing the power of our guiding principles as they lead with heart, live to serve and love to learn. We couldn't be more excited about what's next in the United States, and across the world.



¹ Forbes Magazine Largest Private Companies Listing <https://www.forbes.com/lists/largest-private-companies/?sh=21f3fababac4>

² As ranked by Direct Selling News Global 100, published in the April 2023 edition of Direct Selling News, based on 2022 revenues.

A word from Andrew Schmidt.

MANAGING DIRECTOR, AMWAY NORTH AMERICA

It's my pleasure to share with you Amway's United States Impact Report – a testament to the dedicated people who power Amway and live our values every day.

Everything we have accomplished in our 64 years of operation is because of the dedication, passion and agility of Amway employees and Independent Business Owners (IBOs) in the United States and across the world. It's an incredibly diverse group bound together by our common desire to help people live better, healthier lives.

Amway is the #1 direct selling business in the world¹, and North America is the second largest Amway market. I'm pleased to report that Amway North America has achieved revenue over \$1B each year for the last 8 years. The passion and entrepreneurial spirit here are stronger and more evident than ever. This is all because employees work with more than 130,000 U.S.-based IBOs who run their businesses each day by providing people proven products and the option of the Amway opportunity.

You'll also see in these pages how Amway and IBOs are making a positive impact on the communities where we live, work and play – through the U.S. Dream Academy, Easterseals and our efforts to protect and preserve the environment.

Our business was built in the U.S., on the bond between two close friends; and has blossomed into a longstanding collaboration between their families, employees, and business owners -- across the globe and right here at home. People are the soul of our company, and as our founders often said, the most precious resource of all. Their success is at the heart of everything we do.

As we look to the future, we're excited to keep growing our business, and even more importantly, helping people and communities thrive via the entrepreneurial spirit.

¹ As ranked by Direct Selling News Global 100, published in the April 2023 edition of Direct Selling News, based on 2022 revenues.





INTRODUCTION

About Amway

Getting to know us.

Amway is an entrepreneur-led health and wellness company based in Ada, Michigan, U.S.

We are committed to helping people live better, healthier lives across more than 100 countries and territories worldwide.

According to Forbes magazine¹, we are among America's Top 100 largest private companies². Our top-selling brands are Nutrilite™, Artistry™ and XS™—all sold exclusively by entrepreneurs who are ABOs/IBOs.

Amway was founded in 1959 by Rich DeVos and Jay Van Andel and quickly revolutionized the business model known as direct selling.

Amway has been named the No. 1 direct selling company in the world, according to the 2023 Direct Selling News Global 100 list. In this U.S. Impact Report, you will learn what drives us to deliver innovative products to our IBOs and their customers after more than 60 years.

AMERICA'S
LARGEST PRIVATE
COMPANIES

Forbes
2022

¹ Forbes Magazine Largest Private Companies Listing <https://www.forbes.com/lists/largest-private-companies/?sh=21f3fababac4>

² As ranked by Direct Selling News Global 100, published in the April 2023 edition of Direct Selling News, based on 2022 revenues.



A

INTRODUCTION

Amway at a Glance

2022 BY THE NUMBERS

Amway™

\$8.1B

AMWAY IS THE WORLD'S NO. 1 DIRECT SELLING BUSINESS

Ranked by the DSN Global 100 2023 edition, based on 2022 revenue.

AMWAY AT A GLANCE



NEARLY 800

employees are innovation and science experts



NEARLY 6,000

acres of certified-organic farmland in the U.S., Mexico and Brazil, where we grow and harvest plants, using sustainable, chemical-free methods. **Learn more about our Nutrilite farms.**



MORE THAN 14,000

employees around the world

AMWAY EMPLOYS MORE THAN

3,300

people in the United States.



1M+

Amway Business Owners around the world

Including

130,000+ INDEPENDENT BUSINESS OWNERS (IBOS)

running an Amway business in the United States.



750+

patents and patents pending



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Amway Scientific Advisors who are global leading experts in the fields of health, nutrition and beauty. They collaborate with our internal experts to advise on research activities, offer scientific recommendations and facilitate new collaborations with leading institutions.

Learn more about our Scientific Advisors.



100+

countries and territories in which Amway operates

Amway continues to believe in, and invest in, North America as our home market.

Since 2016, we've added

1 MILLION SQUARE FEET

to our locations in Michigan, California, and Washington.



Our global supply chain presence.

Amway has a modern and globally integrated end-to-end-value supply chain.

Amway’s supply chain teams manage inventory, production and distribution of our diverse range of products to our ABOs/IBOs around the world. The supply chain plays a critical role in managing and mitigating disruption across the globe, ensuring product quality and availability.

- CERTIFIED ORGANIC FARMS
- MANUFACTURING FACILITIES
- FIRST MILE WAREHOUSE HUBS
- GLOBAL PLANNING AND PROCUREMENT

A

People and culture.

[Our Stakeholders](#)

[Our Global and North America Leadership Team](#)

[Our Principles](#)

[Diversity, Equity and Inclusion](#)



PEOPLE AND CULTURE

Our Stakeholders



INDEPENDENT BUSINESS OWNERS



BOARD OF DIRECTORS



STRATEGIC PARTNERS



COMMUNITIES



EMPLOYEES



CUSTOMERS

Powered by people.

We are an incredibly diverse group bound together by our common desire to help people live better, healthier lives.



PEOPLE AND CULTURE

Our Global and North America Leadership Team

Meet our passionate leaders.

Together, our leaders focus on enhancing company culture, attracting the best talent and accelerating our global strategy—for the benefit of employees, consumers and Independent Business Owners (IBOs).



MILIND PANT
Chief Executive Officer

ANDREW SCHMIDT
Managing Director,
Amway North America

RUBEN FAMILIA
Vice President of Sales,
Amway North America



KELLI TEMPLETON
Chief Marketing Officer,
Amway North America

MICHAEL NELSON
Chief Operating
& Chief People Officer

ASHA GUPTA
Regional President, Asia &
Chief Strategy & Corporate
Development Officer



ANOUCHAH SANEI
Chief Innovation &
Science Officer

BECKY SMITH
Chief Financial Officer

JOHN PARKER
Chief Sales Officer
& Regional President West



PETER STRYDOM
Chief Marketing Officer

ASHISH KHAN
Chief Technology &
Platform Officer

FRANCES YU
President of Amway China



A purpose we put our hearts into.

Everything we do has a common purpose—helping people live better, healthier lives. To do this, we stay true to the six values our business was built upon: partnership, integrity, personal worth, achievement, personal responsibility and free enterprise.

Each day, our principles guide us to lead with heart, live to serve and love to learn. It's a growth mindset approach, mixed in with the soul of Amway—our incredible people.

LEAD WITH HEART
LIVE TO SERVE
LOVE TO LEARN



The Amway business is for everyone.

It's what our founders believed and instilled in us from the very beginning.

We honor that heritage and are committed to fostering a diverse, equitable and inclusive environment. We actively encourage everyone to be their true selves and share their diverse perspectives, so all can unleash their full potential and spark solutions that impact the lives of IBOs and their customers, our employees and our communities.



WE'RE COMMITTED

Diversity

A workforce that unleashes the power of different backgrounds, cultures, experiences, preferences and perspectives to accelerate growth and innovation.

Equity

A commitment to remove barriers, provide equitable access and create flexible programs, practices and support to meet the needs of all Amway employees.

Inclusion

An environment that welcomes, values and empowers people from all backgrounds to thrive as their true selves and contribute to Amway's success. Safety and a sense of belonging are an essential part of an inclusive workplace. We invest in employees, provide educational resources and access to Inclusion Networks and address relevant Diversity, Equity and Inclusion topics to equip employees to be workplace allies.

A

Corporate social responsibility.

Be the Change

Healthy Communities

Empowerment

Engagement

Sustainability



Be the change for a better world.

One of the traits that has always made Amway "Amway" is our commitment to those around us. We live out our values by being the change for a better world.

As a company, we embrace this broadly and focus our philanthropic efforts on these three key pillars: **Health, Nutrition and Wellness, Empowerment and Engagement**. We believe that it is our responsibility to use the best of our business and the passion of our people to impact communities in every market where we do business.

The examples on the following pages demonstrate our values coming to life through our community efforts.



CORPORATE SOCIAL RESPONSIBILITY PILLARS

Health, Nutrition and Wellness

Support access to critical nutrition and health/wellness education to help children and families thrive and live healthy, properly nourished lives.

Empowerment

Empower individuals to be agents of positive development for themselves, their families and their communities through our support of entrepreneurship that spurs social change.

Engagement

Drive a culture of community engagement and volunteerism that helps employees and Independent Business Owners (IBOs) connect, contribute and commit.

Healthy communities empower people.

We use the best of our business and the passion of our people to impact communities around the world. Our employees and IBOs are dedicated to being the change for a better world.

While focusing on balancing our three Corporate Social Responsibility pillars, we have stayed true to our grant funding priorities and donated millions of dollars to more than 150 non-profits this year. And we continue to seek out opportunities to ensure nutrition, health and wellness for our most vulnerable populations. We've also empowered our team to be change agents in numerous locations around the world.

At our **Amway Cares** event, more than 400 employees served 17 non-profit organizations across several cities near our hometown of Ada, Michigan. Clocking more than 2,700 volunteer hours, employees supported 24 projects, including outdoor yard maintenance, and sorted and organized thousands of donated goods for distribution to local non-profits.



Helping children reach for their dreams.

U.S. Dream Academy

As part of an ongoing partnership, Amway and U.S. Dream Academy connects DreamKids—children whose parents are incarcerated—with nurturing mentors. Powered by Amway volunteers, the program's weekly virtual mentorship sessions cover three key elements: skill-building, character-building and dream-building. These mentoring sessions complement the U.S. Dream Academy's in-person Learning Centers, located across the U.S. in under-invested neighborhoods, offering a safe place to go every day after school to receive academic support, in-person mentorship, leadership lessons and more. U.S. Dream Academy's vision is leading the next generation of global-minded, character-driven youth toward actualizing their full potential, and Amway is proud to be helping our nation's children reach for their dreams.



EMPOWERMENT

Targeted relief in the midst of crisis.

Ukraine Relief

Amway's support behind the crisis in Ukraine was truly a global effort. Our employees and ABOs/IBOs around the world offered donations and helped with relief efforts. In Europe, our teams provided home care, body care and nutritional supplements to several local NGOs to support families in Poland and Ukraine. Our Aid for Ukraine project also helped relocate Amway Ukraine employees who were forced to flee their homeland, and supported supply chain efforts in Venlo and Warsaw with inventory management, transportation and donation arrangements.

Our global markets also raised funds for the Ukraine relief efforts, and Amway Corporation matched all contributions, amounting to more than \$950,000 in total donations distributed to UNICEF, the Red Cross and the Ukraine Relief Fund.



ENGAGEMENT



Our journey to greater sustainability continues.

Here at Amway, we see sustainability differently—as an opportunity, not an obligation, and as a journey, not a destination.

And we're determined to find ways to keep deepening our impact by lowering our footprint through advocating, educating and implementing sustainable practices in everything we do. In 2022, we focused our efforts in the areas of plants, products and operations.

People at Amway have long made environmentally conscious improvements across the company. As we continue our sustainability journey, our efforts will reflect the planet's most urgent needs as well as new knowledge coming to light based on global research.

ADVOCATING
EDUCATING
IMPLEMENTING



Harnessing the Power of Plants

Amway is turning one of its passion points—regenerative agriculture—into actions designed to help heal the land, conserve clean water and protect resources. We are doubling down on our commitment to progress with restorative farming practices on our nearly 6,000 acres (about 2,400 hectares) of certified organic farmland and encouraging our partner farms to adopt similar commitments.

IN 2022, OUR FARMS:

- Invested in weeding technology to avoid soil disturbance and contribute to low till weeding.
- Activated a comprehensive compost program to reduce waste, contribute to soil health and recycle nutrients through regenerative agriculture.
- Partnered with industry experts to understand the health of the soil on our farms.
- Established pollinator habitats for bees and butterflies in partnership with local soil conservation districts.



Reducing Packaging Waste

Key to environmental sustainability, packaging waste reduction is one of our top priorities. Our goal is to design our packaging using the minimum amount of material without compromising its integrity. We're trying to eliminate where we can and seeking innovative ways to do so. We, likewise, are mindful of the recyclability of our packaging.

ARTISTRY SKIN NUTRITION

Our Artistry Skin Nutrition line eliminated 21% of plastic globally and reduced annual plastic use by nearly 290,000 lbs—all without compromising on product quantities. This is the equivalent to removing over 13 million water bottles annually from our environment.

Artistry Skin Nutrition cartons are recyclable (where locally available) and produced from paper that has been sourced from sustainably managed forests that practice responsible forest management. Plus, most package inserts are printed inside cartons to save paper.

Evolving Global Operations

Across the globe, Amway teams have made progress in reducing carbon emissions, resource use and waste, with particular emphasis on using renewable energy. Amway's Ada, Michigan, U.S., operations have incorporated renewable energy since 2010.



UNITED STATES MANUFACTURING

Amway's manufacturing presence in the United States is part of a \$300 million global manufacturing investment over the last 10 years.

- In 2020, Amway invested \$15 million in redesigning a 90,000-square-foot manufacturing facility at our World Headquarters in Ada, Michigan, that produces XS energy drinks. XS is the first exclusively sugar-free energy drink brand sold globally¹.
- Amway manufacturing produces 500 cans of XS energy drinks every minute and manufactures 18 flavors of energy drinks for the United States, Canada and Latin America.
- Amway received a Manufacturing Leadership Award from the National Association of Manufacturers for our program called "One Team," designed to enhance collaboration and provide career development programs and skill building opportunities for employees.
- We are planning another investment in Ada of roughly \$50 million, with plans to hire for 100 new manufacturing jobs in 2023 alone.
- Amway has achieved two Silver and one Gold LEED certifications for buildings at our Ada, MI; Buena Park, CA; and Tamil Nadu, India locations, respectively.²
- One hundred percent of the electricity required by Amway to manufacture Glister™ oral care products comes from sustainable wind power.³
- We are constantly innovating new ways to improve our operations. In our Ada, Michigan facilities we are championing wind power and our Buena Park, California facility has invested in increasing solar power.

¹ Source: Euromonitor International Limited. See euromonitor.com/amway-claims

² Built to meet LEED (Leadership in Energy & Environmental Design) certification standards developed by the U.S. Green Building Council

³ Based on 2022 data for Ada, Michigan, U.S.A.

A

Brands and product solutions.

Amway Brands

Nutrition

Beauty and Personal Care

Home

Adventure

Traceability



BRANDS AND PRODUCT SOLUTIONS

Amway Brands

Brands and product solutions built for better, healthier living.

For more than 60 years, we've been creating nutrition, beauty, personal care and home products that help people live better, healthier lives—and we stand behind each brand.

When working together across all categories, Independent Business Owners (IBOs) are able to provide customers with proven health and wellness product solutions and personalized support.

Amway's product solutions are rooted in our belief that you can live your best life by living responsibly. That's why every one of our products strives to be good for you, good for the world and transparent about what's in that product—so you know you're getting a safe, effective and all-around responsible option.



NUTRITION
BEAUTY
HOME
ADVENTURE



BRANDS AND PRODUCT SOLUTIONS

NUTRITION



Vitamins and Supplements



Weight Management



Certified USDA Organic

Best of nature, best of science.

As the world's No. 1 vitamins and dietary supplements brand,* Nutralite's philosophy is simple: improve the wellbeing of people and the planet.

From the nearly 6,000 acres of certified organic, Amway-owned farms as well as botanicals sourced from partner farms located on every continent except Antarctica, Nutralite is committed to bringing the earth's finest nutrients and health and wellness solutions to IBOs and their customers around the world. This is done through innovation in technology, health and botanical science—extracting the best from nature with plant-based nutrients to provide vitamin, mineral and dietary supplements designed to fill nutritional gaps in your diet.

* Euromonitor International Ltd; Vitamins and Dietary Supplements, World GBN, Retail Value RSP, % breakdown, 2022 data based on custom research conducted April – August 2022



DID YOU KNOW?

Nutralite Traceability gives you peace of mind by making every step of product creation transparent, from the science to the seed to the product to your hands. For us, this started in 1942 when our founder Carl Rehnberg developed the Nutralite Farming Practices, including the pioneering process of tracing botanicals back to their seeds.



NUTRITION



XS™ Sports Nutrition and Energy Drinks

The XS™ brand is about fueling adventure and exploring new, hot trends and ingredients to give the body what it needs to perform. XS Energy Drink was the first exclusively sugar-free energy drink brand sold globally. XS™ also provides products snacks and supplements that fuel working out, such as XS™ Protein Pods, XS™ Intense Pre-Workout Boost, XS Sport Twist Tubes – a delicious and refreshing flavored hydration supplement – and XS Muscle Multiplier, which delivers 3.6 g of all nine Essential Amino Acids, in a blend patented to help build lean muscle. Whether it's in the gym or an outdoor adventure, XS has what you need to energize, hydrate, strengthen and recover.



Nutriline™ Vision Health

Carotenoids are plant-based antioxidants that support visual health, but most modern diets do not provide enough carotenoids. Introducing Nutrilite Vision Health, a one-a-day, small and easy-to-swallow softgel capsule packed with a full spectrum of natural carotenoids plus zinc to nourish the health of your eyes as you age. Lutein and zeaxanthin from marigold, lycopene from tomato and beta-carotene from algae—all sustainably grown on NutriCert certified farms. These essential nutrients provide comprehensive eye support for the modern lifestyle that includes daily exposure to blue and UV light and extended time looking at electronic devices.



Nutriline™ Organics

Nutriline™ Organics harnesses the power and richness of nature's purest providers: plants. It is the first and only global vitamin and dietary supplement brand with a USDA organic product line to grow, harvest and process plants on their very own certified organic farms.* We follow every ingredient every step of the way, from where it's grown to who cared for it and how. Nutrilite™ Organics' products are free from unwanted synthetics, fillers, chemicals, or pesticides. From boosting immunity to supporting energy, Nutrilite™ Organics uses the power of plants to support your and your family's everyday nutrition.

* Compared to Nutrilite™ All Plant Protein Powder 9.9 g PET bottle.
Source: [Euromonitor.com/amway-claims](https://www.euromonitor.com/amway-claims)

BEAUTY

ARTISTRY™
Healthy Beauty

G&H
Have it All

glister™
Healthy Smile, Happier You

SATINIQUE 
Unleashing the Power of Hair

Powered by science, packed with plant-based nutrients.

In a world where beauty narratives are complicated and always evolving, we bring it back to a key truth: “healthy” is the very best way to obtain beauty. That’s why it’s important for people to not only focus on what they put on their skin, but also on their lifestyle and nutrition.

Artistry products reveal your healthy beauty with no compromises, by acting as supplements for your skin. We believe that healthy beauty begins with healthy skin. That’s because when skin is healthy, it is better able to protect and repair itself—to look and feel its radiant best, now and in the future. So, whether they come from our skincare or makeup collections, Artistry products are all designed to provide key ingredients to optimize and enhance the skin’s healthy beauty.

We have a unique approach to healthy beauty. Many Artistry skincare and makeup products include Nutrilite-grown ingredients, leveraging the phytonutrient experience of a world leader in vitamins and plant-based dietary supplements.



DID YOU KNOW?

Artistry products represent the culmination of over 85 combined years of leadership in nutrition and wellness with over 60 years of expertise in beauty and skin science—a combined 145 years of experience—creating a convergence unlike any other beauty company in the world.

Artistry’s promise is healthy beauty with no compromises.

We believe you should never have to choose between:

- Purity OR Performance
- Nature OR Science
- Health OR Beauty

It’s time you feel good about what you put on your skin—and feel great about the results.

BEAUTY



BEAUTY | NEW ARTISTRY PRODUCT LAUNCHES

Vitamin C + HA3 Daily Serum

This high-performance, multi-benefit brightening serum fights visible lines and wrinkles and plumps skin with every fresh drop, leaving skin looking and feeling its healthy best.

It's a new kind of supplement for your skin that addresses multiple signs of unhealthy skin, including dullness, uneven skin tone, lines/wrinkles and more.



ARTISTRY CLEAN

We believe that healthy beauty is clean beauty. It's our goal that every Artistry product is formulated according to the Artistry Clean guidelines with Vegan™ formulas, pure, safe ingredients, and better manufacturing processes.

* Registered with The Vegan Society

VEGAN
NOT TESTED ON ANIMALS
NO MINERAL OIL
NO PARABENS
NO PHTHALATES



Artistry Go Vibrant™ Lipsticks

The Artistry Go Vibrant lipstick collection delivers beauty with all the benefits. Get the best of nature and color science from the Artistry brand with high impact pigments in flattering trend shades, plus infusions of rich botanical oils, including Nutrilite-grown white chia seed oil, ginseng oil and shea butter.

HEALTHY HOME



Safe and Effective Cleaning



Connected Home Air Treatment



eSpring™

Clean Water Technology



Superb Cooking Performance

Healthy home, healthy planet.

Amway's science-based products help people spend less time worrying—and more time enjoying life.

Our products clean the water you drink and the air you breathe. They help with cleaning, laundry, dishes and surfaces, while being safe for people and better for the planet. Our first product, Liquid Organic Cleaner, now known as Amway Home™ L.O.C.™ Multi-Purpose Cleaner, was one of the first biodegradable and environmentally conscious cleaning products when it launched in 1959.

DID YOU KNOW?

The sustainably designed eSpring Water Purifier uses a carbon-UV filter cartridge that treats up to 5,000L of water per year,* equivalent to 10,000 500mL plastic water bottles, which might otherwise be discarded.

The eSpring Water Purifier also operates more efficiently, using nearly 100% of influent water, compared to reverse osmosis systems, which can waste up to 80% of influent water.

* Based on average annual water usage for a family of six. Actual filter life depends on water quality and usage.



HOME



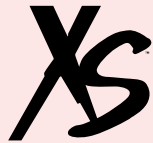
Innovation finds its way home.

Amway remains on the cutting edge of clean water and air technology for the home through our strategic focus on innovation and investment in customer-driven product design. We continue to stand out in this highly competitive market, with products from both our Atmosphere™ and eSpring brands that benefit the user and the greater world around us. Our Atmosphere Sky™ air treatment system is the world's number-one-selling air treatment product.* Both the Atmosphere Sky and Atmosphere Mini™ air treatment systems remove 300+ contaminants from air passing through the filter, including up to 99.99% of airborne contaminant particles as small as .0024 microns.

eSpring is the world's number-one-selling brand of home water treatment systems.* It is a trusted, premier brand—the result of more than 30 years of innovation from our highly skilled and dedicated team of engineers and scientists. They created the eSpring Water Purifier to produce clean, purified, great-tasting water straight from the tap—using our patented carbon-block filter and UV light to effectively reduce more than 140 potentially harmful contaminants and destroy up to 99.99% of waterborne bacteria and viruses. eSpring products have been scientifically tested and internationally certified by independent third-party validators, including NSF and WQA. Amway continues to set the pace with wellness devices created with the highest standards of innovation and technology and designed to help customers around the world meet their goals for a healthy life.

* Based on a Verify Markets study of 2021 global sales.

ADVENTURE



Energy Beverage



Sports Nutrition

CHEERS TO 20 ADVENTUROUS YEARS

Life is an adventure, fuel accordingly.

The XS brand of energy and sports nutrition products reflects the entrepreneurial spirit of Amway's founders, Rich DeVos and Jay Van Andel. Like Rich and Jay, the founders of the XS brand were always chasing bigger thrills, more fulfilling moments and endless opportunities. Twenty years later, that spirit hasn't subsided one bit.

XS Energy is sold in 58 countries around the world, and we continue to invest in each market. The most recent investment is our state-of-the-art XS manufacturing plant in Ada, Michigan, U.S., that runs 500 cans of XS Energy drinks every minute and manufactures 18 flavors of energy drinks. But the best part of XS has always been the XSNation community, built on authentic relationships, positive experiences and a lifestyle with people who push themselves and the people around them. In the end, that's what XS has always been about—experiencing more together.

It has been a wild ride—and we don't plan on stopping.



ADVENTURE

DID YOU KNOW?

In 2020, Amway invested \$15 million in redesigning a 90,000-square-foot manufacturing facility that produces XS Energy, the first exclusively sugar-free energy drink brand sold globally.

Traceability is the best assurance that you're getting responsibly made products.

Amway brands are built on our belief that you have the right to know more about products so you can make informed choices. Traceable details give you an inside look at the steps and tests that ensure a product is pure, safe, effective and better for the planet.

Nutriline supplements, Artistry beauty products, g&h body and baby care and Glister toothpaste contain traceable botanicals sourced from Amway-owned farms and our NutriCert certified partner farms. We enforce strict visibility, quality and sustainable practices at the farms and throughout our supply chain, right down to shipping of the final product.

NUTRILITE

Nutriline stands out from brands that simply say they're traceable because we prove it—with transparent details from our nine-step traceability process. From the science to the seeds to the final product, we share the critical product creation details that ensure quality supplements. **Learn more at nutrilite.com/traceability.**

G&H

g&h brand traceability provides proof that everything possible was done to deliver the benefits we promise, and that we do right by people and the planet throughout the product creation. We trace and share every precaution and test that ensures the ingredients are not diluted or contaminated.

ARTISTRY

Artistry's traceability promise means we share proof that our products are safe and perform as promised. You can trace the critical details, from the science to ingredient quality to manufacturing quality control — and the more than 400 traceable checks and tests an Artistry skincare product may have gone through, from raw ingredient testing to finished product testing.

GLISTER

Glister has a 50-year history of traceable documentation—including third-party validation—revealing how Glister toothpaste formulas have been made pure, safe and effective from the beginning.

TRACEABILITY MATTERS

DID YOU KNOW?

Every product in the Artistry Skin Nutrition line includes Nutrilite-grown botanicals. This level of traceability helps prove that Artistry is formulating clean and ethically produced skincare—with no compromises.

A

Empowering entrepreneurs.

Owning an Amway Business

Creating Community



Be in business for yourself, but never by yourself.

It's a pretty powerful idea—that you can grow your own business and be supported by a community and resources every step of the journey. Across the U.S., Independent Business Owners (IBOs) are earning extra income at their own pace while providing health and wellness solutions to their customers—from anywhere, at any time. And it has never been easier.

For the calendar year 2022, the average income from Amway for all U.S. registered IBOs at the Founders Platinum level and below was \$852 before expenses. See www.amway.com/income-disclosure for details. Earnings depend on many factors, including: customer base, business experience, effort, dedication, and quality and performance of an IBO's sales team.





EMPOWERING ENTREPRENEURS

Owning an Amway Business

A world made for owning an Amway business.

Amway is built around the idea of inclusive entrepreneurship and providing people with the tools they need to build their own business.

IBOs across the United States leverage their creativity and foster communities around their passions for beauty, adventure, parenting, cooking, fitness and more to sell proven Amway products that help people live a more balanced and active lifestyle.

IBOs are never alone while building their business. Our success is dependent on the success of IBOs, and we've always got their back. From providing access to free education resources, to digital platforms and tools that unleash their creative potential, together, we brainstorm ideas and celebrate.

PASSION
POSITIVE ATTITUDE
COMMUNITY





EMPOWERING ENTREPRENEURS

Owning an Amway Business



AMWAY PROMISE™

PROTECTION IS OUR PROMISE

When people start an Amway business or buy our products, we want them to be confident in their decision. That’s why we established one of the most comprehensive customer service and consumer protection offerings in our industry.



Low-cost, Low-risk

Promises zero purchase requirements and minimal costs associated with starting a business for new IBOs.



100% Satisfaction Guarantee

Promises satisfaction with our products and business ownership, including generous refund policies on product purchases and buy-back policies on inventory.



Warranty Programs

Promises premium protection for our durable products, like our air and water purifiers and cookware.



Customer Service

Promises assistance for all Amway product and IBO inquiries, direct from Amway at no additional cost.



Data Protection

Promises to collect and use personal data in a manner consistent with privacy laws, upholding the highest ethical standards in our business practices.



Right to Know

Promises to ensure IBOs and customers are aware of, understand and acknowledge Amway’s consumer protection and customer service offerings.

PROMISE

While specific provisions of the Amway Promise vary from market to market, all ABOs/IBOs are required to follow the Amway Code of Ethics and Rules of Conduct, which define the goals, principles and responsibilities of building and operating an Amway business. The Amway Code and Rules are consistent with the Code of Ethics of the United States Direct Selling Association and the World Federation of Direct Selling Associations.



REAL STORIES FROM REAL IBOs



TOM & CALLIE, COLORADO

“The company supports us so much... I’m so grateful because its created an environment where we can develop the most incredible relationships and yet make money and spend time with our family.”



BRIANNA, INDIANA

“I can create income for my family and help others along the way. Being an Independent Business Owner has given me a sense of pride about what I want to leave for my family.”

YOSELI, PENNSYLVANIA

“For me, it feels amazing to have an education system, as we do at Amway.”



AMARESAN, CALIFORNIA

“The biggest thing I’ve learned... is how to keep it simple and build it consistently in the long run. The thing that really follows is focusing on smaller wins...We focus every single day, every single week, smaller check points, and smaller wins, and that automatically has helped us.”



For the calendar year 2022, the average income from Amway for all U.S. registered IBOs at the Founders Platinum level and below was \$852 before expenses. See www.amway.com/income-disclosure for details. Earnings depend on many factors, including: customer base, business experience, effort, dedication, and quality and performance of an IBO’s sales team.

Amway

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