

U.S. IMPACT REPORT

REFLECTIONS ON 2024

Amway™



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INTRODUCTION

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INTRODUCTION

A word from our CEO



That is what we do at Amway: make a difference through helping people live better lives. It's a powerful vision and an incredible opportunity.

Greetings and gratitude

A WORD FROM AMWAY CHIEF EXECUTIVE OFFICER, MICHAEL NELSON

Amway™ is a special place – full of talented, dedicated people working together for the greater good. For over three decades, I’ve had the privilege of seeing that firsthand. It’s an honor to now serve as President & CEO. I’m grateful to the Board of Directors, Amway Independent Business Owners (IBOs), Founding Families and Amway employees for entrusting me with this role.

I started at Amway in 1989 as a university student. Since then, I’ve worked in departments including Strategy, Supply Chain, Human Resources and Technology. Every step of the way, I’ve learned invaluable lessons from my colleagues, IBOs and the Founding Families.

It has been an incredible journey, at a company that has always aligned with my personal values and convictions. At home in Ada, you can find me spending time with my six adult children and their spouses, volunteering with my wife or finding time to go for a long-distance run.

In many ways, my story reflects the Amway story. Finding a business you can call home – aligning with your values and interests, providing for your family and making a difference in your community.

That is what we do at Amway: make a difference through helping people live better lives. It’s a powerful vision and an incredible opportunity.

Over the years, I’ve seen us fulfill this vision in three interconnected ways: Our Founders’ Fundamentals, Values and culture; our compelling business opportunity available to anyone, anywhere; and the exceptional products we offer and solutions we supply. This combination is uniquely ours. Together, they make us stronger – for a brighter, more sustainable future.

In this report, you’ll learn about the amazing work in each of these three areas. People building up our culture to better serve communities and colleagues. IBOs helping their customers and each other thrive, with Amway teams supporting their success. And high-quality products and solutions that meet every day, foundational health + wellbeing needs.

I’m confident, as our Co-Founder Rich DeVos said, “The best is yet to come!”

With gratitude,
Michael Nelson

Michael

2024 was an exciting year – full of promise and potential, growth and gains.
Powered by exceptional people, supporting the health + wellbeing needs of others.

INTRODUCTION

A word from our Managing Director



Nearly 290,000 IBOs across all 50 U.S. states are part of this journey. These are individuals who don't just want to make their own way – they want to make a difference.

Empowering people and possibilities

REFLECTIONS FROM AMWAY NORTH AMERICA MANAGING DIRECTOR ANDREW SCHMIDT

Since day one, Amway has been all about people. Our Founders built this opportunity so that anyone, anywhere could have access to the resources and support they need to start and build a business of their own. And not just any business – but one that exists to help people live better lives.

More than 65 years later, that spirit of helping others continues to drive everything we do – from the products we create to the earning opportunity we offer to the caring community we've built together.

It's people who make it possible. Nearly 290,000 IBOs across all 50 U.S. states are part of this journey. These are individuals who don't just want to make their own way – they want to make a difference. They're helping people build healthier

habits with high-quality products, creating an encouraging community and supporting others toward their goals.

It's a passion and purpose that is as relevant today as it was six decades ago. In 2024 alone, 66% of Gen Zers and millennials have started or plan to start a side hustle* – further proof that this opportunity is truly timeless.

In the pages ahead, you'll read about the innovations and investments that shaped the past year. More than anything, though, I hope what rises to the top are the stories of people helping people – because that's what this business has always been about.

To a future of possibilities,
Andrew Schmidt

INTRODUCTION

About Amway

Getting to know us

Amway is an **entrepreneur-led health and wellbeing company** based in Ada, Mich., U.S.

We are committed to helping people live better lives across more than 100 countries and territories worldwide. In 2024, we were among America’s top 100 largest private companies according to *Forbes* magazine. Our top-selling brands are Nutrilite™, Artistry™ and XS™ – all sold by entrepreneurs who are Independent Business Owners (IBOs).

When Rich DeVos and Jay Van Andel founded Amway in 1959, they brought fresh perspectives to the direct selling business model. Today, we empower IBOs who help people on their health + wellbeing journey through innovative product solutions that meet their needs.



Amway is the No. 1
direct selling business
in the world.*

INTRODUCTION

Amway at a glance

\$7.4B

IN 2024 SALES

14K+

employees around the world.

3,100+

U.S. employees with nearly 50% working on our farms, manufacturing, distribution lines, and research and development.

1M+

IBOs around the world.

~290K

active IBOs in the U.S.

100+

countries and territories in which Amway operates.

70%

of products sold in the U.S. are manufactured in the U.S. using quality ingredients sourced from around the world.

OUR GLOBAL FAMILY OF 800+

scientists, engineers and technicians work with leading universities, science institutes and advisory boards to conduct world-class research and product development.

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Amway Scientific Advisors who are global 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](#).

750+

patents and patents pending globally.

670K+

square footage of manufacturing space.

NEARLY

6,000

acres of certified-organic farmland in the U.S., Mexico and Brazil, where we grow and harvest plants, using sustainable, regenerative farming methods. **Learn more about our [Nutrilite farms](#).**

INTRODUCTION
Our supply chain



Our footprint across the Americas

Amway takes pride in the many products we research, develop, manufacture and distribute right here in the United States.

Around 70% of the products Amway IBOs sell in the U.S. are manufactured here with ingredients sourced from around the world, whether by Amway or one of our suppliers. In 2024 alone, 4.5 million packages filled with Amway products made their way to IBOs and customers across North America.

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

INTRODUCTION

Capital focus

Investing in our success

We’re the world’s number one direct selling company,* and we’re not stopping there! To keep leading, growing and thriving, we’re **investing in our business and the people who power it.**

STRENGTHENING OUR WORLD HEADQUARTERS

The heart of our global company is in Ada, Mich. Our headquarters are comprised of 80 buildings and 3.5 million square feet of office and manufacturing space. Of our 14,000+ global employees, more than 2,500 work in Ada – where our Founders started Amway and lived their entire lives.

Between 2022-2026, we’re investing \$127.6 million in our Ada campus. This plan includes upgrades to our manufacturing, quality control, and research and development capabilities as well as office facilities. It’s a commitment to our future and to better enabling our impact around the world.

NEW IN ADA

\$127.6M

invested between 2022-2026.

Nutrition manufacturing center

48,000-square-foot renovation.

+260 jobs

created through expansion efforts.

Research & Development pilot plant facility

18,750-square-foot expansion enhances our nutrition research and development capabilities.

A word from our Co-Chairs

Who we are

What guides us

Our leadership

We are Amway

PEOPLE AND CULTURE



PEOPLE AND CULTURE

A word from our Co-Chairs

Founded for better, growing for good

COMMEMORATING OUR FOUNDERS’ 100TH BIRTHDAYS FROM
AMWAY CO-CHAIRS, DOUG DEVOS AND STEVE VAN ANDEL

Amway has a one-of-a-kind spirit sparked by our fathers, Jay Van Andel and Rich DeVos. These lifelong friends knew that people helping people is the right thing to do, and the right thing for business.

In 2024, we celebrated what would have been Jay’s 100th birthday, and in 2026, we’ll celebrate what would have been Rich’s 100th. As we mark these milestones, we’re taking time to reflect on where we’ve been, and work toward where we’re going.

Our legacy defines, drives and differentiates us. It helps us be the best business we can be. But this celebration isn’t just for looking backward – it’s for moving forward. That’s exactly what we’re doing.

First, in September 2024, the Amway Board of Directors appointed Michael Nelson as President & Chief Executive Officer. This decision was made to support a strong, sustainable future. We’re confident Michael is the leader best suited to help us grow from our strengths.

Second, the Amway Founding Families recently worked together to revisit our Founders’ Fundamentals to ensure they honor our past and represent our present. We invite you to learn more about these timeless truths on page 13.

Today, we see new opportunities in the marketplace that Amway is uniquely able to answer. This is an important moment for us – a time to grow while continuing to serve business owners and their customers around the world.

We’re confident in and excited about our future. One that’s grounded in our legacy, guided by our strengths.



Doug DeVos
Co-Chair, Amway Board of Directors

Steve Van Andel
Co-Chair, Amway Board of Directors

Our legacy defines, drives and differentiates us. It helps us be the best business we can be.



Amway is about people helping people.

From our IBOs and customers, to our employees and strategic partners – our commitment to **helping people live better lives** is more than a vision, it’s a way of life.



INDEPENDENT BUSINESS OWNERS



CUSTOMERS



COMMUNITIES



EMPLOYEES



BOARD OF DIRECTORS



STRATEGIC PARTNERS

Foundation for our future

Amway has a unique set of core beliefs we call our Founders’ Fundamentals. They serve as our heart and soul – and guide every interaction we have, strategy we set and opportunity we seek.

The Founders’ Fundamentals were written by Rich DeVos and Jay Van Andel. They knew that together these four truths create something special. A way to connect with people of all generations and geographies while staying true to ourselves.

As we celebrate our Founders’ 100th birthdays, we’re reflecting on these truths and ensuring we remain committed to them today.

We’re made bolder and better because of where we’ve been. Stronger because of the foundation from which we grow. Guided by the Founders’ Fundamentals that still resonate.



FREEDOM

We need personal and economic opportunity to live our best lives. Amway provides the possibility to build both – through the experience of business ownership and as part of our community.

HOPE

There is power in possibility and strength in optimism. By inviting everyone to imagine their future and offering opportunities to help make it happen, Amway cultivates hope and the growth that follows.

FAMILY

We thrive in relationships, surrounded by people who bring us meaning and purpose, instill trust, challenge us to keep growing and cheer us on. At Amway, we work together in a family spirit and leverage the constant source of strength it provides.

REWARD

We are motivated by the satisfaction that comes from reaching goals – and helping others do the same. We celebrate the achievement of milestones, recognizing the value of hard work and lessons learned along the journey.

Meet our leaders

The Amway North America and Global Leadership Teams work in partnership to advance our business strategy around the world. Together, they’re grounded in our Values and focused on creating something future generations of employees, business owners and customers we serve can be proud of.

NORTH AMERICA LEADERSHIP



Andrew Schmidt Managing Director – Amway North America	Scott Scheidmantel Chief Sales Officer – Amway North America	Kelli Templeton Chief Marketing Officer – Amway North America	Kristin Whalen Chief IBO Enablement Officer – Amway North America
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GLOBAL LEADERSHIP TEAM



Michael Nelson Chief Executive Officer	Asha Gupta Chief Operating Officer	Brian Kraus Chief Supply Chain Officer	Melodie Nakhle Chief Marketing Officer	Luke Nieuwenhuis Chief Sales Officer & Regional President – Southeast Asia (SEA) / India	John Parker President – Amway Markets
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Gretchen Payne Chief Human Resources Officer	Kristi Pelc Chief Research & Development Officer	Jon Sherk Chief Legal Officer	Becky Smith Chief Financial Officer	Frances Yu President – Amway China
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Real stories, real impact

All across America, IBOs are going for their goals and changing lives – including their own.

Growing an Amway business means meeting customer needs, building a selling team and creating meaningful connections. For many, it's a journey of personal and professional growth, resilience and purpose. IBOs are often more than entrepreneurs – they are changemakers, community builders and champions of possibility.



See what's possible when passion meets purpose.

Behind every Amway business is an inspiring IBO and a story (or two!) worth telling. Watch, read and learn about these amazing people who are building a business and making a difference.

Visit weareamway.com/our-stories.





CORPORATE SOCIAL RESPONSIBILITY

Our commitments

Health + wellbeing

Empowerment

Engagement

Disaster relief

Sustainability

Committed to community

We believe we have a responsibility to use our talents to make the world a better place. It’s a dedication that began with our Founders and we carry forward today. We care for the communities we serve – and find joy and hope in supporting them. **This is about more than the words we say. It’s about the actions we take to impact change.**



Corporate social responsibility pillars

HEALTH + WELLBEING

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

EMPOWERMENT

Empower individuals to be agents of positive development for themselves and their families as they build a path toward financial stability.

ENGAGEMENT

Drive a culture of community engagement and volunteerism that helps employees and business owners connect, contribute and commit.



Investing in the fight against hunger

In July 2024, Amway announced a \$1.2 million commitment, over three years, to the YMCA of the USA (the Y) to boost their anti-hunger initiatives and further strengthen and expand the collaborative efforts of the two organizations. Through the first-year gift to the Y, Amway will increase critical out-of-school food access for 32,145 children and support 26 Ys to serve more than 2.35 million healthy meals and snacks in the 2024-25 school year.

This philanthropic gift comes at a time when hunger rates and food insecurity in the U.S. are on the rise. The Y runs programs year-round committed to helping more children in more communities access essential nutrition. The contribution from Amway will help support hunger-fighting efforts like after-school meals, summer food programs, community food distribution and more.

A collaboration for good

This commitment builds on a longstanding partnership – spanning over three decades – between Amway and the Y. Beyond financial contributions, Amway has supported the Y’s mission through volunteering and providing expertise in specific areas like youth development.

THROUGH AMWAY’S FIRST-YEAR GIFT...

32,145 children
receive critical food access.

26 Ys
across the U.S. supported.

2.35 million
healthy meals and snacks served.



THE AMGIVE PROGRAM
DONATED

\$175,000

IN 2024 TO CAUSES NOMINATED
BY IBOs AND EMPLOYEES

Amplifying impact, together

Amway IBOs and employees are passionate, generous people making a difference in their communities. We’re inspired every day by their charitable giving, volunteerism and community engagement. That’s why we created AmGive – a way for Amway to double down on the causes IBOs and employees care about.

Here’s how it works: Amway IBOs or employees can submit an application on behalf of a nonprofit they are passionate about. A selection committee reviews applications against a set of criteria and determines if – and how much – funding may be awarded. AmGive is a way to further increase the impact Amway IBOs, employees and community organizations are already making.

Together, we can build brighter futures!

Visit amway.com/amgive and see stories of community impact.

2024 AmGive spotlights

Amway IBO Kristy uses her occupational therapy skills to support **Easterseals Western and Central Pennsylvania**. Easterseals provides a variety of life-changing programs and services for children and adults with disabilities, such as approved private schools, job placement and residential housing.

Amway IBO Bruce is a former realtor who serves on the board of directors for **Mel Trotter Ministries** to support those experiencing hunger and homelessness. They provide stabilizing services that help prevent cycles of housing insecurity. The organization’s Next Step division supports job readiness through training and experience opportunities.



Serving with purpose

Hundreds of Ada, Mich.-based Amway employees dedicated over 5,000 volunteer hours in August 2024, supporting 28 nonprofits across Kent County. Volunteers tackled 41 projects, from landscaping and food reclamation to farm work and bed building.

A highlight of the week was the construction of a community playground, an 18-year Amway tradition. In partnership with Sinclair Recreation, employees built an intergenerational play space at United Methodist Community House (UMCH), complete with tables, benches, landscaping and more. The playground enhances UMCH’s ability

to serve a diverse population with innovative, culturally relevant services that help strengthen the community across generations.

Amway’s commitment to service extends well beyond West Michigan. Globally, employees and IBOs contributed over 25,000 volunteer hours in 2024 alone.

AMWAY SERVICE WEEK

- 800+ employees participated, including 130 third-shift workers
- 5,000+ volunteer hours in just two days
- 28 nonprofits supported, 41 projects completed
- 18 years of annual playground building
- 25,000+ global volunteer hours in 2024

Responding in crisis

When the worst happens,
**we do what we can
to help the communities,
business owners and
customers we serve.**

ANSWERING THE CALL WITH AMERICAN RED CROSS

At Amway, we believe in standing with communities in their most difficult moments. When Hurricane Helene inflicted destruction and suffering across more than 140,000 miles from Florida to the Appalachian states, people all over the world stepped up to support relief efforts. Amway made an immediate \$50,000 donation to the American Red Cross and matched an additional \$31,000 of employee and IBO contributions, plus in-kind donations. Weeks later, following the devastation of Hurricane Milton in Florida, we provided an additional \$25,000 to support ongoing relief efforts.

For more than 20 years, our longstanding partnership with the American Red Cross has enabled us to help provide financial aid, shelter and care packages to those in need. Through corporate donations and the generosity of our employees and business owners, we continue to support the Red Cross’s vital mission to prevent and relieve suffering around the world.



Amway global, employees
and business owners provided

\$365,000

in disaster relief during 2024.
In the U.S., that included...

HURRICANE HELENE

\$50,000 donation +
ABO/employee donations \$31,000
Amway match \$31,000
In-kind donations \$29,000

HURRICANE MILTON

\$25,000 donation

We see sustainability differently

Sustainability is an opportunity instead of an obligation. It's part of who we are – not just something we feel like we need to do. And we're determined to find ways to keep reducing our footprint. Through regenerative farming practices, consciously created products and carbon-reduced operations, we'll become an even more responsible and accountable Amway.



Key sustainability milestones

In 2010, Amway was among the first companies in Michigan to purchase electricity from wind power.

100% of electricity used to manufacture Artistry and Glister™ products comes from wind power.

Two Silver LEED certifications for our buildings at Amway campuses in the U.S.

Learn more at amwayglobal.com/sustainability.



PLANTS

Pollinator habitats

TROUT LAKE WEST FARM – WASHINGTON STATE, U.S.

Using repurposed farm materials, we’ve created shelters that native bees use to nest in and keep warm over the winter.

These shelters are designed to help increase native bee populations, which can mean more bees pollinating crops each year.



PRODUCTS

Post-consumer recycled (PCR) packaging

PCR is made from items people recycle every day, like plastic bottles. Those items are collected, sorted and transformed into material that can be molded into new materials – like Amway packaging.

We began our PCR journey with select packaging for our g&h™, Artistry and Satinique™ collections. **In 2024 we started using 30% PCR packaging in many Nutrilite canisters.** And we plan to increase the percentage of PCR used in future products!

DID YOU KNOW?

We saved around 234,000 pounds of virgin plastic in 2024 by using 30% PCR plastics in Nutrilite canisters.



OPERATIONS

Reduced power consumption at World Headquarters

Ongoing investments in our Ada campus include upgraded LED light fixtures in the packaging department along with timers and motion sensors in our Quality Assurance lab. **This means the lights run much more efficiently – and only stay on as long as they’re needed.**



Contributing to a healthy planet

At the 2024 appreciation event for Ada-based employees, local composting company Wormies helped us collect food scraps and compostable food containers. **A total 2,323 gallons of material became food for the soil instead of going to the landfill.** Plus, H.O.P.E. Gardens nonprofit gave all guests herb and vegetable plants so they could take sustainability home!

Amway brands

Featured products

Traceability

BRANDS AND PRODUCTIONS SOLUTIONS





Here for your health and wellbeing

Better nutrition and healthy lifestyles are a \$363 billion industry.* Health + wellbeing continues to gain interest across ages, locations and lifestyles. The need is great, and Amway is uniquely positioned to answer.

We fuel customers’ health + wellbeing journeys with nutrition, skin care and home products that meet common wellness needs. And every step of the way, we work to ensure each product we offer isn’t just good for you, but also good for the world. That’s why we maintain complete transparency about what goes into our products. So all customers can choose Amway options with confidence.



@AmwayUS



Amway US & Canada



@AmwayUS and @WeAreAmway

Amway family of brands

ARTISTRY™

ATMOSPHERE
SKY™

COOK™

eSpring™

glister™
ORAL CARE SYSTEM

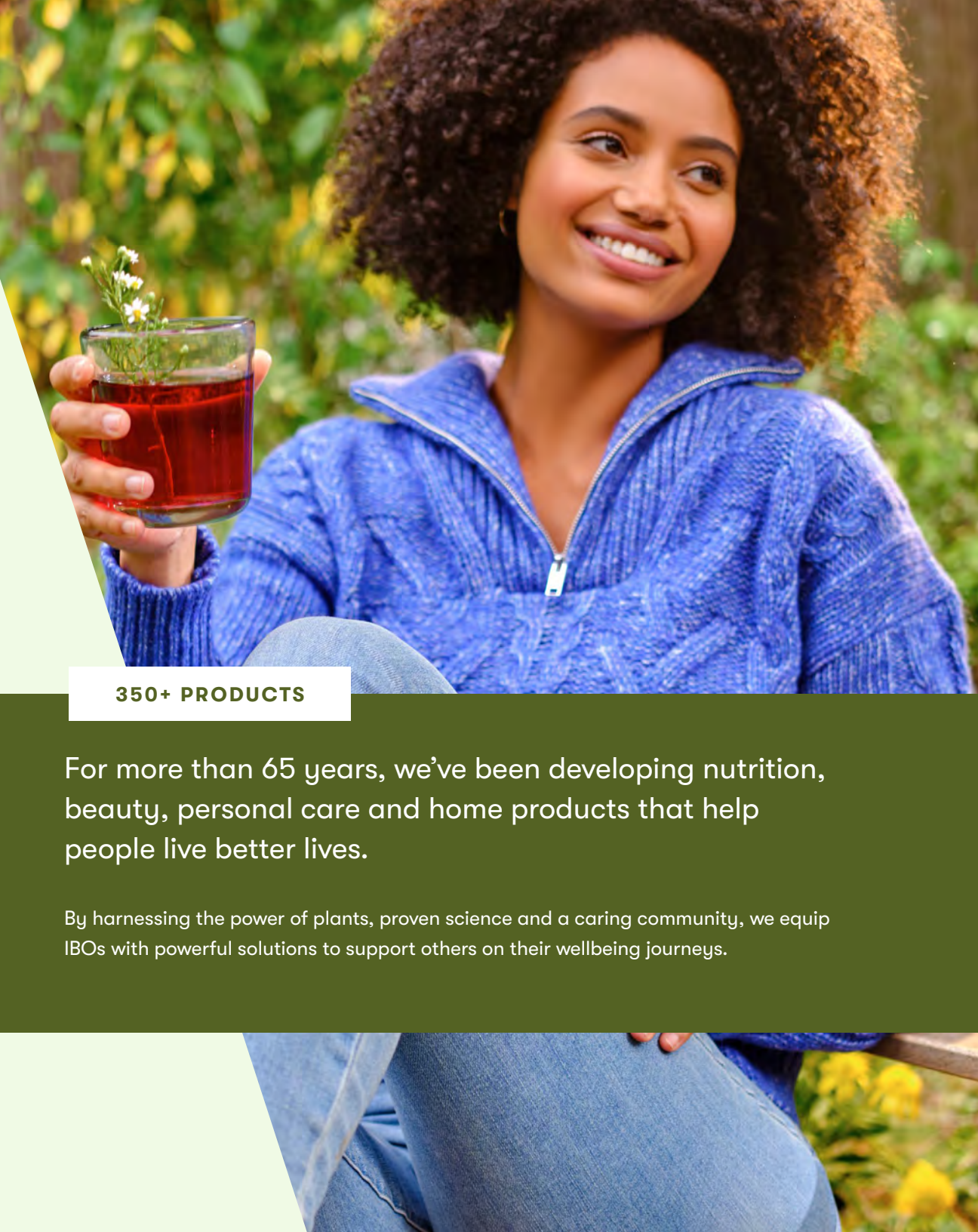
g&h™

Amway home™

nutrilite™

satinique™

XS



350+ PRODUCTS

For more than 65 years, we’ve been developing nutrition, beauty, personal care and home products that help people live better lives.

By harnessing the power of plants, proven science and a caring community, we equip IBOs with powerful solutions to support others on their wellbeing journeys.

Overview



NUTRITION

Nutriline is committed to plant-powered innovation and organic farming practices, harnessing nature’s best nutrients to deliver real benefits. Nutriline is the world’s #1 selling vitamin and dietary supplement brand*, developing and delivering high-quality supplements and holistic solutions to help our IBOs, their families and their customers thrive.

CELEBRATING THE POWER OF 90

2024 marked the 90th anniversary of the Nutriline brand’s founding by Carl F. Rehnborg. This milestone was an opportunity to reflect on our rich history and look toward our bright future – powered by people, plants, science, innovation, health + wellbeing!



BEAUTY

Rooted in 85 years of phytonutrient research, plus extensive molecular science, Artistry approaches beauty holistically. The “science of skin” combined with our cutting-edge formulas help reduce the appearance of fine lines, uneven texture and the other visible signs of aging.

This is the Artistry philosophy, and what we like to call Healthy Beauty – the kind of beauty that lasts, leaving skin looking healthy, visibly more youthful and radiant for years to come.



HOME

Our science-backed products help clean the water you drink and the air you breathe. They help with cleaning, laundry, dishes and surfaces, while being safer for people and better for the planet. Our very 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.

Today, 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.



SPORTS NUTRITION

The XS brand of energy and sports nutrition products are designed to optimize performance, redefine your potential and push past every boundary. With a range of offerings including energy drinks, powders and bars, XS products can help you power through your day.

The adventure continues with the XS Fitness Program, which helps people gain lean muscle and form the healthy habits needed to reach and exceed their fitness goals.

BRANDS AND PRODUCT SOLUTIONS

Featured products

2024 featured product launches



Nutrilite Begin™ Daily GI Primer is infused with six gut-supporting blends to promote healthy digestion, immune health, liver and skin health, energy, metabolism and more.*



Artistry Skin Nutrition™ Correcting and Defying Serums come with 10 benefits in every bottle! Help reveal younger-looking, more radiant skin with plant-based botanicals and advanced skin science.



New **eSpring™ Water Purifier** reimagined with innovative technology for cleaner and better-tasting water.



Nutrilite Organics herbal supplements are USDA organic certified and harness the natural, nurturing power of plants to deliver real benefits.



Artistry Ever Perfect™ Longwearing Foundation hydrates, protects and perfects for your best, healthiest-looking skin.



XS Ignite Powder is formulated with Morosil^{®†} Moro blood orange extract to fire up workouts and boost support for your weight loss journey.*[‡]



Nutrilite Kids Daily Chewable Multivitamin helps fill kids' nutrition gaps and supports their immune system, bones, teeth and vision.*



Glister Multi-Action Power Toothbrush provides a powerful, personalized brushing experience to clean teeth and reduce plaque.

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.
† Morosil is a registered trademark of Bionap S.r.l.

[‡]Based on two human clinical studies of 12 weeks and six months in length. Participants who consumed 400 mg Morosil Moro blood orange extract per day showed reduction in body weight, body mass index (BMI), and hip and waist circumference compared to placebo.

Transparency beyond ingredients

**If you can't see how it's made,
question whether it's traceable.**

How a product is made matters, and Amway brands are built on our belief that you have the right to know our products' creation details so you can make informed choices. Traceability at Amway gives you an inside look at every step that ensures a product is pure, safe, effective and better for the planet – and the tests it passes along the way to prove it.

The traceability bar is set exceptionally high throughout our supply chain. Our supplements, skin and body care products and toothpaste contain traceable botanicals sourced from plants grown on four Amway-owned organic certified farms or partner farms around the globe, where we enforce strict visibility, quality and sustainable practice measures. Non-botanical suppliers also meet rigorous visibility and quality standards similar to those we require of our own processes. This means you can trace the details right down to shipping of the final product.

TRANSPARENCY AND TRACEABILITY IN THE PALM OF YOUR HAND

The Amway Tracing Tool, available exclusively for Nutrilite and Artistry brands, provides next-level product and ingredient traceability. Discover how products are made and what goes into them. You'll find every detail demonstrates that Amway products are high-quality and responsibly made.

Experience the tool at amway.respect-code.org.

Traceability offers confidence in the products you use



NUTRILITE

It’s nature’s goodness you can trace. Tracking every ingredient, from seed to supplement to you, delivers a healthy dose of peace of mind and puts more powerful, plant-rich products into the palm of your hand.

Learn more about Nutrilite Traceability at amway.com/nutrilite/traceability.



ARTISTRY

All Artistry products are backed by traceable proof that ensures formulas are safe and effective. That means you can be confident in ingredients, confident in results – and confident that you’re making informed choices . It’s Healthy Beauty you can love.

Learn more about Artistry Traceability at amway.com/artistry/traceability.



g&h

g&h traceability means documenting the details of creating our products – so you can feel good about using them.

g&h is the first and only personal care brand with traceable product creation.*



GLISTER

The Glister oral care brand has a 50-year history of traceable documentation, including third-party validation. Glister toothpaste formulas have been high quality and effective from the beginning. Our products are leading the way for traceability in the oral care industry.

Glister is the first and only oral care brand with traceable product creation.*

EMPOWERING ENTREPRENEURS



Amway opportunity

Owning an Amway business

Being an IBO

Helping people is a rewarding business

Amway gives you the flexibility to build your business your way. This is an opportunity that lets anyone, anywhere go for their personal goals and get more out of life. And help others do the same!

As an Independent Business Owner, you earn income by selling exclusive, science-based products and solutions to customers to support common health + wellbeing goals like better nutrition, healthier-looking skin, a cleaner home and more. **Bring your passion, make your way and make a difference.**

Be in business for yourself, but never by yourself.

IBOs are supported every step of the way with access to free training, digital platforms and tools to help you learn and grow. Plus, dedicated Amway teams are committed to helping you succeed and a community of 290,000 U.S. business owners is ready to cheer you on.



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.**

All 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 World Federation of Direct Selling Associations.



No-cost, low-risk

Promises zero purchase requirements and no sign-up fees for new IBOs.



100% satisfaction guarantee

Promises satisfaction with our products and business ownership, including a cooling-off period on 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.

In their own words

People join Amway for lots of reasons. Some are looking for a way to start and grow their own business. Others want to build a community around their health + wellbeing passions. And others have fallen in love with Amway products and want to share their joy while earning extra income. **No matter the reason, one thing is for sure – Amway was the perfect fit.**

Amway’s support gives me a sense of purpose and security. Now we’ve built something bigger than business – a true community working to help the next generation thrive.

THAMAR ROGERS,
DES MOINES, IOWA



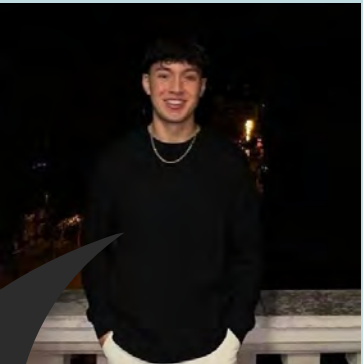
The entrepreneurial skills you gain with Amway can have an impact in many ways. There are countless avenues for you to take that same skill set and make people’s lives better.

JOHN MUELLER,
LOS ANGELES, CALIFORNIA



Amway provides one of the most inclusive paths to entrepreneurship because you don’t need thousands of dollars or world-changing ideas to participate.

MATT RIVERA,
FORT LAUDERDALE,
FLORIDA





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