

The Amway logo is positioned in the top left corner of the image. It consists of the word "Amway" in a bold, black, sans-serif font, with a thin black underline beneath the letters.

Amway

The main title of the report is centered in the lower half of the image. It is written in a large, bold, white, sans-serif font. The text is "U.S. Impact Report" on the top line and "2025" on the line below it. The background of the text is a lush green field of crops under a golden sunset sky with mountains in the distance.

U.S. Impact Report
2025

Our foundation, our future

A WORD FROM MICHAEL NELSON,
AMWAY PRESIDENT AND CEO

For 66 years, Amway™ has held a unique place in the world. Advancing that legacy in a dynamic, ever-changing environment is a shared responsibility, carried by our global community of 13,500+ employees working in partnership with more than a million Amway Independent Business Owners (IBOs) worldwide.

As our strategies and product solutions continue to evolve to reflect today's needs, they remain firmly rooted in our foundation and long-standing strengths: a values-driven approach, the opportunity to own your own business and the potential for a better life. These strengths have differentiated us for six decades and enable us to address what is needed in the communities we serve today.

We know that what we build together matters deeply. We are proud of the community we cultivate and honored to share more of our story here.

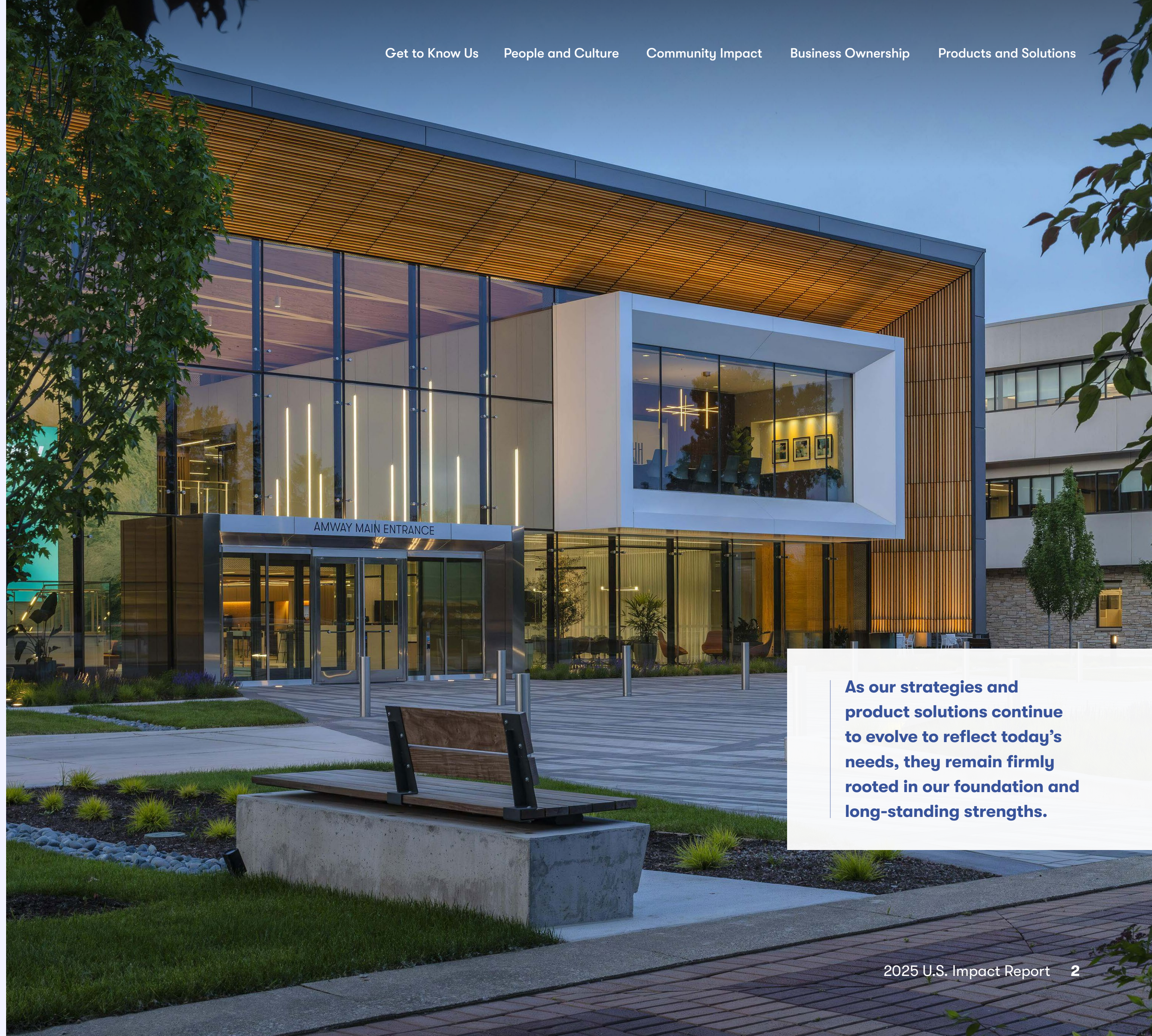
Within the pages of this report, you will learn more about how we empower people to build their own Amway businesses with exceptional products, all rooted in a foundation of family, opportunity and community. Amway exists to help people live better lives. It is our vision and drives our purpose.

Throughout 2025, we furthered our commitment to the strengths and foundation that make Amway who we are, while finding new ways to grow, innovate and lead. As we look ahead, I am excited about the opportunities before us and confident that we will continue to build on our incredible legacy.

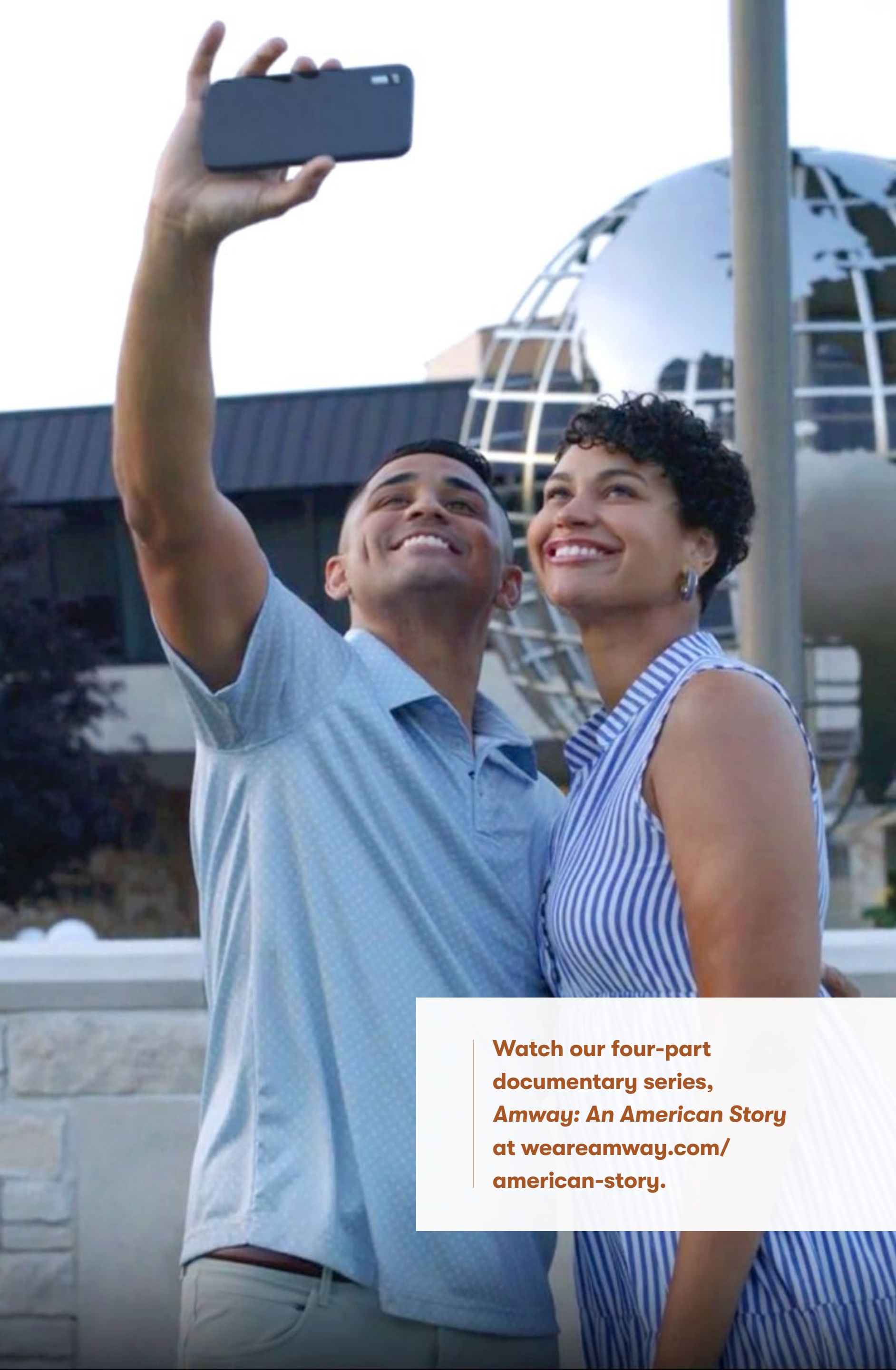
With gratitude and optimism,
Michael Nelson



Michael



As our strategies and product solutions continue to evolve to reflect today's needs, they remain firmly rooted in our foundation and long-standing strengths.



Watch our four-part documentary series, **Amway: An American Story** at weareamway.com/american-story.

We are Amway. The quintessentially American story.

REFLECTIONS FROM ANDREW SCHMIDT, AMWAY NORTH AMERICA,
MANAGING DIRECTOR & REGIONAL PRESIDENT, WEST MARKETS

Looking back, I'm struck by how clearly 2025 reinforced who we are, and why Amway's story continues to matter. It was a year shaped by change, resilience and renewed purpose, for our business and for the people who power it. And once again it showed that Amway is, at its core, a quintessentially American story.

From the beginning, our Founders believed in something deeply American: that anyone, anywhere should have the opportunity to build a meaningful business of their own. With the right products, tools, support and community, people could shape their own path – and help others along the way. More than 65 years later, that belief still guides us and continues to define who we are.

We're at a unique moment in our nation and our business. Work is evolving. Inflationary pressures remain real. Flexible and gig-based work is now part of everyday life across rural, suburban and urban communities alike. At the same time, people are seeking more – more transparency, more authentic human connection, more control over how they spend their time and energy. Amway is built for this moment.

Across all 50 states, hundreds of thousands of Independent Business Owners are living this story in their own way. They are friends, neighbors, parents, students, teachers and caregivers – balancing dynamic lives while working toward personal and professional goals. They sell products they trust, help others build

better habits and show up for their communities. They do it on their own terms, with the agency to decide how, when and at what pace they run their business.

That freedom is matched with support. In 2025, we continued investing in the products, incentives, education and selling tools that help IBOs grow with confidence. Millennials and Gen Z bring energy and familiarity with flexible work. Seasoned IBOs bring experience, resilience and mentorship. Together, they form a diverse and inclusive community that reflects the America we serve.

As our nation approaches its 250th anniversary, Amway's story remains unmistakably American – not just because of where we began, but because of what we continue to believe: in opportunity, in entrepreneurship and in people helping people.

In the pages ahead, you'll see the innovations and investments that shaped our year. But above all, I hope what stands out are the stories – because this business has always been, and will always be, about people.

That is the Amway story. And we are still writing it.

With thanks,
Andrew Schmidt



A handwritten signature in black ink that reads "Andrew".



5

Get to Know Us

7

People and Culture

11

Community Impact

18

Business Ownership

22

Products and Solutions

Contents

Get to know us

Amway is the world’s #1 direct selling business* and has been since 2012. Based in the U.S. and operating in over 100 countries and territories, Amway is a global community that helps people live better lives. It’s a vision we believe in – and one we deliver with the highest standards.

We offer a low-cost, low-risk way to start and build a business. Our high-quality, health and wellbeing products are backed by the best of nature and science to support your body, mind and living space. And we bring it all to you with an approach you can trust – shaped by the values that have guided us from the start and reflected in the way we serve our communities every day.



#1
direct selling
business in the
world* in 2025

\$7.3B
in 2025 sales
globally

70%
of Amway’s products sold in
the U.S. are manufactured
here with ingredients from
around the world

COUNTRIES AND TERRITORIES WHERE AMWAY OPERATES

CERTIFIED ORGANIC FARMS
El Petacal Farm, Jalisco, Mexico
Fazenda Nutrilite, Ubajara, Brazil
Trout Lake East Farm, Washington State, U.S.
Trout Lake West Farm, Washington State, U.S.

MANUFACTURING FACILITIES
Ada, Michigan, U.S.
Buena Park, California, U.S.
Guangzhou, China
Tamil Nadu, India
Quincy, Washington State, U.S.

*Ranked by the DSN Global 100 2025 edition, based on 2024 revenue.

Amway at a glance

A snapshot of the people, places and scale that power Amway every day.

65+

years of helping people live better lives

\$7.3B

in 2025 sales globally

100+

countries and territories in which Amway operates

2.9K+

U.S. employees

13.5K

employees around the world

266K

active IBOs in the U.S.

1M+

IBOs around the world

800+

Amway scientists, engineers and technicians

14

industry-leading experts on our Amway Scientific Advisory Board

NEARLY

6,000

acres of certified-organic farmland

670K

square footage of manufacturing space

PERSONAL WORTH
We acknowledge the uniqueness created by each individual. Every person is worthy of respect, and deserves fair treatment and the opportunity to succeed to the fullest extent of his or her potential.

REWARD

HOPE

FAMILY

FREEDOM

People and Culture

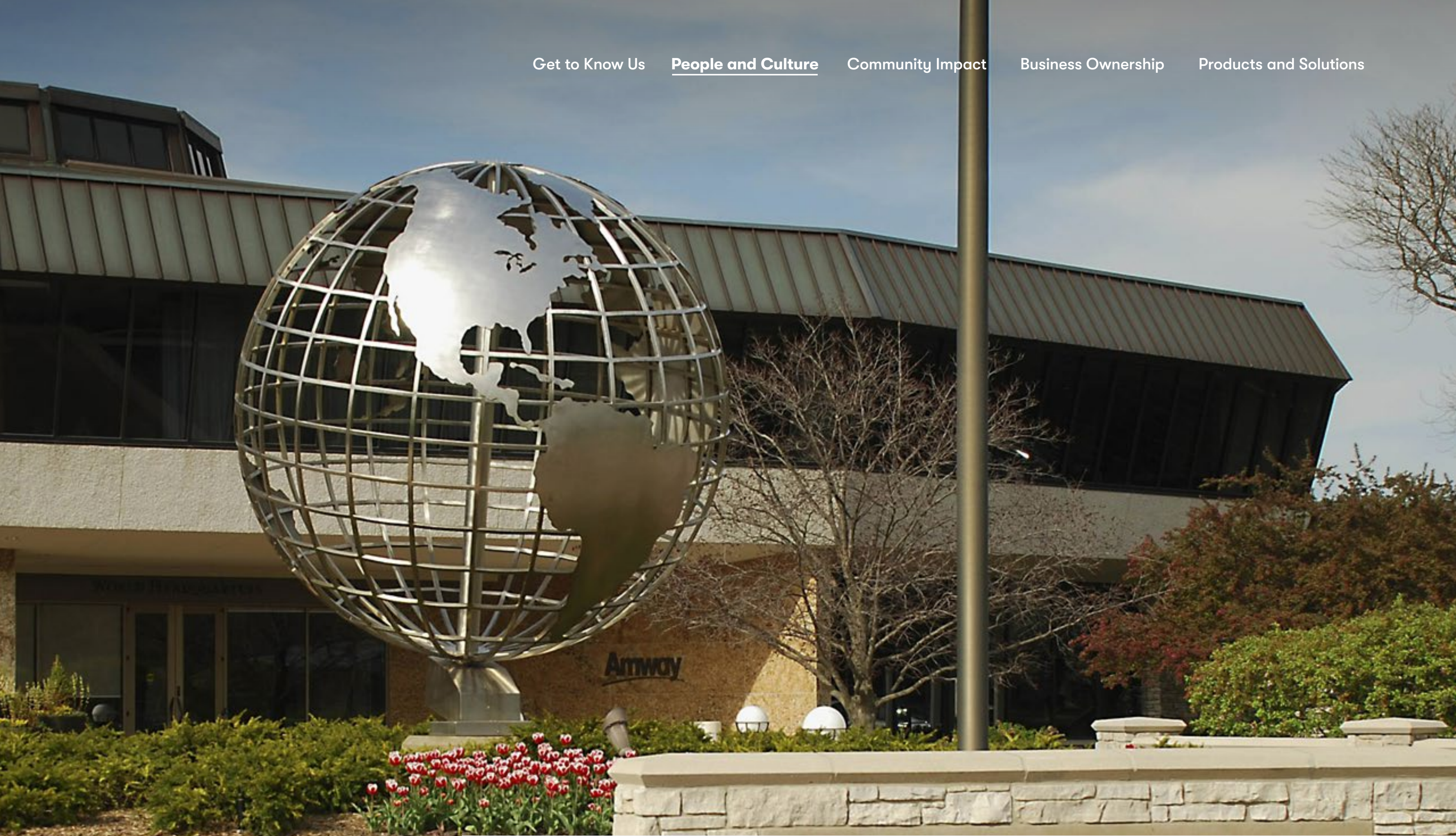
The foundation that guides us

The principles that Amway was built on remain at the heart of our business today.

Our **Founders' Fundamentals** are timeless truths written by Amway co-founders, Rich DeVos and Jay Van Andel. They knew that, together, these four elements create something special – a way to connect with people of all generations and geographies while staying true to their core beliefs.

Amway **Values** guide our choices, actions and behaviors. They shape how Amway employees and business owners show up – for each other and the communities we serve.

In 2025, Amway employees and business owners brought these principles to life every day, showing that what we say and what we do are one and the same.



FOUNDERS' FUNDAMENTALS

- Freedom
- Family
- Hope
- Reward

VALUES

- Partnership
- Personal Worth
- Responsibility
- Integrity

2,971
employees in the U.S.

13,500+
employees around the world

Meet our leaders

Across North America and around the world, Amway’s leadership teams work side by side to move our business forward. Guided by our Values, they’re focused on building a future worthy of the people who power it – our business owners, customers, employees and founders.

NORTH AMERICA LEADERSHIP



Andrew Schmidt

Managing Director & Regional President, West Markets

Kelli Templeton

General Manager & Chief Marketing Officer

Scott Scheidmantel

Chief Sales Officer

GLOBAL LEADERSHIP TEAM



Michael Nelson

Chief Executive Officer

Brian Kraus

Chief Supply Chain Officer

Melodie Nakhle

Chief Marketing Officer

Luke Nieuwenhuis

Chief Sales Officer & Regional President – Southeast Asia/India

John Parker

President – Amway Markets

Gretchen Payne

Chief Human Resources Officer



Kristi Pelc

Chief Research & Development Officer

Jon Sherk

Chief Legal Officer

Becky Smith

Chief Financial Officer

Ryan Talbott

Chief Technology Officer

Frances Yu

President – Amway China



IBO STORIES:

Built by people, united in purpose

Amway Independent Business Owners come from all walks of life, with various backgrounds, experiences and goals. Yet they are united by a shared purpose and a desire to learn, grow and make a difference.

For many, earning a little extra is only part of the story. It's also about confidence gained, business skills strengthened, lessons in leadership and relationships formed along the way. IBOs live dynamic lives in every part of America – they bring people together, lift others up and share their experience with those coming behind them.

Every IBO's story is unique and together, they show the power of purpose in action. Meet the people behind the business at weareamway.com/our-stories.

“It was just a little bit at the beginning, and then we slowly expanded our plate. And through that, we were able to start building a business for ourselves.”

Josh, Educator and IBO
Lauren, Physical Therapist and IBO



“We didn't expect so much to come from meeting customers, sharing products and exploring business with Amway.”

Adrian, Ministry Project Manager and IBO
Michone, Real Estate Agent and IBO

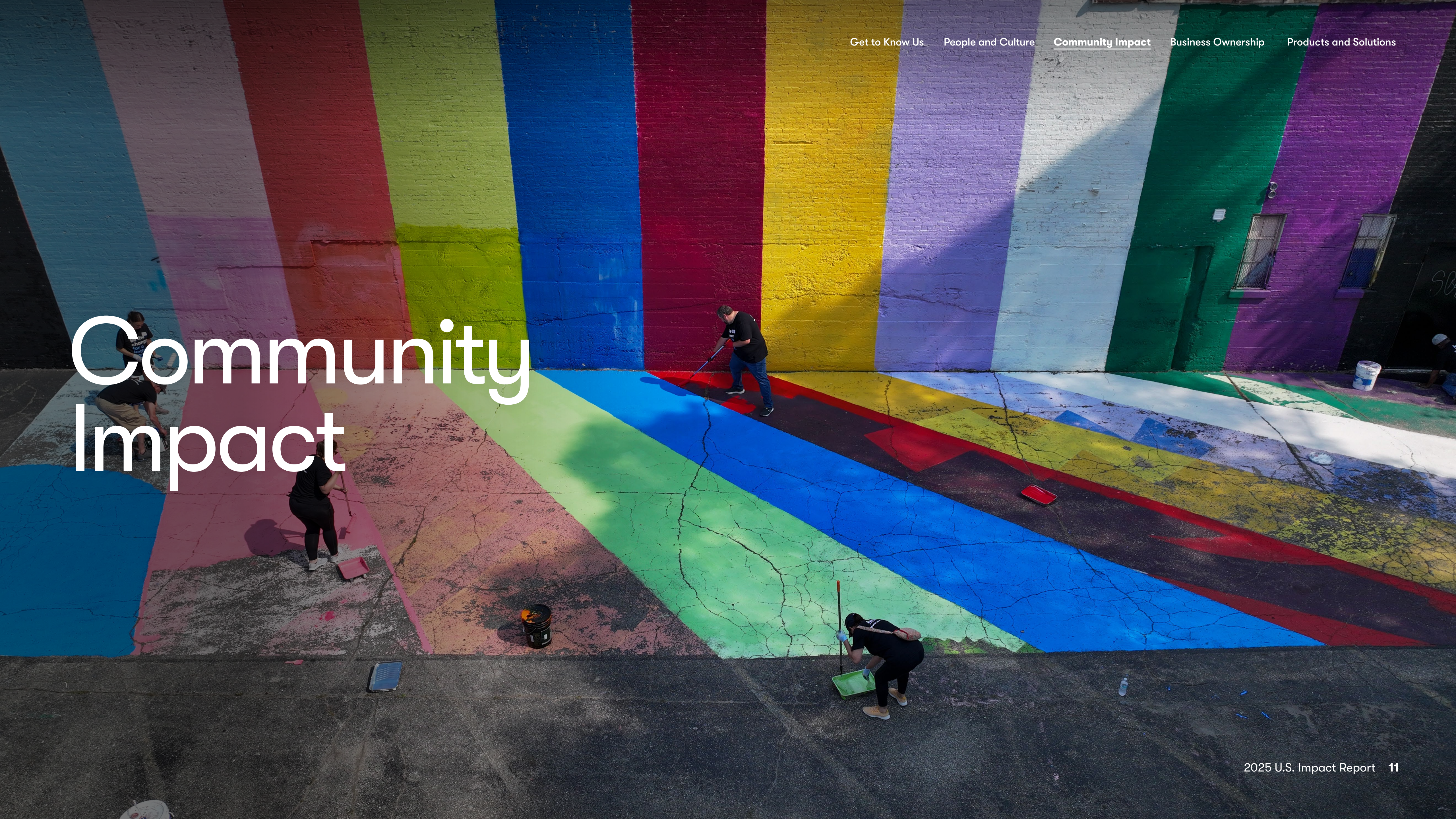


“Amway's approach is different... it's more relational than transactional. Whether we're helping customers find their favorite products or encouraging our team, we're a community that helps each other succeed.”

Santiago, Business Development Manager and IBO
Silvia, Parent and IBO



Community Impact



Committed to community

Amway is more than a business – it’s a community that cares. We’re driven by the belief that we have a responsibility to use our strengths to make the world a better place. That’s why we focus our community support efforts on three key pillars:

HEALTH + WELLBEING

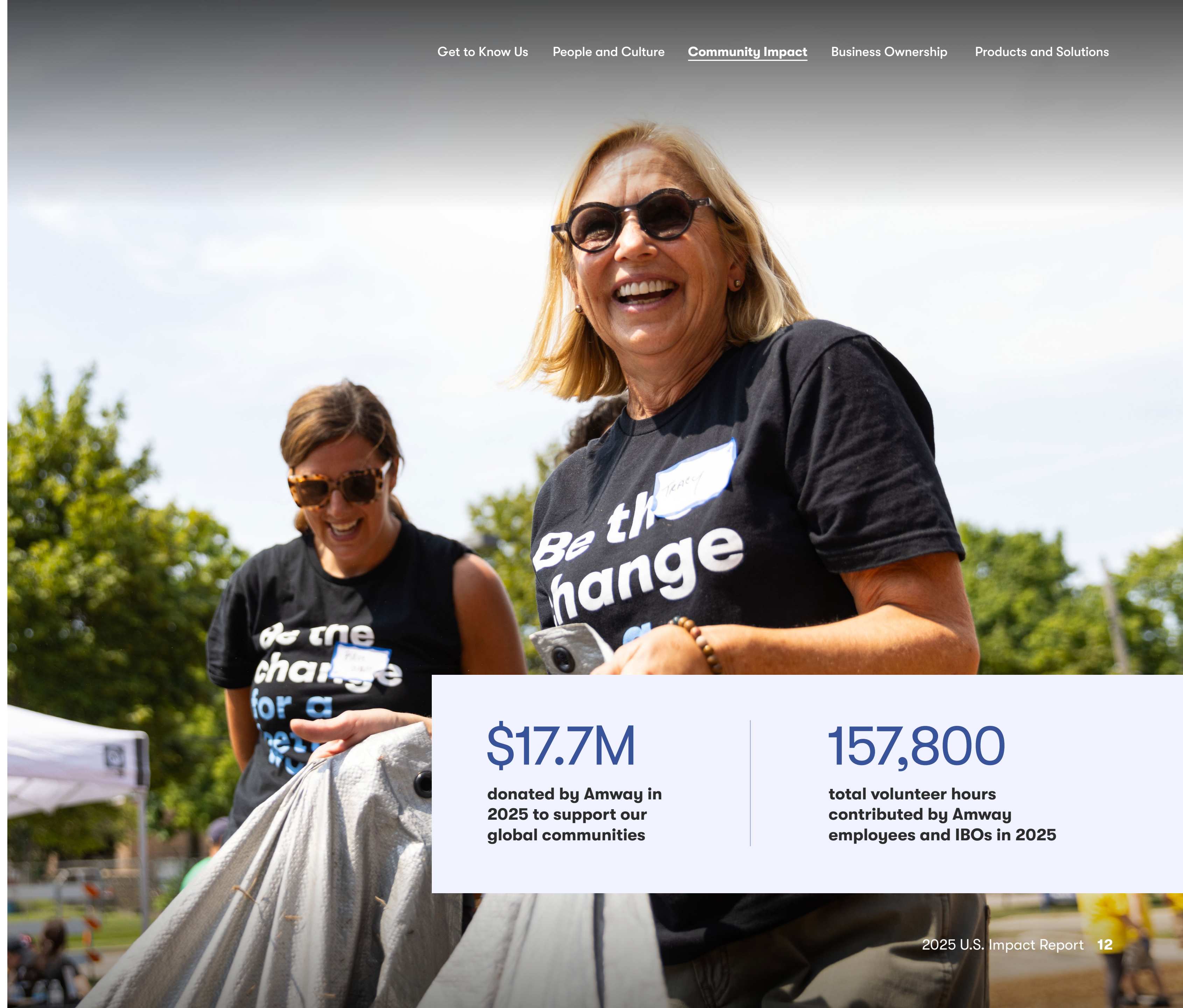
We support access to critical nutrition, health and wellness education to help children and families thrive and live healthy, properly nourished lives.

EMPOWERMENT

We empower individuals to be agents of positive development for themselves, their families and their communities.

ENGAGEMENT

We support a culture of community engagement and volunteerism that helps employees and Amway Independent Business Owners connect, contribute and commit.



\$17.7M

donated by Amway in 2025 to support our global communities

157,800

total volunteer hours contributed by Amway employees and IBOs in 2025

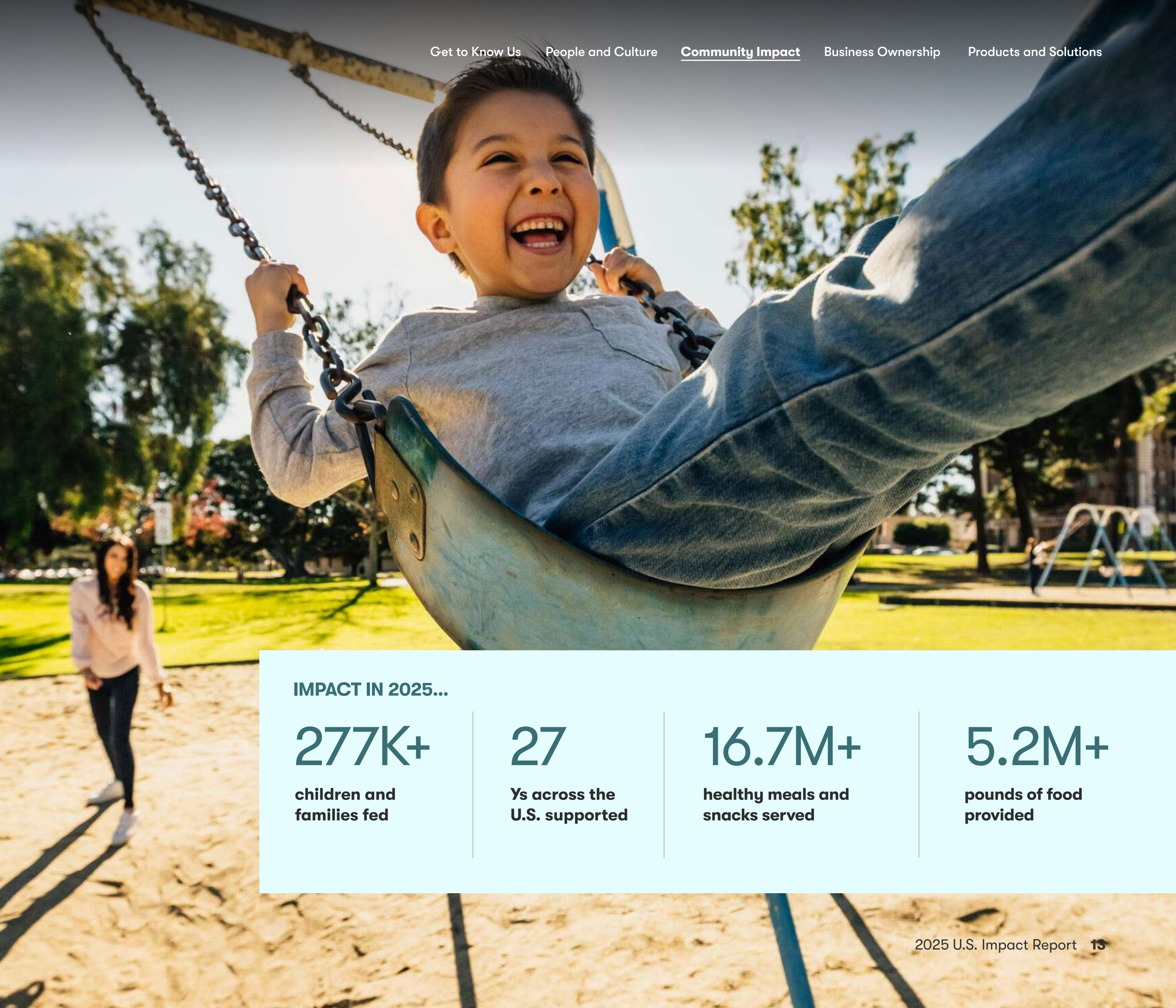
Fueling healthier futures

2025 marked the second year of Amway’s three-year, \$1.2 million commitment to the YMCA®* of the USA (the Y) to strengthen anti-hunger initiatives. Through this investment, Amway helps increase critical out-of-school food access and supports local Ys as they provide healthy meals and snacks to children throughout the year.

The Y plays a vital role in helping children receive the nourishment they need to learn, grow and thrive. For many families, after-school hours and summer months can bring added strain, with limited access to consistent, healthy meals. The Y helps close that gap through after-school meals, summer food programs, community food distribution efforts and other initiatives.

This commitment builds on a partnership spanning more than three decades. Beyond financial support, Amway has advanced the Y’s mission through volunteer engagement and by sharing expertise in areas such as youth development.

Together, we are helping ensure that more children have the fuel and support they need – not just for today, but for healthier futures ahead.



IMPACT IN 2025...

277K+

children and families fed

27

Ys across the U.S. supported

16.7M+

healthy meals and snacks served

5.2M+

pounds of food provided

*YMCA is a registered trademark of the National Council of Young Men’s Christian Associations of the United States of America.



2025 AMGIVE SPOTLIGHTS:

EXPANDING ACCESS TO GOLF AND LIFE SKILLS FOR YOUNG PEOPLE

The Orlando Youth Minority Golf Association (OYMGA) helps introduce inner city and urban minority youth to the game of golf while building confidence, discipline and leadership skills along the way. Mohamad Merilan, nominating IBO, shared that an AmGive grant would help the organization reach more families, welcome new students and offer workshops that use golf as a way to teach important life lessons.

SUPPORTING CHILDREN AND FAMILIES IN THE FOSTER CARE COMMUNITY

IBO Jill Kosek nominated Chicago Angels, an organization that shows up for children, youth and families in foster care. Through mentorship, relationship-building and resources, they help ensure no one feels alone in the journey.

SUPPORTING GROWTH AND HEALING FOR INCARCERATED PEOPLE

The GRIP Training Institute, nominated by IBO Leyvi Rodriguez Santana, works with incarcerated individuals across California. Their programs focus on personal growth, accountability and healing – helping participants break cycles of violence and build a path forward.



Amplifying impact, together

Amway is investing in the causes our IBOs and employees care about.

The AmGive program allows IBOs and Amway employees to obtain grant funding for the nonprofit organizations they personally support, helping to amplify the incredible work already in motion across the U.S.

In 2025 alone, Amway issued more than \$212K in grants through the AmGive program to 25 organizations in the U.S., Canada and the Dominican Republic nominated by IBOs or employees. From funding food pantries to supporting youth education programs and helping nonprofits expand their reach, AmGive empowers organizations to deliver on their missions.



FEATURED STORIES:

Hands-on community impact

In August 2025, Ada-based employees volunteered their time to support community partners throughout West Michigan during the fourth annual Amway Cares Week of Service.

- 1,100+ employees
- 35+ community partners supported
- 6,500+ service hours in one week
- Supporting initiatives focused on housing, food access, fresh produce distribution and safe play spaces for children

Care when it matters most

When the worst happens, we do what we can to help the communities we serve. In 2025, Amway responded to natural disasters across five countries globally: wildfires and flashfloods in the United States, severe flooding in Indonesia, earthquakes and typhoons in the Philippines, typhoons in Vietnam and a hurricane in Jamaica. In every case, our focus was simple: respond quickly, support responsibly and stand with communities as they recover.

\$220,000

in direct relief support globally

Engaged for good

In 2025, Amway employees and IBOs showed up in big and small ways – volunteering across organizations and responding when disaster strikes.

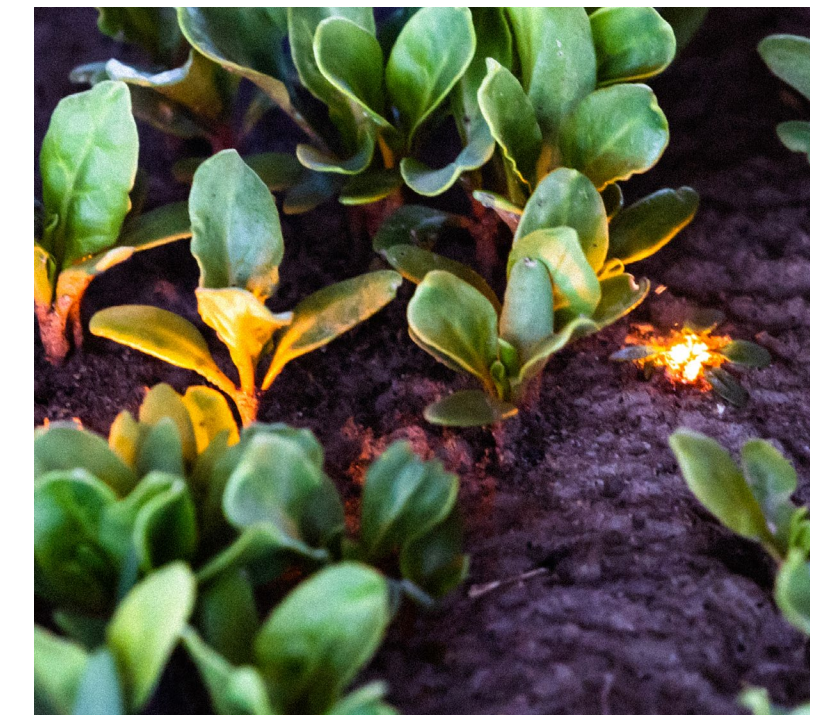
We work together to be a force for positive change, reflecting our Values and contributing thoughtfully to the communities we call home.



IMPACT IN ACTION:

Regenerative farming practices

On Amway's certified organic farms, our regenerative farming practices build up healthy soil, increase biodiversity, conserve water and manage carbon. We're making it happen through innovations like GPS that improve tractor fuel efficiency and a precision laser weeder that minimizes soil disturbance. We're also improving soil health by enhancing our processes for composting, tree renewal and multi-species cover cropping.



Caring for the environment

Amway's approach to the environment is built on a legacy of care and accountability.

We are committed to continuously reducing our footprint. Through our regenerative farming practices, efficient operations and consciously created products, we are bringing this commitment to life.



Built in America: Our continued commitment to domestic manufacturing

In 2025, Amway made significant strides in our effort to bring more production closer to home as we transition manufacturing operations from California to world headquarters in Ada, Mich. This effort is backed by significant investment in new facilities and cutting-edge equipment.

At the center of the expansion is a new 52,000-square-foot solid dose manufacturing operation, which will serve as our flagship global production hub for Nutrilite™ vitamins, supplements, tablets, capsules and powders. Alongside it, a 25,000-square-foot Research & Development Nutrition Pilot Plant supports product development. Other recent additions to the campus include a high-density warehouse, a new cool room and a walk-in stability chamber for controlled product testing.

This work has been made possible by the expertise and dedication of Amway employees from both California and Ada, whose combined efforts and more than 15,000 hours of hands-on collaboration have helped ensure a successful transition.

Behind the scenes, Amway's Supply Chain and R&D teams are working to qualify and validate more than 50 pieces of equipment and 139 product formulas – a rigorous process designed to ensure the same high-quality Nutrilite customers expect. The investment is a clear signal of Amway's long-term commitment to Ada and to building a stronger, more resilient manufacturing foundation for the future.



Business Ownership



A business that fits real life

Amway offers a low-risk way for people to explore business ownership – whether they want to earn a little extra, build business skills or create something of their own.

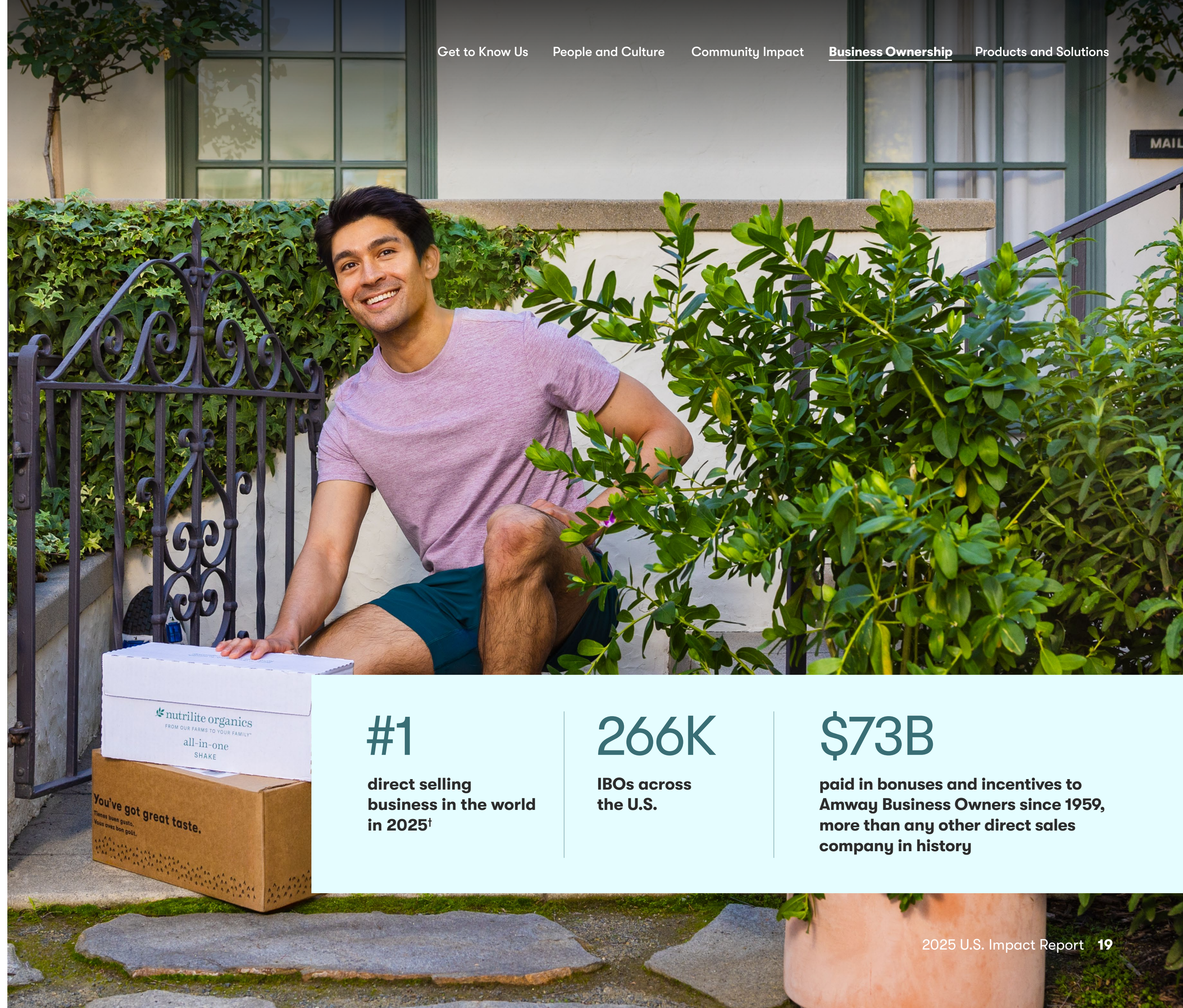
Flexibility is at the center of it. Amway IBOs choose when they work, where they work and how the business fits into the rest of their lives. For many, it's something they weave in alongside a full-time job, school, parenting or other commitments. With access to online tools, free learning resources and support from experienced business owners, people can grow at their own pace and on their own terms. And they do it within a community that shares advice, encouragement and real-life experience.

That same support extends to customers. In 2025, IBOs across the country helped people discover trusted nutrition, beauty, home and personal care products they can feel good using themselves and recommending to others. With options across a range of needs and price points, Amway products are designed to meet people where they are.

The interest is only increasing. The U.S. wellness industry represents a \$2 trillion market* and continues to grow. As more people focus on everyday health + wellbeing, Amway IBOs are ready to help people find what works for them – simply and confidently.

*Global Wellness Economy Monitor 2025.

†Ranked by the DSN Global 100 2025 edition, based on 2024 revenue.



#1

**direct selling
business in the world
in 2025†**

266K

**IBOs across
the U.S.**

\$73B

**paid in bonuses and incentives to
Amway Business Owners since 1959,
more than any other direct sales
company in history**



AMWAY PROMISE™

Satisfaction guaranteed

At Amway, we know that our success depends on the success of Amway IBOs – and on the confidence people have in our business and our products. That’s why we don’t just talk about consumer protection and customer satisfaction. We hold ourselves to the highest of standards.

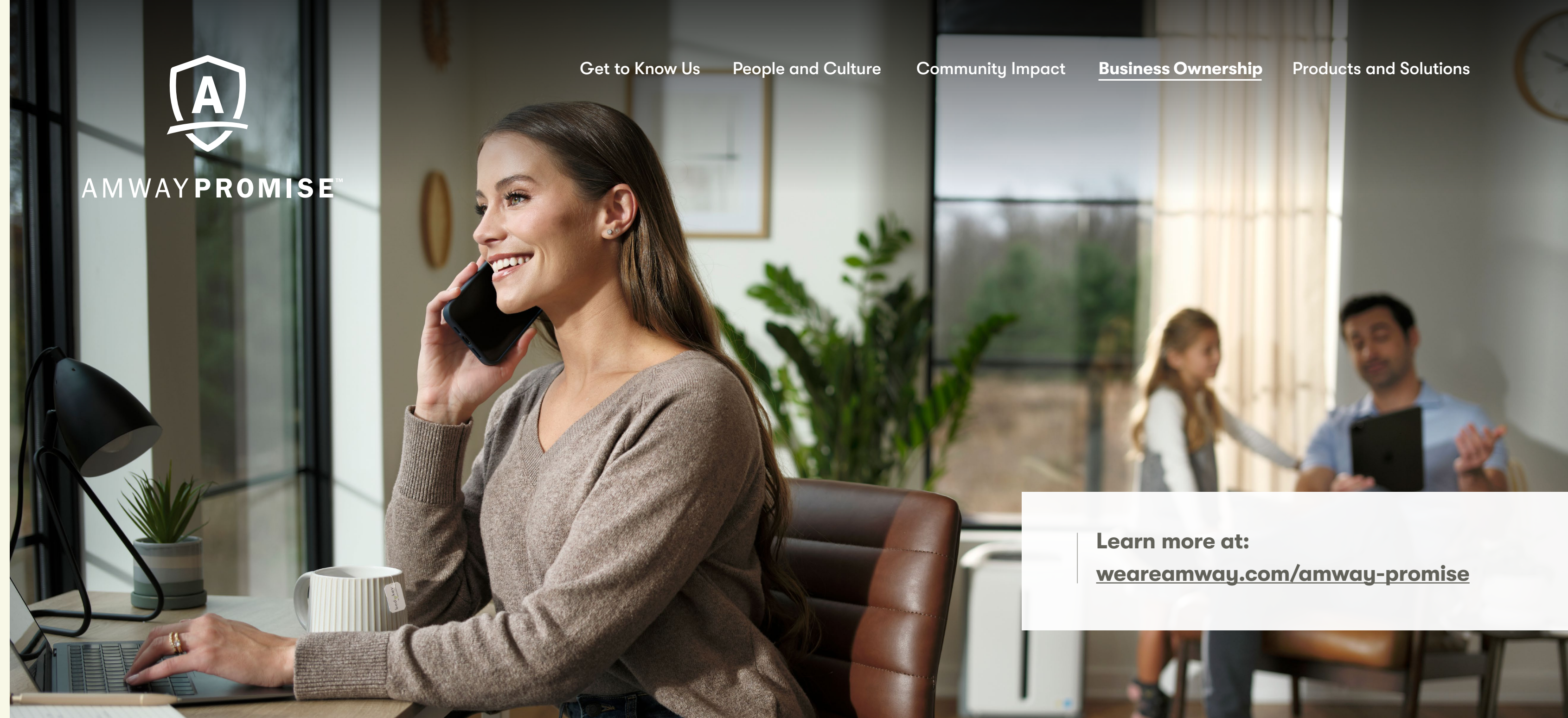
For Customers

When you make a purchase with Amway, you get more than quality products – you get a promise that we’ll protect your purchase. If you are not satisfied with the product, return it within its satisfaction guarantee timeframe.*

For IBOs

We know becoming a business owner is no small thing. Since the start, people have been our priority – and when you are an Amway Independent Business Owner, we’re committed to supporting you every step of the way, from humble beginnings to hard-earned success.

*Restrictions may apply. For complete details, visit amway.com and search Satisfaction Guarantee.

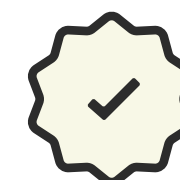


Learn more at:
weareamway.com/amway-promise

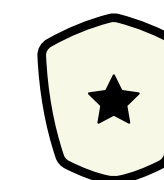
INSIDE THE AMWAY PROMISE PROGRAM



Low cost, low risk



100% satisfaction guarantee*



Warranty programs



Customer service



Data protection



Right to know

Support from the start

Millions of Americans are considering ways to earn extra income. But for many, obstacles like startup costs, lack of experience or limited support can make the idea feel out of reach.

Amway helps remove those barriers, empowering IBOs to be in business for themselves, but not by themselves. We develop the high-quality, science-based products and manage logistics and fulfillment – so IBOs can focus on building relationships, serving customers and growing their businesses.

Getting started is designed to be straightforward. Free, self-guided online training helps IBOs build confidence and learn essential business skills at their own pace. Experienced IBOs provide coaching and support along the way.

With no registration fees in the first contract year, it's a low-risk way to explore business ownership without facing the challenges and costs of starting a business from scratch.

Rewarding early wins

In 2025, Amway introduced a new way to earn that supports business owners from day one. The Strong Start Discretionary Incentive rewards new IBOs for consistently serving customers and meeting baseline sales goals month after month – so early efforts add up to meaningful earnings. The results speak for themselves.

5x

IBOs who earned the incentive had 5x more earnings on average during their first three months than those who didn't.



“The recognition from the Strong Start Incentive pushes us, month after month, to keep something positive within our business.”

Claudia, IBO

Products and Solutions



Products for living better

Across the U.S., people are increasingly looking for ways to support their health + wellbeing. The wellness industry represents a \$2 trillion market*, and it only continues to grow.

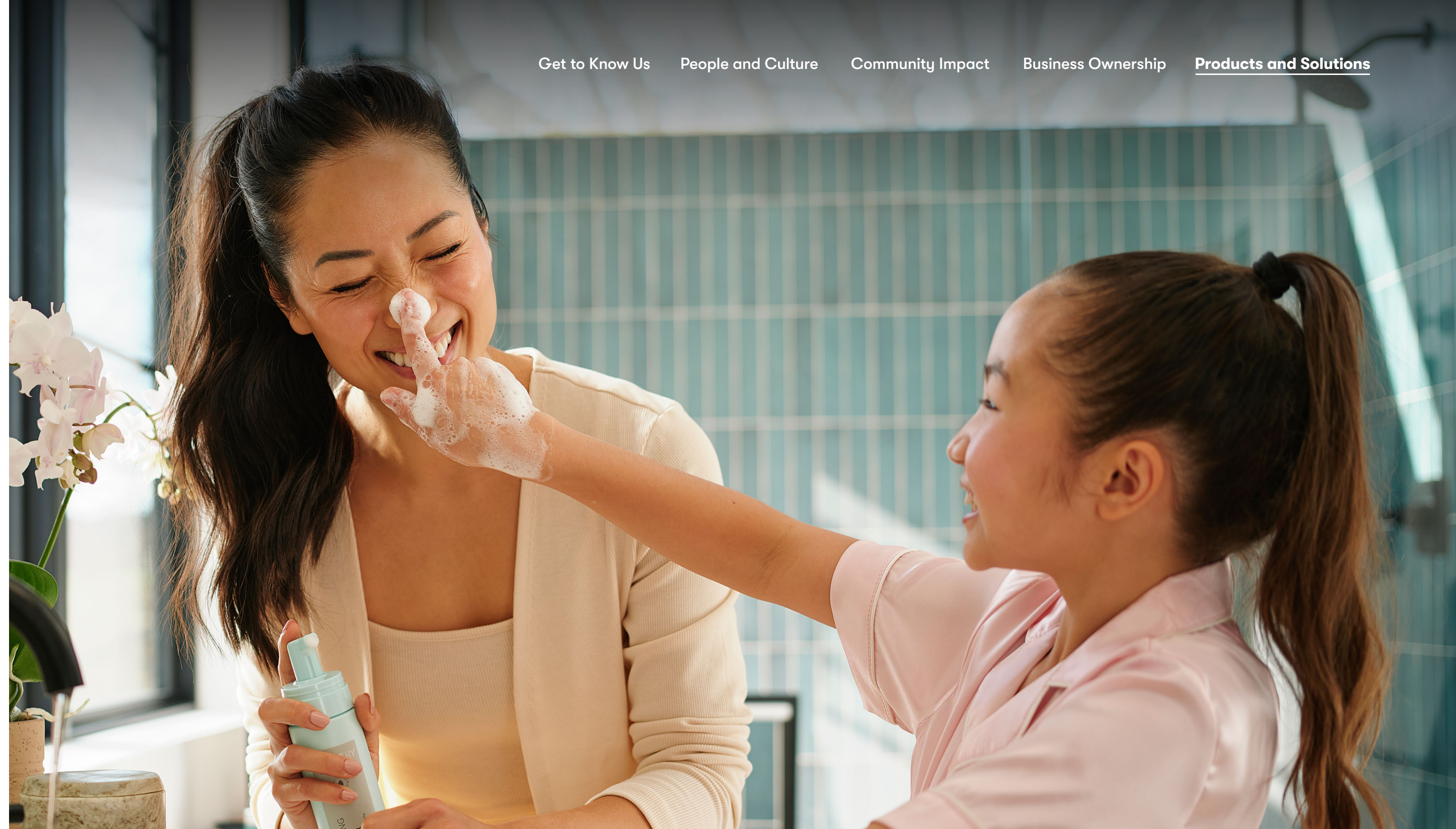
At Amway, we meet that need with a whole-self approach to our product portfolio. Because we know that health + wellbeing are shaped by everything you put in, on and around you – from the supplements you take to the water you drink, to the products you use on your skin and throughout your home.

Total health + wellbeing support from Amway comes with the confidence of knowing where your products come from, how they're made and that they are of exceptional quality. Plus, you have a dedicated IBO ready to help you choose the options that are right for your goals.

Whether you're tackling a specific wellness need, building better habits or finding your new favorite product, we've got what you need for today and all your tomorrows.

Visit amwayscience.com to learn more about the science behind our products.

*Global Wellness Economy Monitor 2025.



350+

science-based health + wellbeing products and solutions

750+

patents and patents pending globally

800+

Amway scientists, engineers and technicians

14

industry-leading experts form our Amway Scientific Advisory Board



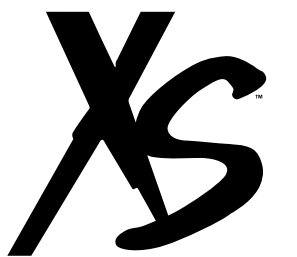
Our family of brands

Amway product lines cater to a variety of people and every price range. They span from everyday essentials, like vitamins and skin care, to advanced air and water purifiers.

The majority of products sold in the U.S. are manufactured here with ingredients and materials from around the world, and each is held to strict quality standards to ensure they meet our customers' needs. We're so confident in our products, we offer customers and IBOs a 100% satisfaction guarantee through the **AMWAYPROMISE™***

ARTISTRY™

 nutrilite™







g&h

ATMOSPHERE



eSpring™

satinique™



*Restrictions may apply. For complete details, visit amway.com and search Satisfaction Guarantee.

Product categories



NUTRITION

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

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 and purify 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

XS™ products are designed to optimize performance, redefine your potential and push past every boundary with a range of options including energy drinks and a complete sports nutrition line to elevate your everyday. 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.

*GlobalData, www.gdretail.net/amway-claims.

2025 featured products and programs



NUTRILITE ORGANICS

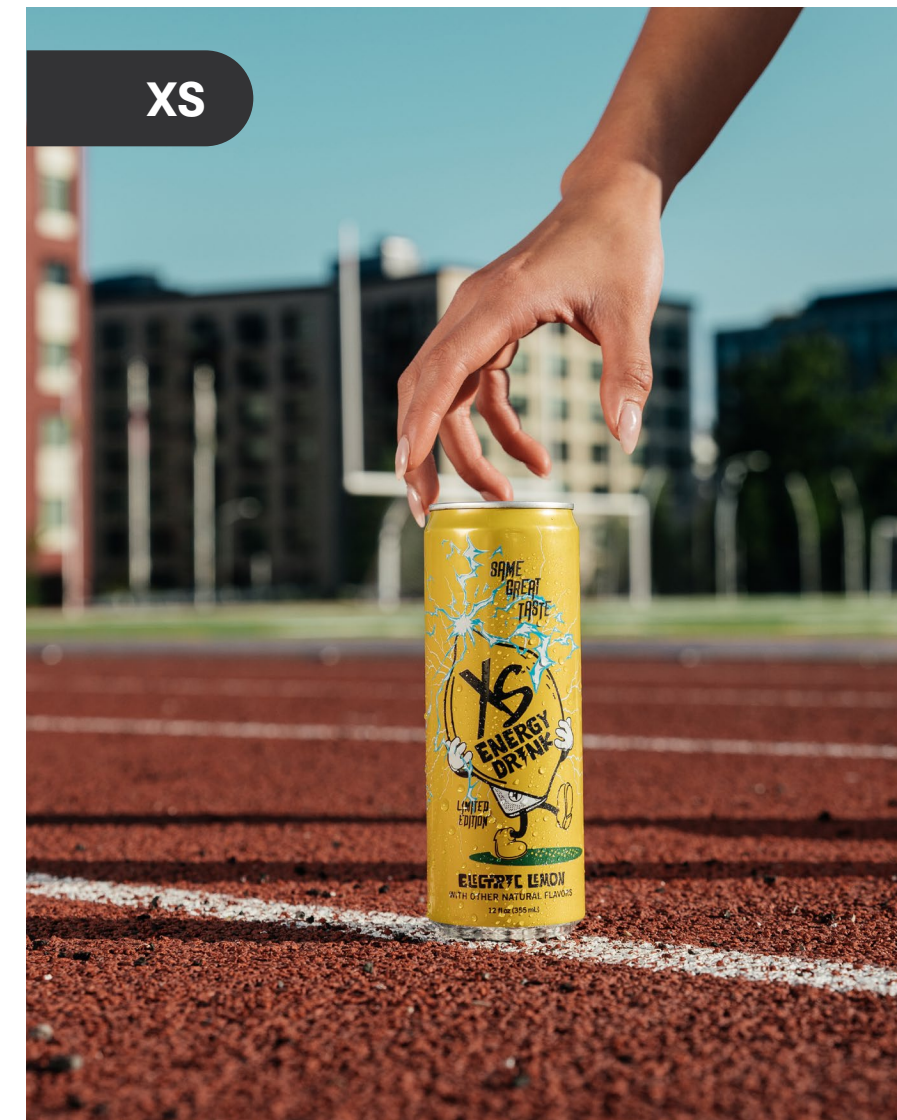
Nutrilite Organics expanded its line of USDA organic certified vitamins and supplements with Men's and Women's Daily Multi Gummies, featuring 75 mg of organic plant nutrients grown on Nutrilite farms and partner farms, plus 13 to 15 vitamins and minerals to support immunity, energy and more.*

Learn more about our products at [Amway.com](https://www.amway.com)



ARTISTRY LABS

Artistry Labs™ introduced its clinically proven Illuminating System, using breakthrough technology and powerful botanicals to target the appearance of hyperpigmentation and reduce the appearance of dark spots, dullness and yellowness for a more radiant, even-toned complexion.



XS

XS brought back a fan favorite with its XS Energy Drink Electric Lemon, featuring just the right amount of caffeine and B vitamins minus the sugar level and carbs found in other popular energy drinks.



SATINIQUE

Satinique™ launched six new hair and scalp care lines, combining the power of plant-based goodness and advanced technology to help strengthen and revitalize hair. Specially formulated products target unique hair and scalp needs, whether to tame frizz, restore moisture, boost shine or hydrate the scalp.



NUTRILITE BEGIN 30 HOLISTIC WELLNESS PROGRAM

Emerging science suggests that a balanced gut microbiome is the foundation of overall wellbeing. Good news: **Begin 30** has you covered! This 30-day program supports healthy habits across nutrition, hydration, exercise and mindfulness. Begin 30 includes three gut-loving supplements: Nutrilite Begin™ Daily GI Primer, Nutrilite Balance Within™ Probiotic and Nutrilite Organics Plant Protein Powder. Plus, a free, interactive app and program guide to keep you on track.

*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.



Where promise meets proof

To support your health + wellbeing, you need products you can trust to be safe, effective and responsibly made. Amway traceability provides proof that the products you use in, on and around your body will meet your expectations for quality and safety.

That means we carefully trace each step of product creation – from science to sourcing, production to packaging and every safety test and quality check – to verify our high standards.

It starts with a seed

Every step of the way, Amway products are made to meet our high standards and provide you peace of mind. It's goodness you can trust – and trace – all the way back to the source. For many of our botanical ingredients, that source is the soil beneath our Amway-owned farms.

Nearly 6,000 acres of certified organic farmland are cultivated with restorative, environmentally-conscious practices.



Selecting the seed

Specific **nutrient profiles** are defined to provide real benefits

1,800+ botanicals are analyzed by scientists and characteristics “fingerprinted” for reference throughout our process

Organic seeds are selected for quality, purity and potential



Growing

Ideal conditions unlock **botanical power identified by Amway researchers**

Crops and soil are **monitored closely** throughout the growing season

Plants are nourished with **fresh, clean water** from nearby sources

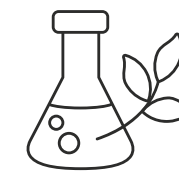


Harvesting

Harvest methods are **customized to the plants'** unique needs, such as field-drying, hand-harvesting or timing for peak nutrient value

Harvested botanicals are moved for processing quickly to **maximize potency**

Botanicals from each harvest season are issued a unique **birth certificate** documenting key dates and details



Extracting

Valuable nutrients are extracted through **chopping, milling, drying, blending** and other techniques

The extraction **process is tightly controlled** on-site at the farm and at specialized Amway-owned facilities

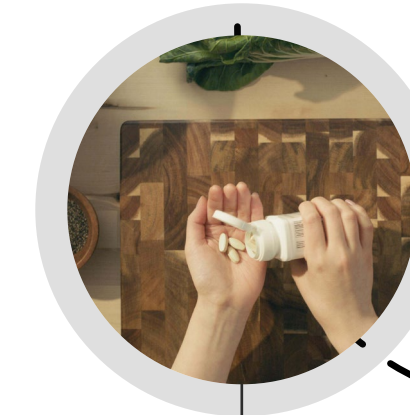
Tests confirm and document **safety and nutrient levels**



Formulating

Ingredients are **rigorously tested**, at the farm and in the labs, for real benefits

Every ingredient made from a plant grown on our farms is **confirmed for quality and safety** before being used in an Amway product



Providing peace of mind

You can rest easy because we've **traced, tested and checked every step** of our botanical ingredients' journeys; Amway farms are just one piece of our commitment to traceability

Use the [Amway Tracing Tool](#) to explore the full product creation process – from the science and ingredients to manufacturing, packaging and more

Ready for what's next, and then some

A MESSAGE FROM KELLI TEMPLETON, AMWAY NORTH AMERICA GENERAL MANAGER & CHIEF MARKETING OFFICER

This is a moment of *major momentum* for Amway.

Over the past year, I've seen our business, people and communities come together in really meaningful ways. It shows in the passion of our IBOs, the drive of our employees and the difference we're making across the country. From our own backyard to neighborhoods nationwide, we're helping people live better every day!

You can see it, too! In how transparent we are about where our products come from and how they're made. In the ways we meet people where they are with opportunities and solutions that fit into *real life*. And in how we serve the communities where we all live, work and play.

We have so much to be proud of – and even more to look forward to!

As a family-owned business, Amway has a long history of living our values, giving back and opening doors. About 70% of the products sold in the U.S. are made right here – supporting jobs, families and local economies. As we celebrate America's 250th anniversary in 2026, we're reminded of the important role we can play in creating opportunity and strengthening all the places we call home.

And at the center of *everything* are our IBOs. They are the reason we are who we are today.

They're our neighbors, friends and family. They're in every congressional district across the country. They're building businesses, supporting others and making a major difference in people's lives. I'm so grateful to each of them – for their passion, resilience and leadership. And with a new generation of leaders stepping up, sharing our story and carrying it forward, I know our future is in great hands.

Looking ahead, big things are coming up for our business. We're leaning into one of our greatest strengths – our deep expertise in botanical science – to meet a growing need. Today, more people are focusing on healthspan, the years we spend living healthy and active lives. And right now, our teams are advancing research and creating new products designed to support healthy aging in really powerful ways. This is where our science, our products, our people and our purpose come together. I can't wait for you to see what's next!

You can feel the momentum across the business, and there's even more opportunity ahead. I'm so energized by where we're going, and by what we can all build together!

With gratitude and enthusiasm,

Kelli Templeton



Kelli



Amway

weareamway.com