



# Global Impact Report

2023

PEOPLE HELPING PEOPLE

**Amway**<sup>™</sup>

# PEOPLE HELPING PEOPLE



## CONTENTS

### INTRODUCTION

A Word from Milind Pant .....	4
About Amway .....	5
Amway at a Glance .....	6
Global Supply Chain .....	7

### PEOPLE AND CULTURE

Who We Are .....	9
Our Global Leadership Team .....	10
Our Principles .....	11
Diversity, Equity and Inclusion .....	12

### CORPORATE SOCIAL RESPONSIBILITY

Be the Change .....	14
Wellbeing and Empowerment .....	15
Engagement .....	18
Sustainability .....	20

### PRODUCTS, PROGRAMS AND SOLUTIONS

Amway Brands .....	24
Nutrition .....	25
Beauty and Personal Care .....	27
Home .....	29
Adventure .....	31
Traceability .....	33

### EMPOWERING ENTREPRENEURS

Owning an Amway Business .....	36
Creating Community .....	39

### LOOKING AHEAD

Vision for the Future .....	41
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**A**

# Introduction.

A Word from Milind Pant

About Amway

Amway at a Glance

Global Supply Chain

# A word from Milind Pant.

## AMWAY CHIEF EXECUTIVE OFFICER

Helping people live better, healthier lives is what we do. Health and wellbeing is how we do it—now, more than ever.

Across countries and continents, among thousands of Amway Business Owners (ABOs) and employees, I have witnessed the transformative impact of empowering people to be their best and bring out the best in one another. If one thing resonates over my last four years here, it's that Amway truly is a global community connected by a love for what we do and those we serve.

As I reflect on 2023, it's my privilege to share how we're sharpening our focus to redefine what being healthy really means and celebrate the immeasurable fulfillment that wellbeing brings to our lives. That's what we all desire and deserve, and Amway is dedicated to empowering each person to get there.

**It's energizing work that can only be accomplished in partnership with our ABOs and employees around the world. Cheers to all of you, to Amway and to the coming year. We couldn't be more ready for what's next.**

This report is filled with examples of how, in every facet of our business, we're deepening our commitment to forge new pathways that lead to this holistic destination. We are measuring our success in overall health—and doubling down on healthy weight, fitness, healthy skin and healthy aging.

We continue to push the boundaries of nature and science with solutions proven to be good for people and the planet. We create communities that value collaboration, foster innovative thinking and nurture wellbeing. We rally for the greater good with disaster relief that fuels hope and recovery. We provide an inclusive opportunity for turning a personal passion for health and wellbeing into a thriving business that inspires others.



## Getting to know us.

Amway is an entrepreneur-led health and wellbeing 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 magazine, we are among America's Top 100 largest private companies. Our top-selling brands are Nutrilite™, Artistry™ and XS™—all sold exclusively by entrepreneurs who are ABOs.



Amway was founded in 1959 by Rich DeVos and Jay Van Andel and quickly revolutionized the business model known as direct selling. Today, we continue to empower ABOs to be leaders in social commerce.

**Amway is the No. 1 direct selling business in the world, according to the 2022 Direct Selling News Global 100. In this Global Impact Report, you will learn what drives us to deliver innovative products to our ABOs and their customers after more than 60 years.**

# A

INTRODUCTION  
Amway at a Glance

## Amway at a glance.



2023 BY THE NUMBERS

# \$7.7B

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

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

## 14K+

employees around the world

## 13

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.**

## 1M+

ABOs around the world

## 750+

patents and patents pending

## 100+

countries and territories in which Amway operates

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.

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.**

## TOP 10

MARKETS BY SALES

1. MAINLAND CHINA
2. UNITED STATES
3. SOUTH KOREA
4. JAPAN
5. THAILAND
6. TAIWAN
7. MALAYSIA
8. INDIA
9. CENTRAL ASIA
10. VIETNAM



# 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 and customers 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.

Who We Are

Our Global Leadership Team

Our Principles

Diversity, Equity and Inclusion





# We are People Helping People.

Who we are makes us what we are. We are part of a global family of people who are wildly passionate about helping people live better, healthier lives.



BOARD OF DIRECTORS

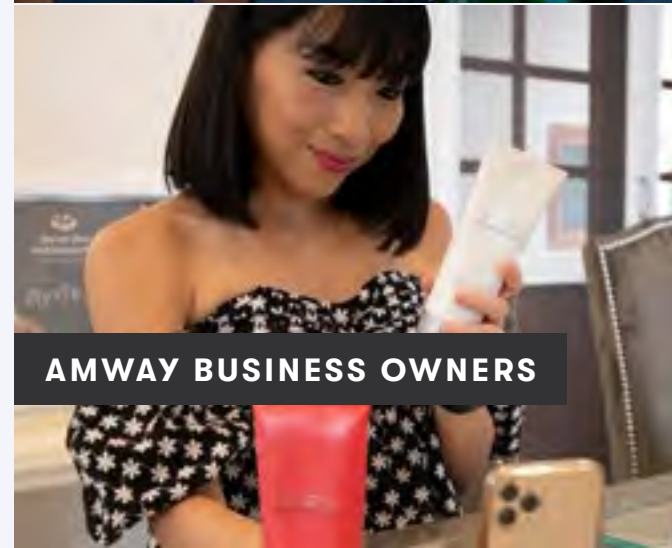
STRATEGIC PARTNERS



COMMUNITIES



EMPLOYEES



AMWAY BUSINESS OWNERS



CUSTOMERS



# Meet our passionate leaders.



**MILIND PANT**  
Chief Executive Officer

**MICHAEL NELSON**  
Chief Operating &  
Chief People Officer

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

**JOHN PARKER**  
Chief Sales Officer  
& Regional President West

**BECKY SMITH**  
Chief Financial Officer

**PETER STRYDOM**  
Chief Marketing Officer

**ANOUCHAH SANEI**  
Chief Innovation &  
Science Officer

**ASHISH KHAN**  
Chief Technology &  
Platform Officer

**FRANCES YU**  
President of Amway  
China

Our leaders are united in supporting lives centered around holistic health and wellbeing that are packed with fresh potential and positioned for the future. They are charting a path inspired by a set of values established by the Founding Families: hiring and inspiring good people, empowering ABOs to grow healthy communities and extending the lifespan for people around the world.



## A purpose we put our hearts into.

### Founders' Growth Mindset

People Helping People is an expression of our culture that is built upon our Founders' values and what makes Amway a special place to work. It's the shared dynamic we feel every day. All around the world, we are people helping people living better, healthier lives—living to serve, loving to learn and leading with heart.



LEAD WITH HEART  
LIVE TO SERVE  
LOVE TO LEARN

# Driven by something bigger.

When your purpose is helping people live better, healthier lives, it gives every encounter greater importance.

Out in the world, we're helping people pursue more active lifestyles, discover their inner and outer beauty and create healthier homes. And behind the scenes, we're empowering Amway Business Owners (ABOs), getting involved in the community and growing our diversity, equity and inclusion efforts. It's the culmination of all these things that makes Amway a special place to work.

It's never been about one of us. It's always been about all of us, across more than 100 countries and territories worldwide, maximizing each other's growth, knowledge, talent, and potential. That's the beauty of a diverse workplace—bringing different ideas and points of view together to make something great.



## 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. A sense of belonging is 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

Wellbeing and 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 believe that it is our responsibility to use the passion of our people to impact communities in every market where we do business. This commitment has always been about more than the words we say. It’s about the actions we take, and the examples on the following pages demonstrate our values coming to life through global community efforts.



# BE THE CHANGE

## CORPORATE SOCIAL RESPONSIBILITY PILLARS

### Health, Nutrition and Wellbeing

Support access to critical nutrition, health and 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.

### Engagement

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

# A beacon of health and hope.

## Healthy Children Paradise

The Amway China Foundation launched a nutrition-based program in 2021 to provide an early start to lifelong health for young children.

Healthy Children Paradise is a comprehensive children's health support project designed to enhance the physical and mental health of children aged 0-6. Located in homes and kindergartens, these small "paradises" are furnished with toys for playing and books for learning, plus health guidance and educational courses to help kids establish a healthy foundation early in life.

As of the end of 2023, the household focused project has been implemented in 25 counties across nine provinces, benefiting 18,000 households. The school version is also making an immense impact, now in 2,326 kindergarten classes across 17 provinces, benefiting over 140,000 children in all.



140K CHILDREN SERVED

# Improving health and wellbeing for thousands of kids.

## Health Watcher Program

The Amway Korea Foundation's Health Watcher Program educates children on the importance of nutrition and food choices, providing both a physical exercise program and healthy minds education.

The Health Watcher Program is the Amway Korea Foundation's main initiative, which previously earned the grand prize at the prestigious Donation for Education Award, hosted by Korea's Ministry of Education. In 2023, the Program served 43 elementary schools, 81 welfare centers, and a total of 25,026 children.

In addition, the Amway Korea Foundation runs many other subprograms, also aimed at improving the wellbeing of children in need. One example is the morning meal support program, which collaborates with elementary schools to provide a morning meal and health supplements. Weekend meal support is also provided for children who lack meals based on poverty and poor living conditions.





# Celebrating the big impact of Little Bits.

## Nutriline™ Power of 5

In 2011, Amway embarked on a quest to help raise awareness of childhood malnutrition and help more children reach their fifth birthday, a key milestone only possible with adequate nutrition. At the inception of the Nutrilite Power of 5 program, seven million children worldwide under the age of five died each year from preventable causes. Malnutrition was the underlying cause of 45% of those deaths according to the World Health Organization (WHO).

In response, Amway teams worked with global organizations and our Nutrilite scientists to develop Nutrilite Little Bits. It is enhanced with plant nutrients that provide 15 essential vitamins and minerals that are critical for development in a child under five.

The goal was simple—deliver Nutrilite Little Bits to as many children as possible. By partnering with ABOs who rallied behind the effort with promotional and funding support, and additional support from humanitarian organizations around the globe, Little Bits was distributed in 15 countries over the duration of the program. These efforts, combined with Amway's corporate investment, generated over \$15 million USD for the Power of 5 campaign, which served more than 1.3 million children.

**While this global campaign has ended, Amway remains dedicated to impacting the health and wellbeing of children around the world.**



## AMWAY CARES



## Serving communities locally to effect change globally.

The power of People Helping People shows up when we unite the best of our business and the passion of our people to impact communities around the world.

With a strong focus on 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 locally this year. Amway continues to ensure nutrition, health and wellness programs are available to our most vulnerable populations. We've also empowered our people to be change agents in their local community, wherever they are in the world.

At our Amway Cares event, more than 600 employees showed up to serve 28 non-profit organizations across several cities near our hometown of Ada, Michigan U.S. Clocking more than 5,000 volunteer hours, employees supported 36 projects, including yard and nature trail clean-up, food preparation and packaging, and workplace organization and maintenance.

One very special project included a kid-designed, community-built playground. About 3,000 volunteers teamed up to provide an outlet for community kids to enjoy the outdoors and develop healthy habits.

Across the country, Amway's Nutrilite campus in Buena Park, California U.S., hosted a second Amway Cares event, where 140 employees donated 1,120 hours in support of six non-profit organizations across Orange County.

**Our community of employees and ABOs collectively logged over 212,000 hours of volunteer time globally in 2023—equaling nearly 9,000 days of People Helping People.**

## DISASTER RELIEF



## Ukraine Burn Center

Statistics show that approximately 7,600 children in Ukraine experience burn trauma annually, a number that has escalated dramatically during the war. This situation highlighted the critical need for new equipment in a small operating room capable of treating patients with burn and mine-blast trauma. In collaboration with the Spunbond Foundation, Amway Europe, South Africa, Australia, New Zealand (ESAN) donated \$300,000 USD to initiate a substantial project aimed at enhancing medical support at multiple facilities in Ukraine.

This funding facilitated the opening of the Burn Center, the second department of thermal trauma at Kyiv City Clinical Hospital No. 2, equipping it with essential medical apparatus, including an operating lamp, a hydraulic wound cleaning device, an infusion pump, an operating table and an anesthesia breathing apparatus.

Amway ESAN's commitment extended to more than \$400,000 USD in CSR projects in Ukraine, which included a \$100,000 USD contribution to the Borodyanka sports school. This support encompassed sports equipment, uniforms, school renovations and children's events, assisting in the school's recovery from damage caused by the war.

## Hawaii Wildfire Relief

In August 2023, Hawaii experienced one of the deadliest wildfire incidents in the U.S. in over a century, and the worst natural disaster in the state's history. Amway quickly announced plans to contribute \$50,000 USD to recovery efforts. But the more people saw the devastation to homes and businesses, the more they gave. As of December 2023, more than \$155,000 USD has been donated between Amway employee donations, cause marketing, direct donations and matching donations. Amway North America also distributed care packages directly to those who reside in Lahaina.

## Turkey Earthquake Relief

When a magnitude 7.8 earthquake occurred in southern Turkey in February 2023, thousands of people were impacted, including Amway employees and entrepreneurs. Although we were encouraged by the immediate aid and relief efforts, we wanted to do more. Milind Pant, Amway CEO, announced that every donation made by ABOs and employees to the American Red Cross would be matched by Amway. In total, Amway donated \$720,000 USD. In our European markets, Amway also provided channels for ABOs to purchase product bundles and donate them to those impacted in Turkey. Now, almost a year later, our relief effort continues as we support and rally behind Amway employees and entrepreneurs in the region.



## Every day, our work continues.

At Amway, sustainability is a journey full of possibilities and opportunities to make a difference for the planet.



ADVOCATING,  
EDUCATING AND  
IMPLEMENTING

We continue to make progress on our regenerative farming practices that help restore the land, capture carbon and use resources responsibly on our nearly 6,000 acres (about 2,400 hectares) of certified organic farmland.

We've activated guidelines for more thoughtful product creation, from reducing the carbon footprints of new formulas to packaging that uses more recycled content, easier-to-recycle materials or less material overall.

We're installing or updating systems that save energy, reduce emissions and minimize waste in our distribution systems and operations around the globe. We are assessing all areas of our business to identify opportunities for the greatest impact, as well as how to most effectively measure, track and report progress.

## GLOBAL SUSTAINABILITY



## Brazil

Our Brazilian farm's leadership in sustainable farming practices was recognized with the Most Sustainable Farm Award (large farm category) for 2023 by Brazil's prestigious Globo Rural magazine.

## China

Amway China pledged to achieve carbon neutrality by 2038, complete with a roadmap to get there. Additionally, both manufacturing locations in China achieved ISO certifications for Organizational Carbon Footprint Verification, Environmental Management and Energy Management and the market launched Nutrilite Zero Carbon Protein Powders, China's first-ever protein powder certified Carbon Neutral by Société Générale de Surveillance (SGS).

## India

In a drought-prone region where water supplies for drinking and agriculture are under pressure, our manufacturing facility in India works to mitigate water scarcity. The efforts now directly benefit the surrounding community by raising the water table, storing rainwater, increasing the net crop area, raising incomes and reducing both runoff and soil erosion. The facility also treats and reuses almost all of its wastewater.

## Indonesia

Amway Indonesia is participating in the Indonesia Food & Drug Authority Net Zero Carbon program to conserve mangrove ecosystems. The three-year program includes planting mangroves in the Angke Kapuk Water Tourism Park area and the Jakarta mangrove ecotourism area.

## PRODUCT HIGHLIGHT



## CONSERVING MORE ENERGY

We introduced a next-generation eSpring™ water treatment system in Hong Kong (with expansions in additional countries in the coming years), which uses 25% less energy than the previous model and eliminates the need to dispose of UV light bulbs every year. The unit treats the equivalent of up to 10,000 16-ounce (500-ml) disposable plastic water bottles annually with one carbon filter.\*

\* Filter life depends on water quality and usage.

## GLOBAL SUSTAINABILITY

## The Netherlands

Our warehouse in Venio, Netherlands, is transforming its operational sustainability with new cutting-edge order fulfillment equipment. With the addition of a new tare scale that improves order fulfillment precision and minimizes errors, the facility is further optimizing operations and efficiency. The warehouse is also transitioning to using sustainable paper as packaging fill, reducing transportation runs and carbon emissions of this operation by five-fold.

## Thailand

Amway Thailand collected post-consumer Amway HDPE packaging and upcycled it into 200 study desk and chair sets, which were donated to a remote-area school. In addition, 10 shop locations in Thailand now get a portion of their energy from solar panels.

## United States

Our Trout Lake West farm in Washington State, U.S., produced approximately 1,200 tons (nearly 1,100 metric tons) of compost made from its plant waste, reclaimed soil and local dairy manure in 2023. The change improves soil health, reduces erosion and manure emissions and eliminates the need to truck in compost from 300 miles (483 km) away.

Our Trout Lake East farm also in Washington State, U.S., reduced carbon emissions significantly when it custom-engineered large transport boxes and redesigned a processing flow to eliminate long-distance transport. The boxes hold 20% more plant material (meaning more efficient processing), meet sturdiness requirements and are 100% recyclable locally at the end of their useful life.

Our Ada, Michigan, U.S., facilities re-engineered their office HVAC systems, utilizing heat recovery and eliminating a chiller, resulting in substantially reduced energy usage, chemical usage and wastewater. This location will continue to pursue this same technology to capture and use “waste” to heat buildings while making other upgrades that, taken together, are making meaningful carbon footprint reductions.

## PRODUCT HIGHLIGHT



## RECYCLED PACKAGING

Throughout 2023, there were efforts made across the globe to incorporate post-consumer recycled content (PCR) into Amway products of all shapes and sizes. For example, several markets launched the new Artistry™ Labs Retexturizing System, which contains 40% PCR in both the peel and serum pump packages.

**A**

# Products, programs and solutions.

Amway Brands

Nutrition

Beauty and Personal Care

Home

Adventure

Traceability



# Better, healthier living by design.

For more than 60 years, we've been developing nutrition, beauty, personal care and home products that help people live better, healthier lives.

As we deepen our focus on health and wellness—including healthy weight, fitness, healthy aging, skin health and more—we're equipping Amway Business Owners (ABOs) with scientifically backed programs and tailored product solutions. And together, we're helping to bring meaningful change to people's lives.

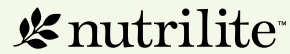
At Amway, we believe responsibility and transparency matter. That's why we aim to ensure that each product we put our name on isn't just good for you, but also good for the world. We also maintain complete transparency around what goes into our products, empowering customers to make informed choices. This way, they can be confident they're choosing a safe and effective option.



# PRODUCTS, PROGRAMS AND SOLUTIONS



## NUTRITION



Vitamins and Supplements



Weight Management



Healthy Eating



Certified USDA Organic



## Best of nature, best of science.

**Nutralite is the world's No. 1\* selling vitamins and dietary supplements brand. Its 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 ABOs 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.

Every Nutralite product strives to be good for you, better 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.

\* Source: GlobalData, [www.gdretail.net/amway-claims](http://www.gdretail.net/amway-claims)



# NUTRITION

## GOODNESS YOU CAN TRACE

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 Nutralite founder, Carl Rehnborg, developed the Nutralite Farming Practices, including the pioneering process of tracing botanicals back to their seeds.

## NUTRITION



## Nutrilite Daily

Our Nutrilite Daily multivitamin is designed to address nutrient shortfalls in modern diets. This convenient and affordable product that boasts 80 mg of organic plant concentrates is sourced from plants grown on Nutrilite organic farms and partner farms. Our botanical story unfolds with the inclusion of acerola, purple carrot, elderberry and lutein from marigolds, reinforcing our dedication to organic farming. Consumers also find confidence in a clean label with gluten-free, lactose-free, dairy-free, kosher certified, and halal certified claims.

## Nutrilite Omega and Nutrilite Advanced Omega

According to the USDA, 90% of Americans are not eating the recommended 2–3 servings of ocean fish per week. This means most people are missing out on a key source of omega-3s, which benefit the brain, eyes, heart and more. That’s why we developed a new solution to bridge this dietary gap. Amway’s new Nutrilite Omega and Nutrilite Advanced Omega offer omega-3s from sustainably sourced fish oil, earning the Friend of the Sea’s certification for products globally. Founded in 2008 by Paolo Bray, Friend of the Sea has become the leading global standard for products, both food and non-food, and services that respect and protect the ocean and its resources.



## FRIEND OF THE SEA

Following the positive results of an independent audit, Friend of the Sea recognized Amway’s commitment to using sustainably sourced and traceable fish oil, and the proof is right on the bottle. The Friend of the Sea logo on Nutrilite Omega and Nutrilite Advanced Omega packaging ensures that fish harvested for Amway are obtained through an environmentally sustainable fishery, including wild-caught sardines, anchovies and mackerel.

## BEAUTY

ARTISTRY™  
Healthy Skin

G&H  
Body Care

glister™  
Oral Care

SATINIQUE   
Hair Care



## Powered by science, packed with plant-based nutrients.

Beauty goes beyond skincare to include products for body, oral care and hair for a healthy approach to your full routine.

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.

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 ignite a powerful pathway to 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.

### HEALTHY LOOKING SKIN. LASTING BEAUTY.

Beauty, like most things in life, is an active pursuit, and it is an investment that our future skin will thank us for. The Artistry story is rooted in three key areas:

#### Convergence of Artistry and Nutrilite

The power of Artistry performance and science plus Nutrilite phytonutrients

#### Traceable and Clean

Clean beauty with seed-to-skin traceability

#### Personalization

Holistic inner and outer beauty solutions for your skin's unique needs

# BEAUTY AND PERSONAL CARE





## ARTISTRY LABS

## Time erased, youth revealed.

Introducing Artistry LABS Retexturizing System, a true breakthrough in skin science, that dramatically revitalizes skin's appearance and reveals younger, healthier-looking skin. Skin texture is clinically proven to look eight years younger in just four weeks.



## ARTISTRY COLOR

## Makeup powered by nature.

Artistry makeup promises healthy beauty with no compromises. Enriched with effective Nutrilite ingredients and vitamin complexes, these formulas are as nourishing as they are high performing with intense color payoff, waterproof protection and more. From a foundation with the ultimate synergy of makeup and skincare to a mascara that lengthens the look of your lashes, the collection includes everything you need for a healthy and confident look.

## GLISTER

## Healthy smile, happier you.

In our quest to become the guardians of your body's gateway, glister harnesses the power of science in a complete three-step solution for a healthy smile, infused with plant-based goodness, including Nutrilite-certified peppermint. glister brings out the best from our legacy, enhanced with new choices, naturally derived ingredients and fresh experiences for the whole family. Start supporting the delicate balance of your body's second-largest microbiome with our scientifically designed and clinically proven glister three-step system.



## G&amp;H

## Have it all, goodness and health.

Discover the power of nature for the whole family with g&h, formulated with powerful plant-based ingredients to provide healthy solutions from the outside in. With a commitment to effectively and sustainably nourish, g&h blends plant-based goodness with clean formulas, rich botanical fragrances and Nutrilite-sourced ingredients. g&h products are vegan, formulated without harsh chemicals and dedicated to being safe yet sustainable. g&h delivers plant-based goodness to your skin and your family with products that are better for our planet.



## HOME



Safe and Effective Cleaning



Connected Home Air Treatment



eSpring™

Clean Water Technology



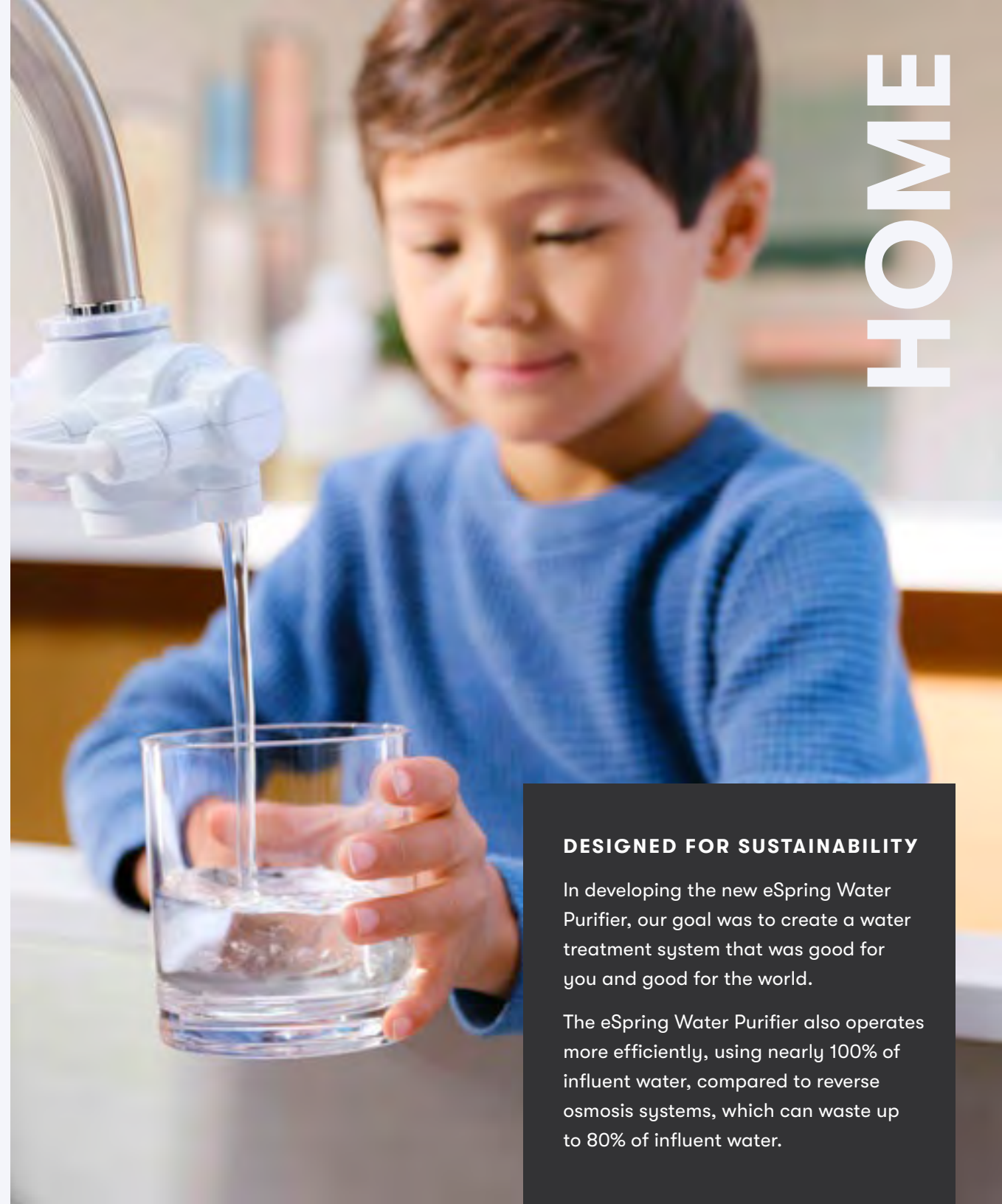
Superb Cooking Performance

## Healthy home, healthy planet.

**Amway helps people spend less time worrying and more time enjoying life.**

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 safe 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. 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.



# HOME

### DESIGNED FOR SUSTAINABILITY

In developing the new eSpring Water Purifier, our goal was to create a water treatment system that was good for you and good for the world.

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.

## Innovation that's clearly better.

eSpring is the world's number-one selling brand of home water purification systems\*, giving users cleaner, great-tasting drinking water right at home. By tapping our best and brightest scientists and engineers, we've captured and realized the full technical and sustainable benefits of UV-C LED technology to improve life and living around the world.

UV-C LEDs are an advanced, chemical-free way to effectively destroy microorganisms in water, such as bacteria, viruses and cysts.\*\* Amway scientists and engineers helped pioneer the use of UV-C LED technology for use in home water treatment. The new eSpring Water Purifier effectively destroys bacteria by up to 99.9999%, viruses by up to 99.99% and cysts by up to 99.9%.\*\* In addition, the e3 Carbon Filter of the new eSpring effectively reduces more than 170 contaminants, including 145 potential health effect contaminants.\*\* Contaminants reduced include microplastics (down to 0.2 microns), PFOA and PFOS, pharmaceuticals and more.\*\*

The use of UV-C LEDs also makes the new eSpring Water Purifier a more sustainable product. The new eSpring uses 25% less energy when actively in use compared to our previous model and its e3 Carbon Filter treats up to 5,000 L of water per year,\*\* equivalent to 10,000 500-mL plastic water bottles, which might otherwise be discarded.

\* Based on a Verify Markets study of 2022 global sales revenue.

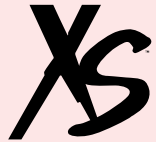
\*\* The eSpring Water Purifier is designed only for use with potable drinking water deemed safe to drink by local public health authorities.

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

In 2023, we launched the new Amway eSpring Water Purifier—featuring UV-C LED technology and our newly designed e3 Carbon Filter.



## ADVENTURE



Functional  
Energy Beverage



Sports Nutrition



## 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. Over 20 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 adventure continued in 2023 with the XS Fitness Program, which helps people gain lean muscle and form the healthy habits needed to reach and exceed their fitness goals. Over 50,000 ABOs and customers have participated in XS Fitness Programs in four different countries, and the program continues to grow.

The products and programs are always reaching a new level, 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.



### ENERGIZED BY NEW PRODUCTS

XS launched over a dozen new sports nutrition products in 2023, including the newly reformulated XS Muscle Multiplier in the East markets and XS Pre-Workout Boost and XS Post-Workout Recovery in the United States. The North American market transitioned to 12 oz XS drinks. East markets introduced multiple new functional energy drinks in addition to introducing XS Ignite Powder.

## ADVENTURE



## 52 Super Series

Since 2016, XS has been the exclusive Energy Drink and Sports Nutrition Sponsor for the 52 Super Series (the world's leading grand prix monohull sailboat racing circuit). Our founders, Rich DeVos and Jay Van Andel, embraced adventure through a life-long joy of sailing and the XS brand is founded on that same spirit of adventure.

Our sponsorship also includes a partnership with Kick Out Plastic, an international non-profit focused on fighting pollution and climate change by incorporating beach and marina cleanups, sustainability awards and XS recycling bins, along with water filtration stations located at regattas.



## Misfits Gaming

XS is the official Energy Drink and Sports Nutrition Sponsor for the Misfits Gaming Group: eSports Teams and Gaming Influencers. XS is a Naming Sponsor and Energy/Sports Nutrition Sponsor for several of the Top eSports Teams in the Misfits Gaming umbrella. eSports Teams, including Florida Mayhem (Overwatch), Florida Mutineers (Call of Duty) and the Misfits Gaming U.S. Valorant team, all compete globally at the highest professional level. This partnership connects to a rapidly growing group of Gen Z and Millennial business owners and customers passionate about the gaming space, which consists of more than two billion people and commands a \$180 billion USD market size. XS Sports Nutrition and Energy products perfectly connect with the needs and interests of this population.



# TRACEABILITY MATTERS

A hand is holding a clear glass beaker containing a yellow liquid. The beaker has markings and text: "50 mL", "KIMAX®", "KIMBLE", and "NO. 14000". The background is a blurred laboratory setting with various glassware and equipment.

## 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 four Amway-owned organic certified farms or NutriCert™ certified 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.

\* NutriCert is our exclusive agricultural certification program that ensures our partner farms meet the same quality requirements that we adhere to on our own farms. Every farm that furnishes botanicals and plants used in Nutrilite products must meet our strict NutriCert quality standards for purity, safety and efficacy.

### CLEAN WITHOUT COMPROMISE

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.



## NUTRILITE

Nutriline stands out from supplement brands that say they're traceable but offer no details to prove it. You never have to hope a Nutrilite product meets your expectations, because every step of its creation is transparent. From the science to the farms to the product delivered to your hands, we trace every detail about the ingredients, the processing, the relentless safety and quality tests and checks. We trace details of our sustainability journey, too. **Experience our rigorous nine-step traceability process at [nutrilitetraceability.com](https://nutrilitetraceability.com).**



## ARTISTRY

Artistry's traceability promise is your assurance that our products are safe and do what we say they'll do. We document the science behind our formulas and the details of raw ingredient quality. Artistry skincare products can have more than 400 traceable tests and checks performed, from raw ingredient testing through finished product testing, that verify the quality of each batch.



## G&H

g&h brand traceability provides proof that everything possible was done to preserve the benefits that the label promises, and to do right by people and the planet throughout their creation. Through this process we ensure that ingredients are not diluted or contaminated throughout the products' creation. We even trace the tests that ensure the packaging is in perfect condition.



## GLISTER

glister oral care 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. glister is leading the way for traceability in the oral care industry.

**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 way. Across the globe, Amway Business Owners (ABOs) are earning a little extra income at their own pace while providing health and wellbeing solutions to their customers—from anywhere, at any time.





## 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.

On social media and in person, more than one million ABOs worldwide 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.

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



PASSION,  
POSITIVE  
ATTITUDE AND  
COMMUNITY

# 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.



AMWAY PROMISE™



## Low-cost, Low-risk

Promises zero purchase requirements and minimal sign-up fees for new ABOs.



## 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 ABO 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 ABOs and customers are aware of, understand and acknowledge Amway's consumer protection and customer service offerings.

While specific provisions of the Amway Promise vary from market to market, all ABOs 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 (WFDSA).



## Real stories from real ABOs.

People join Amway for many reasons. Some are looking for a way to grow a business and build a community around their passions. Others have fallen in love with the products and want to share joy while earning some extra income. No matter what the reason may be, one thing is for sure—they want to own their own business and found that Amway was the perfect fit.



**“As a child, I was surrounded by passionate entrepreneurs. With Amway, I still am! They provide the healthy products, customer shopping site, customer service... so I can do more of what I love.”**

**MANDY, UNITED STATES**

**“I found exactly the opportunity that put together all my passions: fashion, social media, art—everything!”**

**NICOLETTA, ITALY**



**“At my age now, with all that I’ve done, I found out that, actually, health is the greatest wealth for everyone.”**

**XIAO, CHINA**

**A**

# Looking ahead.

Vision for the Future





LOOKING AHEAD

Vision for the Future

# A word from Asha Gupta.

**REGIONAL PRESIDENT,  
ASIA & CHIEF STRATEGY  
& CORPORATE DEVELOPMENT  
OFFICER**

As we embark on this new year, the health and wellness industry is buzzing with energy and optimism as it undergoes an exciting transformation. The Industry's unprecedented growth comes as consumer preferences are evolving to focus on health span, the number of years you are healthy and feeling your best.

At the heart of Amway is a commitment to positively impact lives. Our goal is to help a billion people live better and healthier lives. It is the guiding principle that steers our every endeavor.

Bringing all this to life is the heart and soul of Amway, our Amway Business Owners (ABOs). Their hard work, dedication and commitment are the reasons why Amway is the No. 1 Direct Selling company in the world. Amway will not only help our ABOs achieve their health and wellness goals but empower them with the tools and solutions, thereby helping them positively impact their communities.

**Together, let us embrace the exciting year ahead as we shape the narrative of a healthier and more fulfilling life, where a healthy lifespan is not just a goal, but a reality for all.**



## HEALTH + WELLBEING

The best of our past, present and future. It's how we started and where we're growing.

Amway's mission of helping people live better, healthier lives is defined in six key domains of holistic wellness.



**Amway**<sup>™</sup>

[amwayglobal.com](http://amwayglobal.com)