



 **nutrilite™**

Begin 30

HOLISTIC WELLNESS PROGRAM

IBO PROGRAM GUIDE

What are programs?

Programs are timebound experiences with guided plans, quality products and lifestyle changes that help you and your customers look and feel their best.



ADDRESS A WELLNESS NEED

Pair products with lifestyle habits to help achieve a specific wellness goal or set of outcomes within a specific period of time.



DRIVE CREDIBILITY

Experiencing their own results of lifestyle changes combined with quality supplements supports customer satisfaction and loyalty. Programs also create a natural opportunity for conversation and follow-up throughout and after their timeframe.



INCREASED PRODUCTIVITY

Focused plans and curated products help you and your teams start strong, simplifying the selling process to focus on a small portion of the full product portfolio. This can help lead to consistent volume and an increase in productivity by as much as 86%.*

*Source: Amway Data & Analytics Program Assessment, March 2024





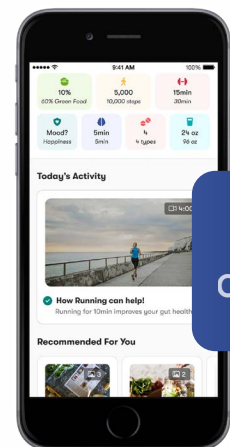
Introducing **Begin³⁰** HOLISTIC WELLNESS PROGRAM

Good for your gut and your business

The Nutrilite™ Begin 30 Holistic Wellness Program is a 30-day regimen designed to encourage your customers' overall health and wellbeing by encouraging healthy habits across four pillars of wellness: nutrition, hydration, physical activity and mindfulness.

Plus, the program incorporates a tailored bundle of three gut-loving products to simplify their introduction to Amway: **Nutrilite Begin™ Daily GI Primer, Nutrilite Organics Plant Protein Powder and Nutrilite Balance Within™ Probiotic.**

Nutrilite™ Begin 30 Holistic Wellness Program helps support overall health and wellbeing, **helping customers to see tangible changes.** It can also **help your business.** Offering an experiential starting point to customers makes you a piece of their wellness journey. You can establish a more connected relationship and help amplify their ability to reach their goals, and after they complete the program, you can more easily follow up **to drive loyalty and consistency.**

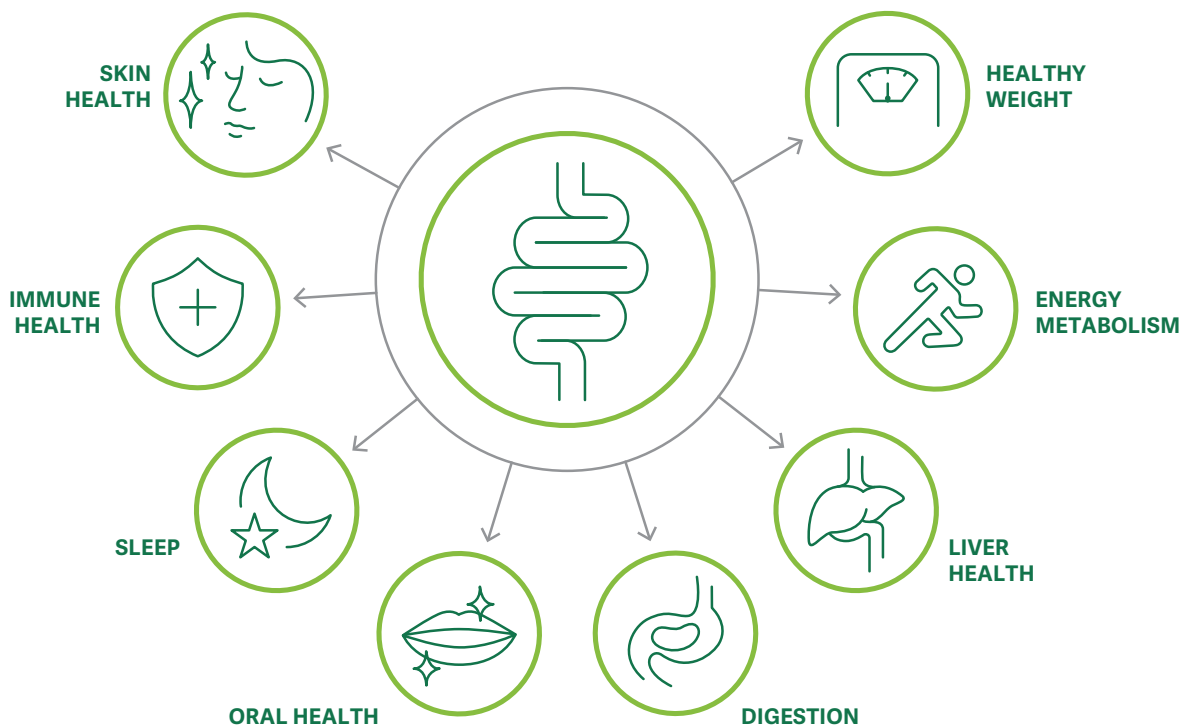


Start where wellness begins

What is the gut microbiome?

Emerging science is showing that a balanced gut microbiome can be foundational to helping support overall well-being.

In fact, the gut is now being commonly referred to as the second brain of the body! And that's because, far beyond just helping with your digestion, scientists believe a balanced gut microbiome can help positively impact our overall wellbeing by helping support:



Gateway to goodness

By focusing on incorporating key holistic wellness habits, while also supporting their gut with tailored supplements, your customers can directly and indirectly support other areas of their well-being. This presents the opportunity for natural conversations about how you as an IBO can meet their needs by directing them to other Amway™ products and programs.





Gut with the program

To convince customers to join the program, start with a conversation. **Talk about your own experience with the Nutrilite™ Begin 30 Holistic Wellness Program** and the results you saw. Then, let them know what they can expect and why the program is important.

Kick-start their journey with three gut-loving products: **Nutrilite Begin™ Daily GI Primer, Nutrilite™ Organics Plant Protein Powder and Nutrilite Balance Within™ Probiotic** to support a balanced gut microbiome. Then, discuss the four key lifestyle habits to help support overall wellbeing.



NUTRITION

Consume a **plant-based, antioxidant-rich diet** with limited sugar, fat and processed ingredients.



HYDRATION

Drink **at least half your body weight in ounces of water** a day and consume high-water foods.



EXERCISE

Walk **7,000–10,000 steps** every day and **exercise two or three times a week**.



MINDFULNESS

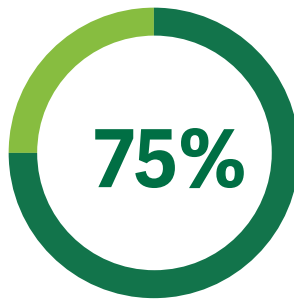
Practice mindfulness through activities like meditation, diaphragmatic breathing or yoga **one or two times per day**.



Why choose the Nutrilite Begin 30 Holistic Wellness Program?



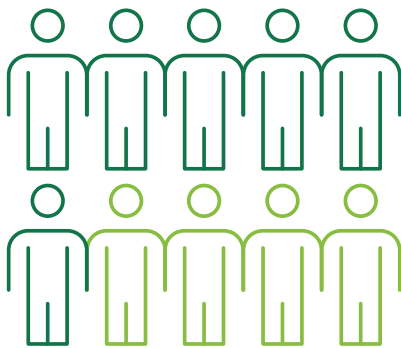
of participants were likely to continue parts of the regimen on their own.*



of participants reported feeling less tired.*



of participants who committed to making healthy lifestyle changes for 30 days lost weight.**

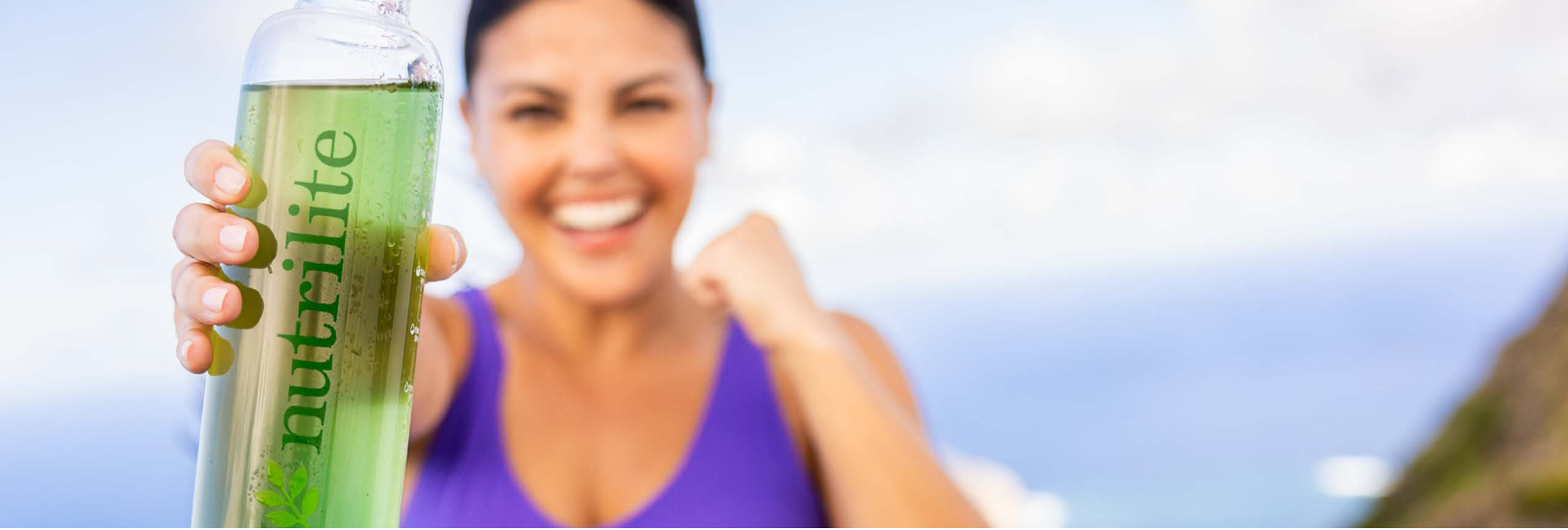


6 out of 10 participants reported:

- fewer sleep disturbances.*
- a reduction of occasional digestive discomfort.*
- feeling less hungry during the day.*

*Based on self-reported survey results compared to baseline after four weeks. Participants were instructed to follow a Mediterranean diet, take at least 7,000 steps per day with a minimum of 75 minutes of cardio or strength exercise per week, drink at least half their weight (lb) in ounces of water per day and practice mindfulness one to two times daily. Participants also consumed Nutrilite™ supplements during the study, including Nutrilite Balance Within™ Probiotic and Nutrilite Begin™ Daily GI Primer supplement.

**Participants were instructed to follow a Mediterranean diet, take at least 7,000 steps per day with a minimum of 75 minutes of cardio or strength exercise per week, drink at least half their weight (lb) in ounces of water per day, and to practice mindfulness one to two times daily. Some participants reported losing no weight, so there is no guarantee that you will experience similar results. The Nutrilite™ Begin 30 Holistic Wellness Program is designed and intended to promote healthy lifestyle changes, many of which are conducive to safely losing weight or maintaining a healthy weight. The program is not designed or intended for long-term weight loss or weight management.



How to get started selling the Nutrilite™ Begin 30 Holistic Wellness Program



Step 1: Lead by example

- **Create your personal testimony:** Complete the program yourself to relate to and connect with your customers as you explain why the Nutrilite™ Begin 30 Holistic Wellness Program is worth it.



Step 2: Sell to customers with compelling selling tools

- **Learn more to become an expert with selling tools:** Enhance your personal knowledge with carefully curated tools to support your learning and selling journey!
- **Engage your community:** We all know adopting healthier lifestyle habits can be a big challenge; tackling it alongside a community builds more accountability and deeper relationships!



Step 3: Follow-up with customers & continue earning!

- **Reward customers for their loyalty:** Once your customer completes the program, make sure to guide them in their next wellness step and keep them earning towards the Buy 3, Get 1 Free promotion.
- **Continue achieving your business goals:** Help yourself and your teams achieve your business goals with our product-to-plan framework.



LEAD BY EXAMPLE

Create your personal testimony

We believe that the most compelling and authentic way to convince customers of the power Nutrilite™ Begin 30 Holistic Wellness Program is by sharing your own story and results! As you build your story, remember these helpful tips:

Do's:

- Follow Amway's Rules of Conduct and Quality Assurance Standards
- Talk about the **holistic program** – make sure to **comment on the lifestyle habits** you implemented in addition to the products that you incorporated into your diet
- Results you can talk about:

Digestive health: "After changing to a plant-based Mediterranean diet and supporting my gut with Nutrilite products, I am experiencing less occasional bloating and GI Discomfort."

Good sleep and less fatigue / more energy: "By focusing on hydration and regular exercise, I experienced better sleep and enjoy feeling less fatigue throughout the day to get what I need done."

Experiencing less hunger and cravings: "I have found it easier to stay consistent with my healthy diet, with less desire for sugary or fatty foods"

Healthy weight: "By committing to eating a plant-based diet, daily exercise and hydration I was able to lose some weight / noticed my clothes fit better"

Managing occasional stress: "By incorporating daily mindfulness activities into my routine, I find myself better able to manage the occasional stressors in my day"

- Share real, lifestyle images to showcase the changes you've made in your lifestyle habits, like images of you during a workout, preparing a meal, drinking water, or journaling.
- Include the required disclaimers:

The Begin 30 Holistic Wellness Program is designed and intended to promote healthy lifestyle changes, many of which are conducive to safely losing weight or maintaining a healthy weight. The program requires participants to follow a Mediterranean diet, take at least 7,000 steps per day with a minimum of 75 minutes of cardio or strength exercise per week, drink at least half their weight (lbs) in ounces of water per day, and to practice mindfulness one to two times daily. There is no guarantee that you will lose any weight. The program is not designed or intended for long-term weight loss or weight management.

Don'ts:

- Don't promise a quick, easy fix realistic commitment to the program and products is how you experienced results.
- Don't make claims about Nutrilite products or the Begin 30 Holistic Wellness Program beyond those made by Amway.
- Don't include or mention specific amounts for weight loss or body composition changes.
- Don't focus only on weight outcomes; the Begin 30 Holistic Wellness Program is not a weight loss program.
- Don't make references to "detox" or "cleanse."



SELL TO CUSTOMERS WITH COMPELLING SELLING TOOLS

Become an expert



Training for you and your team

We know you and your teams are busy, that's why we simplified the learning process and made everything you need to learn about the program available when you're logged in as an IBO at:

www.amway.com/begin30



Educational videos and trainings

Hear from our external spokesperson, Dr. Amy Shah on the benefits of the Nutrilite Begin 30 Holistic Wellness Program and Amway team members on how it can fuel your business



iOS



Android

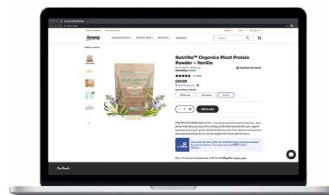
Amway+ app, including Engage

- Interactive education courses
- Dashboard to see how your customers are engaging in the program

Guide customers through the program

Sharing the right tools to support customers on their journey to buy and commit to the program is critical. We have curated everything for you to leverage sharebar and share all the resources at once at:

www.amway.com/begin30



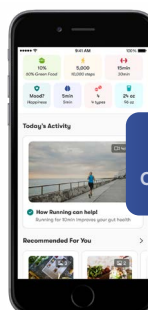
Program webpage

Program overview and resources, expected outcomes and third-party MD credible testimony.



Participant Program Guide

The comprehensive program guide breaks down the details of the program and comes complete with helpful tools, educational information and healthy recipes to help your customers reach their goals.



Amway Wellbeing+ app

We know that staying consistent and accountable to a 30-day program might seem hard; that's why we've created a simple App to support you along your journey with all the tools and logging features you need to achieve success!

SELL TO CUSTOMERS WITH COMPELLING SELLING TOOLS

Engage your community



Let's be honest, adopting healthier lifestyle habits can be a big challenge. Taking it on alongside a group of people who are doing the same makes it easier and more fun for your customers, and this is where you can come in to provide even more value with insights, ideas and encouragement as they work towards their goals.

- **Identify the right people**

Identifying the right people is the first step in creating community. The great news – supporting gut health and implementing healthy habits can benefit anyone! Look for friends and family who want to start their wellness journey but want a simple, curated approach and talk with them!

- **Create a private community on social media**

Instead of starting every conversation yourself, consider creating a private social media community so participants can engage with one another and share success stories of their own accord.

Agree to Amway social media guidelines:

- I agree only to share truthful, accurate, realistic, and not misleading testimonials.
- I confirm that I used the product, and that Amway is not compensating me in any way (for example, by providing me with free product samples) for my comments or participation in this group.
- I agree only to make claims, (whether about the program or the featured Amway products,) that fall within the scope of the approved claims found in the Begin 30 Program Guide and amway.com.
- I agree to be transparent about my relationship with Amway as an Independent Business Owner (IBO) or a customer.
- I agree that if I post pictures, any statements, captions, or claims accompanying the pictures will fall within the scope of the approved claims found in the Begin 30 Program Guide and amway.com.

- **In-person events**

To create an even more strongly connected community, go for a walk or work out together, throw a cooking party, or do a group meditation to build trust and camaraderie.



FOLLOW-UP AND CONTINUE EARNING

Reward customers for their loyalty



Don't forget that customers who purchase the Nutralite Begin 30 Holistic Wellness Program have already started earning towards their

Buy 3, Get 1 Free offer!

Start having conversations about what comes next during the last week of their program, when they'll complete their post-program assessment. It will show the improvements they have made on their wellness journey and guide them to three potential next steps that you will see in the Creators+ Engage Dashboard; **all paths help them earn towards the Buy 3, Get 1 Free Incentive:**

1

Ensure your customer **cements new healthy lifestyle habits** and **maintains benefits** by tackling another Nutralite™ Begin 30 Holistic Wellness Program.



2

Help fill their **nutrition gaps** and **build loyalty** through customer repeat purchases (CRP) of other products like Nutralite™ Double X™ and Advanced Omega.



3

Make wellness their lifestyle with other Amway solutions like the Fitness Jump Start Solution and the Everyday Skin Solution.





Continue achieving your business goals

Leverage Nutrilite Begin 30 Holistic Wellness Program (53.27 PV / \$203 SRP) as a Business Building Brick.

The Nutrilite™ Begin 30 Holistic Wellness Program supports New IBO success by driving **increased consistency and productivity** which ultimately benefits IBO's at every level!

Each customer sale of the Begin 30 Holistic Wellness Program leads to a **median customer order value of \$359 vs. current of \$117**

When a New IBO sells the Nutrilite™ Begin 30 Holistic Wellness Program to **two customers for three consecutive months and follow the framework below they can earn:**

- The first payment of the **Strong Start Incentive of \$100!**
- A total of \$347 in four months vs. today's median activated New IBO 1st Year Income of \$94

MONTH	1	2	3	4
<i>Purchasing Customers</i>	2	2	2	3 (2 at \$99 redemption, 1 at Begin 30 pricing)
<i>Monthly Income</i>	\$83	\$82	\$182	\$84
<i>Cumulative Income</i>	\$83	\$165	\$347	\$431
<i>Performance Bonus</i>	3%	3%	3%	3%
<i>Personal PV</i>	164	159	159	162
<i>Group PV</i>	164	159	159	162
<i>BV</i>	565	548	548	558
<i>Core Plan/ Core Plus Milestone</i>	IBO meets baseline 300+ VCS to unlock Sponsoring	IBO meets baseline	IBO meets baseline Earns the NEW \$100 Strong Start Incentive	IBO meets baseline

For the calendar year 2023, the average income from Amway for all U.S. registered IBOs at the Founders Platinum level and below was \$841 before expenses. See www.amway.com/income-disclosure for details and the most up-to-date information. Earnings depend on many factors, including customer base, business experience, effort, dedication, and quality and performance of the downline sales team.