

# **nutrilite organics**

FROM OUR FARMS TO YOUR FAMILY™

## INSIDER'S GUIDE





# Table of contents

- 3 THE MARKET AND YOUR OPPORTUNITY**
- 4 FROM OUR FARMS TO YOUR FAMILY**
- 5 MEET THE PRODUCT LINEUP**
- 8 UNLEASH THE POWER OF CUSTOMERS**
- 9 CONVERSATION STARTERS AND WELLNESS FACTS**
- 10 SELLING IN 5 EASY STEPS**
- 11 BETTER-THAN-EVER SELLING SUPPORT**
- 12 SHARE WITH CUSTOMERS**
- 14 HOW TO KEEP HAPPY, LOYAL CUSTOMERS**
- 15 SWITCH YOUR CUSTOMERS TO NUTRILITE™ ORGANICS PRODUCTS**
- 17 FIND THE RIGHT MULTIVITAMIN FOR YOU**
- 18 CROSS-PORTFOLIO SELLING**
- 19 FREQUENTLY ASKED QUESTIONS**

---

## Guide to symbols



USDA Organic



Vegan Friendly



Lactose Free



Non-GMO Project Verified



Gluten Free



Soy Free



NSF® Contents Certified



Vegetarian




No Artificial Flavors, Colors, Preservatives

\*The NSF® logo is a registered trademark of NSF® International.



# The market and your opportunity

**NUTRILITE ORGANICS STARTS ON THE FARM,  
AND ENDS WITH YOU.**



**"Natural" and "organic"**  
are top attributes customers  
are **willing to pay more**  
for in supplements

Source: NMI SORD Report 2021



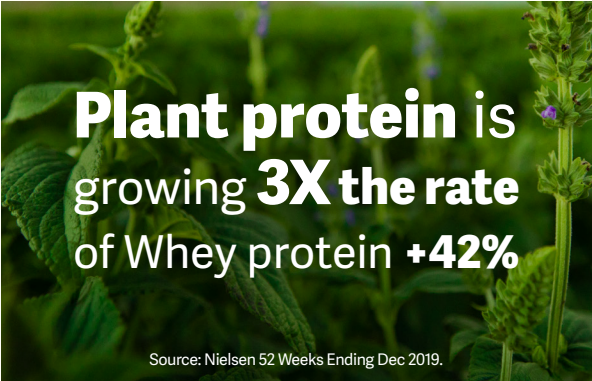
**60%** of customers say  
**USDA Organic** has a  
**high-influence** on purchase intent

Source: NMI SORD Report 2021



**Nearly 60%** say  
**ability to trace ingredients**  
**to their origin** is important  
to **purchase decisions**

Source: Gongos Nutrilite™ Consumer Connection – Global Insights April 2021.



**Plant protein** is  
growing **3X** the rate  
of Whey protein **+42%**

Source: Nielsen 52 Weeks Ending Dec 2019.



**Gummy format** has the  
**highest growth format**  
for multivitamins **+11%**

Source: Nielsen 52 Weeks Ending Dec 2019.



**More than 60%**  
**of customers** say  
primary ingredients being  
**plant-based & natural** are  
important to **purchase decisions**

Source: Gongos Nutrilite™ Consumer Connection – Global Insights April 2021.



# From our farms to your family

Proud to be



**Nutrilite™ is the 1st & only global vitamin and dietary supplement brand with a USDA Organic product line to grow plants on our own certified organic farms.\***



## Earth's richest nutrients

Each Nutrilite™ Organics product is USDA certified organic and includes ingredients from our very own Nutrilite™ organic farms and partner farms to ensure you get the earth's best nutrients.



## Organic farming

We've practiced organic farming since before it was the thing to do. We grow with no synthetic chemicals, pesticides, herbicides or fertilizers to support life in the soil and in you.



## Plant based

From Our Farms to Your Family, it's nature's goodness you can trace. We follow every ingredient on a lifelong journey, fulfilling our promise to provide you with safe, pure and effective supplements.



## Growing with you and for you

We know that when we nurture these things, we're bringing to life something bigger – a simple way to power you and your family's day. Organic starts on the farm, but it ends with you.



**To learn more or shop our Nutrilite™ Organics products, click [here](#).**

\*Source: Euromonitor International Limited, [www.euromonitor.com/amway-claims](http://www.euromonitor.com/amway-claims)



# Meet the product lineup



## NUTRILITE™ ORGANICS PLANT PROTEIN POWDER

Nutrilite Organics Plant Protein Powder provides 21 grams organic protein from Peas, Brown Rice and Chia Seed, and comes in two great-tasting flavors, smooth and creamy chocolate and vanilla.

- Peas and Chia grown on our own certified organic farms and partner farms.
- High protein supports your overall health with all 9 essential amino acids.†
- Packaged with 69% less plastic\* and 43% post-consumer recycled materials.

125921 Chocolate 593 g/20.88 oz.

125923 Vanilla 525 g/18.52 oz.

\*Compared to Nutrilite™ All Plant Protein packaging.

[Learn more](#)



†The NSF® logo is a registered trademark of NSF® International.

†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.



# Meet the product lineup



## NUTRILITE™ ORGANICS IMMUNITY SUPERFOOD POWDER

Nutrilite Organics Immunity Superfood Powder provides natural immune support from Acerola Cherry and Elderberry grown on our certified organic farms and partner farms.<sup>1</sup> Packed with nutrients from 10 organic purple and red superfruits.

- Each serving includes:
  - Organic Natural Immune Support Blend (Acerola Cherry and Elderberry)
  - Organic Super Berry Blend (Acai, Goji, Blueberry, Blackberry and Raspberry)
  - Organic Antioxidant Blend (Purple Carrots, Beets and Hibiscus)
- Packaging made with 43% post-consumer recycled material.

125936 180 g/6.3 oz.



## NUTRILITE™ ORGANICS GREEN SUPERFOOD POWDER

Nutrilite Organics Green Superfood Powder supports overall wellness, energy, and digestion from a blend of 10 organic green vegetables and grasses including Spinach, Broccoli and Kale grown on certified organic partner farms.<sup>2</sup>

- Each serving includes:
  - Organic Green Veggie Blend (Spinach, Broccoli, Kale, Parsley and Collard Greens)
  - Organic Energy Support Blend (Spirulina and Chlorella)
  - Organic Grass Juiced Blend (Alfalfa and Barley Grass)
  - Organic Digestive Health Blend (Moringa Leaf powder and Jerusalem Artichoke Inulin)
- Packaging made with 43% post-consumer recycled material.

125937 180 g/6.3 oz.



<sup>1</sup>The NSF® logo is a registered trademark of NSF® International.

<sup>2</sup>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.



# Meet the product lineup



## NUTRILITE™ ORGANICS WOMEN'S DAILY MULTI GUMMIES

Designed specifically for women's nutrition needs with 15 essential vitamins and minerals plus 75 mg of organic plant nutrients to support immunity, energy, eye and bone health.†

- Cranberry, Acerola Cherry, Purple Carrot from plants grown on our own certified organic farms and partner farms.
- Supports:

**Immunity** – Combination of 7 essential vitamins and minerals such as vitamin C, plus vitamins A, B6, B12, D, and Zinc and Selenium to support your immune health.†

**Energy** – Get things done with nutrients from a combination of essential B vitamins, plus Iodine and Zinc to help support your energy.†

**Eye Health** – Keep your eyes focused on what's important with vitamin A and B2, and Zinc to support your eye health.†

**Bone Health** – 2-in-1 support for your bones with vitamins D and K.†

125562 120 Berry Citrus flavored Gummies  
(30-day supply); 4 gummies per day

[Learn more](#)



## NUTRILITE™ ORGANICS MEN'S DAILY MULTI GUMMIES

Designed specifically for men's nutrition needs with 13 essential vitamins and minerals plus 75 mg of organic plant nutrients to support immunity, energy, muscle and heart health.†

- Tomato, Acerola Cherry, Purple Carrot from plants grown on our own certified organic farms and partner farms.
- Supports:

**Immunity** – Combination of 7 essential vitamins and minerals such as vitamin C, plus vitamins A, B6, B12, D, and Zinc and Selenium to support your immune health.†

**Energy** – Get things done with nutrients from a combination of essential B vitamins plus Iodine and Zinc to help support your energy.†

**Muscle** – Keep your muscles in check with support from vitamin D.†

**Heart** – Vitamins B1 and E team up to support your heart health.†

125561 120 Berry Citrus flavored Gummies  
(30-day supply); 4 gummies per day

[Learn more](#)



\*The NSF® logo is a registered trademark of NSF® International.

†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.





# Unleash the power of customers

The Nutrilite™ Organics products were created specifically with your selling journey in mind – to give customers the hottest new products they want and will love. They make selling easier to help you grow your business!

## Products customers want to buy

Nutrilite Organics products meet the needs of customers looking to support their nutrition and wellness with safe, clean products filled with wholesome, natural ingredients, traceable to plants grown on our farms and partner farms. Their fast-paced, on-the-go lifestyles need multi-benefit products that are innovative and convenient but also are fun and taste great!

## At the right price

It's not always enough to have exciting new products; they also need to come with an appealing price tag. Nutrilite Organics products offer the value comparable<sup>†</sup> to the fastest-growing brands like Orgain<sup>®†</sup>, Amazing Grass<sup>®†</sup> and Garden of Life<sup>®†</sup>.

## With a better customer experience

You work hard to offer the best customer service from your business! We support you by offering amazing tools such as the AmPerks™ Customer Rewards Program and improved shipping and delivery with easy, no-hassle returns. It just keeps getting better!

## And helpful new tools for you

The offerings above don't just make the customer experience better; they make selling simpler and more convenient for you. Plus, with new product and selling tools, education courses and your MyShop Digital Storefront, you'll have everything you need to make selling easy and fun.

<sup>†</sup>Orgain<sup>®</sup> is a registered trademark of Orgain, Inc.; Amazing Grass<sup>®</sup> is a registered trademark of Glanbia Performance Nutrition Limited.; Garden of Life<sup>®</sup> is a registered trademark of Societe des Produits Nestle S.A. Societe Anonyme (SA).

<sup>‡</sup>Based on online competitive comparisons in July 2021.



# Conversation starters and wellness facts

**A great way to ease into a conversation with customers is to ask open-ended questions about their nutrition and wellness habits. Hearing their answer and then responding with key nutrition and wellness facts helps to build your credibility with your customers. Below are example questions to start a conversation with your customers.**

## Protein-related conversation starters

Use this group of questions to start a conversation with your customer about protein.

### **DO YOU GET ENOUGH PROTEIN IN YOUR DIET? DO YOU FIND IT EASY TO EAT PROTEIN WITH EACH MEAL?**

- Nutrition and wellness facts to leverage in your response:
  - Protein requirements can be confusing because they can be determined in a variety of ways. The recommended dietary allowance (RDA) is usually reported as a single value, which makes it the easiest to use. The RDA for women (aged 19–50) is 46 grams daily; men (aged 19–50) need 56 grams of protein daily.<sup>1</sup> It can vary based on your activity level to ensure proper maintenance of weight and muscle building.
  - Protein is an important nutrient because it is a part of every living cell. There are 20 different naturally occurring amino acids that are used by the human body. Of the 20 amino acids required by the body, 9 are considered essential, meaning they cannot be made by the body and must be consumed on a regular basis.

## Superfood & Daily Gummies-related conversation starters

Use this group of questions to start a conversation with your customer about superfood powders and multivitamins.

### **DO YOU EAT ENOUGH FRUITS AND VEGGIES? DO YOU EAT A BALANCED DIET?**

- Nutrition and wellness facts to leverage in your response:
  - The 2020–2025 Dietary Guidelines for Americans advise incorporating more fruits and vegetables into U.S. residents' diets as part of healthy dietary patterns. Adults should consume 1.5–2 cups of fruits and 2–3 cups of vegetables daily.<sup>2</sup>
  - According to the CDC, the most recent survey of fruit and vegetable intake in the U.S. showed that only 12.3% of surveyed adults met fruit recommendations, and 10.0% met vegetable intake recommendations.<sup>3</sup>

### **HOW DO I KNOW WHICH MULTIVITAMIN IS RIGHT FOR ME?**

- To find the right multi for you, choose one based on your nutrition needs, product format (gummies/tablets), vitamin and mineral levels, plant nutrients and more!

<sup>1</sup> Institute of Medicine. 2005. Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein, and Amino Acids. Washington, DC: The National Academies Press. <https://doi.org/10.17226/10490>.

<sup>2</sup> U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2020–2025. 9th Edition. December 2020. Available at [DietaryGuidelines.gov](https://www.dietaryguidelines.gov).

<sup>3</sup> Lee SH, Moore LV, Park S, Harris DM, Blanck HM. Adults Meeting Fruit and Vegetable Intake Recommendations – United States, 2019. *MMWR Morb Mortal Wkly Rep* 2022;71:1–9



# Selling in 5 easy steps

## 1. Discover products you love.

Get to know the fun, high-quality Nutrilite™ Organics products so you can help your customers find just what they need.

## 2. Open your MyShop Digital Storefront.

Expand your brand, connect with customers, and promote and sell the Nutrilite Organics products you love, all in one place.

## 3. Better-Than-Ever selling support.

Amway™ Education is full of resources like easy-to-follow product videos, selling courses, best practices and more.

## 4. Share with customers.

Learn how to connect with customers in person, online and via social media to share and sell the products you're passionate about.

## 5. Serve your customers.

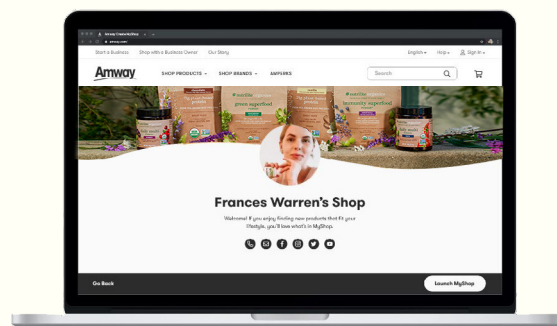
Happy customers mean healthy business – create repeat buyers with tools like DITTO™ Scheduled Orders and AmPerks™ Customer Rewards Program to make shopping easy and rewarding.



YOU'VE ALREADY DISCOVERED AND LEARNED ABOUT ALL OF THE AMAZING NEW NUTRILITE ORGANICS PRODUCTS, NOW IT'S TIME TO ...

## Set up MyShop.

Create your free, customizable digital storefront. It's an easy way to sell products, engage with customers and promote products – like Nutrilite Organics – 24/7. Keep content updated regularly and share your MyShop with customers so they're always connected and shopping with you.



Scan here to set up  
**MYSHOP NOW**



# Better-Than-Ever selling support

**The more you know,  
the easier it is to engage with customers.**

Pique their interest and make more sales.  
So, get going with these resources – you've got this!



Scan here for  
**SELLING  
COURSES**

## **Amway Education**

Watch how-to-sell videos to become an expert on all the products. Then check out [selling courses](#) to master the art of confident customer conversations that can lead to better business relationships and, ultimately, more sales!



Scan here for  
access to  
**AMWAY  
EDUCATION**

## **New Nutrilite Organics in-person learning presentation**

Learn all of the features, benefits and tips to help you sell these fun, tasty, multi-benefit organic products to your customers. Plus, get to know the sales tools that can help you motivate and train your team to do the same. Available on [Amway Education](#).



# Share with customers

ONCE YOU'VE LEARNED ALL ABOUT THE NEW NUTRILITE™ ORGANICS PRODUCTS, YOU'RE READY TO START SHARING AND SELLING.



## Catalogs

The mini catalog is conveniently available as a shoppable digital catalog on Amway.com! All the latest and greatest in one place. Customers can browse the hottest new products, best-selling favorites and special promotions. They can also download the newest Wellness Catalog in Amway.com/publications.



**Share** ➔

**Share feature on Amway website**  
Easily share product links from the Rooted in Wellness Catalog and digital mini catalog with your customers and receive credit for any resulting sales. It's so simple; when logged into the Amway™ website, click the icon to quickly share a product page link with customers via text message, email, messaging apps like WhatsApp and through private chats on social media platforms.

## Nutriline Organics resources

Get IBO tools, shareable videos and customer tiles to help you sell. Text or direct message fun, promotional product images, which you easily saved on your smartphone's camera roll, to customers and start a natural selling conversation. Available in the Amway Resource Center.



# Share with customers

## Nutriline Organics Shareable Videos

Exciting and encouraging videos you can share with your customers are available on the website product pages, Nutrilite Organics Webpage and in the [Amway Resource Center](#).



---

## Wellness Recommender

Health isn't one size fits all. Guide your customers to food tips, product recommendations and healthy habits specific to your customer's needs at [wellness.amway.com](http://wellness.amway.com).

---

## Rock your Social Media

Connect with your online community, share your favorite Nutrilite Organics products, engage current customers and attract new ones. To learn more, search "Social Media Guidelines" on the Resource Center at Amway.com.

Follow us @NutriliteUS and share your story with #nutriliteorganics





# How to keep happy, loyal customers

TURN CUSTOMERS INTO LOYAL BUYERS. STAY CONNECTED AND PROVIDE THE RIGHT TOOLS TO MAKE SHOPPING EASIER AND EVEN MORE ENJOYABLE.

## Register customers - reap rewards

Help your customers register to take advantage of rewards like AmPerks™ Customer Rewards Program, automatic reordering with DITTO™ Scheduled Orders and the ability to view their order history online. Plus, you'll be able to stay connected, and your customers get to enjoy all the benefits of a better shopping experience.

It takes **5X LONGER** to find a new customer than it does to follow up with an existing one.\*



## Customer Rewards Program

Show your registered customers some love. Invite them to join the AmPerks program – a free-to-join loyalty program that helps you build stronger relationships while rewarding your customers for buying their favorite Amway™ products. They'll get: 2 points for every dollar spent, a personalized shopping experience and risk-free returns with AMWAY**PROMISE**™ and more.



Scan here to learn more about AMPERKS



## Scheduled Orders

Take the worry out of reordering with the convenience of DITTO Scheduled Orders. Your customers can set it and forget it from your MyShop to make sure they never run out of their favorite products.



Scan here to learn more about DITTO

## AMWAY**PROMISE**™

When your customers make an Amway™ product purchase, they get more than quality products – they get a promise that we'll protect their purchase with our 180-day 100% customer satisfaction guarantee.\*\* If they're not satisfied with the product, simply return it within its satisfaction guarantee time frame.

\*Forbes.com, September 2018.

\*\*120 days for Atmosphere™, iCook™ and eSpring™ products. Additional restrictions, exclusions and fees may apply. For complete details visit Amway.com and search: AmwayPromise.



# Switch your customers to Nutrilite Organics products

## Nutrilite™ Organics Plant Protein Powder (Chocolate & Vanilla)

Product	Level of Protein	Claims	Clean label	Certifications	Retail price Servings Price/serving
Nutrilite™ Organics Plant Protein	21 g	Nutrilite Organics Plant Protein Powder provides pure organic goodness in great-tasting, smooth and creamy chocolate and vanilla flavors <b>featuring Chia Seed and Pea protein from plants grown on our own certified organic farms and partner farms.</b> <b>Plus, it's packaged with 69% less plastic* (equal to 8.7 million water bottles) and uses 43% recycled materials (PCR).*</b>	Vegan Gluten Free Soy Free Dairy Free Free from artificial flavors, colors and sweeteners No added sugars	USDA Organic, <b>Non-GMO Project Verified,</b> <b>NSF® Certified</b>	<b>\$36.00</b> 15 servings \$2.40
Orgain® Organic Protein	21 g	Our organic plant-based protein powder serves up 21 g of vegan protein and only 150 calories in every serving. Fuel your body with clean, organic nutrition with a complete amino acid profile, no added sugar** and no artificial sweeteners.	Vegan Non-GMO Gluten Free Made without Soy, Dairy and Lactose ingredients No sugar added Kosher	USDA Organic, Certified Plant Based	<b>\$22.09</b> 10 servings \$2.21

\*\*Based on product label information available on the Orgain® website on Aug 15, 2022.

## Nutrilite™ Organics Immunity Superfood Powder

Product	# of Superfoods	Claims	Immune Supporting Ingredients	Clean label	Certifications	Retail price Servings Price/serving
Nutrilite™ Organics Immunity Superfood Powder	10	Provides 10 organic purple and red superfruits for <b>natural immune support†</b> starring Acerola Cherries and Elderberries <b>grown on our own organic farms and partner farms.</b> <b>Plus, packaging is made with 43% post-recycled material.</b>	<b>1300 mg natural immune support blend of Acerola Cherry and Elderberry</b> <b>180 mg Vitamin C from Acerola Cherries</b>	<b>Vegan Soy Free Dairy Free</b> <b>Free from artificial flavors, colors and sweeteners</b> Gluten Free No added sugars	USDA Organic, <b>NSF® Certified,</b> <b>Non-GMO Project Verified</b>	<b>\$45.00</b> 30 servings \$1.50
Orgain® Organic Superfoods + Immunity Up! Powder	50	This organic, immune-system-supporting knight in shining armor helps your body put its dukes up. With 50 Organic Superfoods plus an immunity blend that's rich in Vitamin C, Vitamin D, Zinc, and even probiotics, it's good, clean nutrition that's on a mission to keep you feeling great.**	90 mg Vitamin C 4.4 mcg Vitamin D 2 mg Zinc	Gluten Free Kosher Non-GMO Made without Soy ingredients	USDA Organic, Certified Plant Based	<b>\$20.79</b> 20 servings \$1.04
Amazing Grass® Greens Blend Berry	2 servings fruits & veggies 7 Nutritious Greens	Our most popular powder blend, in a great tasting berry flavor, is an easy way to add more nutrition to your health routine. This nutritious blend thoughtfully combines our alkalizing farm fresh greens and wholesome fruits and veggies with nutrient-rich superfoods for a delicious way to feel amazing every day. It's a simple way to support your overall health and wellness.**	15 mg Vitamin C 65 mcg Vitamin K	Gluten Free Non-GMO No added sugars		<b>\$32.99</b> 30 servings \$1.10

= Main point of differentiation

\*\*Based on product label information available on the Orgain® and Amazing Grass® website on August 15, 2022.

\*Compared to Nutrilite™ All Plant Protein Powder 9.9 g PET bottle.

†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.

‡Orgain® is a registered trademark of Orgain, Inc.; Amazing Grass® is a registered trademark of Glanbia Performance Nutrition Limited.



# Switch your customers to Nutrilite Organics products

## Nutrilite™ Organics Green Superfood Powder

Brand	# of Superfoods	Claims	Health Supporting Ingredients	Clean label	Certifications	Retail price Servings Price/serving
Nutrilite™ Organics Green Superfood Powder	10	Packed with nutrients from a blend of 10 organic green grasses and vegetables to <b>support overall wellness, energy and digestion;†</b> including Spinach, Broccoli and Kale grown on certified organic partner farms and packaged with recycled material. ✓	<b>Overall Wellness: 10 organic green vegetables and grasses</b> <b>Energy: 50% Daily Value of 6 essential B vitamins added to support your energy</b> ✓ <b>Digestion: Fiber equal to 1 cup broccoli</b>	<b>Vegan Soy Free Dairy Free Free from artificial flavors, colors and sweeteners</b> ✓ Gluten Free No added sugars	<b>USDA Organic, NSF® Certified, Non-GMO Project Verified</b> ✓	<b>\$38.00</b> 30 servings \$1.26
Amazing Grass® Greens Blend	2 Servings Fruits & Veggies + 7 Nutritious Greens	This blend combines our alkalizing farm fresh greens and wholesome fruits and veggies with nutrient-rich superfoods for a delicious way to feel amazing every day. it's a simple way to support overall health & wellness.**	Natural energy Nutritious greens & Antioxidant superfoods Supports Digestive Health Source of fiber Supports immunity Source of vitamins C & K	Gluten Free Non-GMO No added sugars		<b>\$32.99</b> 30 servings \$1.10

\*\*Based on product label information available on the Amazing Grass® website on August 15, 2022.

## Nutrilite™ Organics Women's Daily Multi Gummies

Product	# of vitamins & minerals	Claims	mg of Plant Nutrients	g of Sugar	Clean label	Certifications	Retail price Servings Price/serving
Nutrilite™ Organics Women's Daily Multi Gummies	15	<b>Organic, plant-based multivitamin.</b> ✓ <b>Supports:</b> <b>Immunity from 7 essential vitamins &amp; minerals like vitamin C, A, Bs, D, Zinc &amp; selenium.†</b> <b>Energy from B vitamins, iodine and Zinc.†</b> <b>Eye Health from 2-in-1 support with vitamin D and K.†</b> <b>Bone Health from vitamin A, B2 and Zinc.†</b>	<b>75 mg from organic cranberry, acerola cherry, &amp; purple carrots from plants grown on our Nutrilite certified-organic farms and partner farms</b> ✓	7 g Organic Cane Sugar, Organic Tapioca Syrup, Pectin	Vegetarian Gluten Free Soy Free Dairy Free Lactose Free Gelatin Free Free from artificial flavors, colors, sweeteners, preservatives and gelatin	USDA Organic, NSF® Certified, Non-GMO Project Verified	<b>\$35.00</b> ✓ <b>30 servings</b> \$1.17
SmartyPants® Organics Women's Formula	17	Organic multivitamin Multi and Omega 3s, vitamin A for Eye Health, vitamin D3 for Bones, vitamin B12 for Energy, Zinc for Immunity.**	341 mg organic Flax Seed oil	7 g Organic Tapioca Syrup, Organic Cane Sugar, Pectin	Free of gelatin, soy, synthetic colors, artificial flavors and preservatives, yeast, wheat, milk, eggs, gluten, peanuts, tree nut allergens, fish, shellfish and salicylates	USDA Organic Non-GMO Project Verified Certified Vegetarian - American Vegetarian Association	<b>\$30.58</b> about 22 servings \$1.39

\*\*Based on product label information available on SmartyPants® website on Aug 15, 2022.

✓ = Main point of differentiation



# Find the right multivitamin for your customer.

Choose based on health benefits, product format, ingredients and more.

## Nutriline™ Double X™ Multivitamin Supplement

Supports a healthy heart, brain, immunity, energy, eyes, skin health, healthy aging, cellular health and vitality.† Take twice daily.



Tablets

22

Vitamins & Minerals

450+ mg

Plant Nutrients

## Nutriline™ Men's & Women's Daily Multivitamin

Once daily convenient tablet supports immunity and energy, plus muscle and heart health for men, and eye and bone health for women.†



Tablets

W: 23  
M: 22

Vitamins & Minerals

200 mg

Plant Nutrients

## Nutriline™ Organics Men's & Women's Daily Multi Gummies

Supports immunity and energy, plus muscle and heart health for men, and eye and bone health for women.†



Gummies

W: 15  
M: 13

Vitamins & Minerals

75 mg

Plant Nutrients



## Nutriline™ Kids Multivitamin Gummy

Supports kids' (aged 4–12) growth, development, eye and bone health.†



Gummies

12

Vitamins & Minerals

20 mg

Plant Nutrients

†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.



# Cross-portfolio selling

AMWAY OFFERS MULTIPLE PRODUCTS TO MEET YOUR CUSTOMERS' NEEDS. TO HELP YOU NAVIGATE SALES, HERE ARE KEY DIFFERENCES BETWEEN SOME OF OUR PRODUCTS.

## Our Protein Portfolio

Why would someone use Nutrilite Organics Plant Protein vs. XS™ Protein Pods, XS™ Sports Protein Shakes and BodyKey by Nutrilite™ Meal Replacement Shakes?



Grams of Protein	21 g	20 g	25 g	20 g
<b>Protein Source</b>	Peas, Brown Rice & Chia Seed	Whey Protein Isolate	Whey and Casein Protein	Milk Protein Isolate, Pea Protein and Whey Protein Isolate.
<b>Benefits</b>	Supports general wellness <sup>†</sup>	Helps build lean muscle <sup>†</sup>		Balanced meal replacement to satisfy hunger <sup>†</sup>
<b>Complete Protein</b> A protein that contains all essential amino acids in sufficient quantity that the body requires daily.	No, but all 9 Essential Amino Acids are present	Yes	Yes	Yes
<b>Vegan</b>	Yes	No	No	No
<b>USDA Organic</b>	Yes	No	No	No
<b>Non-GMO</b>	Yes (Project Verified)*	Yes*	No	Yes*
<b>Summary</b>	Best suited for customers looking to increase their daily protein intake to support overall wellness. <sup>†</sup>	Best suited for customers looking to build lean muscle and boost physical performance. <sup>†</sup>		Best suited for customers looking to lose or maintain weight by replacing 1–2 meals a day with a convenient shake as part of a healthy diet and exercise routine.

\*Does not contain genetically engineered ingredients.

<sup>†</sup>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.



# Frequently asked questions

## Overall product line questions:

### **I thought all our current Nutrilite products are organic?**

While we know this is a confusing topic, the reality is that none of our other Nutrilite™ products are organic. Nutrilite™ Organics brand will be the only line with certified organic products in our portfolio. We will deliver products where we are able to achieve organic certification and have an excellent customer experience. Our current Nutrilite™ brand does utilize ingredients made from plants grown on our very own certified organic farms and partner farms. And you will start to see more and more of our products, like the Men's and Women's Daily Multivitamins, to have those select ingredients labeled organic on the back label. But, to ensure the most consumer-centric experience, many of our core Nutrilite products include other non-organic materials.

### **Nutrilite Organics products are USDA Organic Certified. What does this certification mean and why does it matter to customers?**

The USDA Organic seal gives you and your customers confidence that the product has met strict standards for the growing, processing and handling of the product. The USDA Organic seal means that the product is certified organic and that 95% or more of the content is organic. Organic production utilizes natural processes and ingredients, so crops are not treated with synthetic chemicals, pesticides and more.

### **Nutrilite Organics products are Non-GMO Project Verified. What does this certification mean and why does it matter to customers?**

The Non-GMO Project Verified seal is an established verification system that gives you and your customers confidence that their product contains minimal or no GMOs. GMOs – short for genetically modified (or engineered) organisms – are created by deliberately changing the genetic makeup of a plant, an animal, or another organism in a laboratory rather than through traditional breeding techniques. Most GMO crops currently on the market have been genetically engineered to produce their own pesticide and/or to withstand herbicides that otherwise would kill them.

### **Nutrilite Organics products are NSF® Certified. What is NSF® Certified?**

Choosing a product certified by NSF® International gives you confidence that what's on the label is what's in the product. From extensive product testing and material analyses to unannounced plant inspections, every aspect of a product's development is thoroughly evaluated before it can earn NSF® certification. NSF® certification is your key to making sure that the products you use meet strict standards for public health protection.

### **Do Nutrilite Organics products address customers' top allergen needs?**

All the Nutrilite Organics products (Nutrilite Organics Plant Protein Powder, Nutrilite Organics Men's & Women's Daily Multi Gummies and Nutrilite Organics Superfood Powders) are gluten free, soy free and dairy free. Nutrilite Organics Plant Protein and Superfood Powders are vegan while Nutrilite Organics Daily Multi Gummies are vegetarian.



# Frequently asked questions

## Women's & Men's Daily Multi Gummies

### **How are the Nutrilite™ Organics Women's Daily Multi Gummies designed specifically for women?**

The Women's Daily Multi Gummies are designed to support the health needs of today's women: immunity, energy, eye and bone health.<sup>†</sup> These gummies include essential vitamins and minerals for women's specific nutrient needs, plus the organic plant nutrients are specifically chosen for women: Cranberry, Purple Carrot and Acerola Cherry.

### **How are the Nutrilite™ Organics Men's Daily Multi Gummies designed specifically for men?**

The Men's Daily Multi Gummies are designed to support the health needs of today's men: immunity, energy, muscle and heart health.<sup>†</sup> These gummies include essential vitamins and minerals for men's specific nutrient needs, plus the organic plant nutrients are specifically chosen for men: Tomato, Purple Carrot and Acerola Cherry.

### **How do the Nutrilite Organics Women's Daily Multi Gummies differ from the Nutrilite Women's Daily Multivitamin Tablets?**

While both formats offer an essential multivitamin for women with specific women's health benefits, each offers something slightly different depending on the preferred format (Gummies vs. Tablets). The gummies are great for women who have trouble swallowing a tablet or prefer to take a gummy. The gummies may also be preferred as they are certified USDA Organic. However, for those who prefer a tablet or would like additional vitamins and minerals with plant nutrients, then they may prefer the Women's Daily Multivitamin tablets.

### **How do the Nutrilite Organics Men's Daily Multi Gummies differ from the Nutrilite Men's Daily Multivitamin Tablets?**

While both formats offer an essential multivitamin for men with specific men's health benefits, each offers something slightly different depending on the preferred format (Gummies vs. Tablets). The gummies are great for men who have trouble swallowing a tablet or prefer to take a gummy. The gummies may also be preferred as they are certified USDA Organic. However, for those who prefer a tablet or would like additional vitamins and minerals with plant nutrients, then they may prefer the Men's Daily Multivitamin tablets.

### **Do the multi gummies contain gelatin?**

No, the gummies do not contain gelatin. The vegetarian base of the gummies is made from pectin.

### **What kind of sweeteners are used for the multi gummies?**

Organic cane sugar and organic tapioca syrup.



# Frequently asked questions

## Protein Powder

### Why was a new Nutrilite Protein Powder developed?

The Nutrilite™ Organics Plant Protein Powder was designed to better meet the needs of your customers looking to incorporate more protein in their diets. There are four major differences between Nutrilite™ All Plant Protein Powder and Nutrilite Organics Plant Protein Powder. First, Nutrilite Organics Plant Protein Powder is certified organic to assure your customers of the safety and purity of the wholesome powder. Second, it is hitting on customers' top needs for clean-label claims like gluten free and soy free. Third, it provides 21 g organic plant-based protein per serving to better compete with other products offered. Fourth, it comes in two great-tasting flavors of chocolate and vanilla.

### What are the normal formula attributes that consumers may perceive as defects?

Color and taste changes: Nutrilite Organics products use natural, organic botanical ingredients in our formulations. Due to changes from crop to crop and season to season, these plant materials are expected to have slight, naturally occurring variations in color and flavor.

### What scientific evidence is there to support this product?

Consuming protein daily provides amino acids that are major, structural components of every cell in the body. They are precursors for nucleic acids, hormones, vitamins and other important molecules, and support enzyme, membrane, transport carrier and hormone function.

### How does Nutrilite Organics Plant Protein differ from Nutrilite All Plant Protein?

Nutrilite Organics Plant Protein is designed as a great-tasting, stand-alone beverage or smoothie base that provides 21 g of protein and the essential amino acids your body needs. Compared to Nutrilite™ All Plant Protein that was designed as a versatile 10 g protein supplement that could be added to foods and beverages to increase the amount of high-quality protein you need. Nutrilite Organics Plant Protein is USDA Organic, Non-GMO Project Verified and we have removed both the soy and wheat protein from this product to be gluten, soy and dairy free, so it can be enjoyed by more of your customers.

### What are the differences between the various sources of protein (whey, soy, peas)?

Whey, soy and peas all provide supplemental protein and are lower calorie options for increasing the consumption of protein.

- Whey and soy protein have traditionally been used as protein supplements because of their high digestibility and complete amino acid profile. They may also appeal to consumers who want more plant-based options because of their potential health benefits, lower allergens and their environmental sustainability.
- Peas and other plant-based sources offer a great alternative to whey and soy. While digestibility is not as high, it still provides supplemental protein in one's diet and helps address consumer desire for more vegan and vegetarian options with more ethically sourced plants and fewer allergens.



# Frequently asked questions

## Immunity Superfood Powder

### **What is the purpose of combining the primary ingredients together in this product?**

Immunity Superfood Powder is a great tasting, clean and easy way to add natural nutrients from organic purple and red fruits into one's daily diet, with key antioxidants from 10 intentionally selected organic superfruits, especially Elderberries and Acerola Cherries, that support a healthy immune system.†

### **What scientific evidence is there to support this product?**

Only 15% of Americans meet the recommended daily amount of fruit, and then it tends to be just one kind, usually apples or bananas. This means most Americans don't enjoy the benefits associated with diets high in superfood purple/red colored foods like berries, beets, or purple carrots. Superfoods Purple is designed to help support your body's healthy immune system with a focused mix of natural nutrients, antioxidants and vitamin C made from three blends of carefully selected dark purple and red organic plant superfood concentrates.†

### **What are normal formula attributes that consumers may perceive as defects?**

Color and taste changes: Nutralite Organics products use natural, organic botanical ingredients in our formulations. Due to changes from crop to crop and season to season, these plant materials are expected to have slight, naturally occurring variations in color and flavor.

# Frequently asked questions

## Green Superfood Powder

### **What is the purpose of combining the primary ingredients together in this product?**

Green vegetables and plants are well known, vital sources of nutrients, like carotenoids that help fight oxidative stress. However, most people don't get enough of these nutrients. In fact, the U.S. Department of Agriculture (USDA) reports that at least 75% of Americans don't eat enough vegetables. Green Superfood Powder is a convenient and simple way to consume more of the carotenoid nutrients found in green foods that tend to be low in the typical American diet.

### **What are normal variations I may see between purchases?**

Color and taste changes: Nutralite Organics products use natural, organic botanical ingredients in our formulations. Due to changes from crop to crop and season to season, these plant materials are expected to have slight, naturally occurring variations in color and flavor.