



 **nutrilite**™
VISION HEALTH INSIDER'S GUIDE

Table of contents.

- 3 THE MARKET AND YOUR OPPORTUNITY.**
- 4 FOCUSING ON THE POWER OF PLANTS.**
- 5 NUTRILITE™ VISION HEALTH.**
- 6 GET THE COMPLETE VISION HEALTH STORY.**
- 7 VISION HEALTH SUPPLEMENT COMPARISON.**
- 8 NOURISH YOUR EYES AND THE SKIN AROUND THEM.**
- 9 SELLING IN 5 EASY STEPS.**
- 10 GROW FOR MORE SELLING SUPPORT.**
- 11 SHARE WITH CUSTOMERS.**
- 13 HOW TO KEEP HAPPY, LOYAL CUSTOMERS.**
- 14 FREQUENTLY ASKED QUESTIONS.**

The market and your opportunity.

Overall eye health is impacted by today's intense visual demands, making it necessary to focus on the care and nourishment of the eyes. As people age, supporting vision health becomes more important than ever. **As a result, consumers are looking to support healthy aging eyes and filter blue light with products that contain plant-based ingredients.** By taking the right steps we can support our vision.



\$909
MILLION
U.S. Vision
market
for 2022.*

Average importance
OF VISION HEALTH
INCREASES BY OVER
10%
as consumers age.



+20%
OF U.S. 40+ POPULATION
are actively managing
eye/vision health.**

36%
OF ADULTS
use supplements
to support
eye health.**



91%
OF GLOBAL
POPULATION
will be using
laptops daily
by 2030.††

Most people get
>8hrs
OF DIGITAL EXPOSURE DAILY.
More time than they
spend sleeping.†

*Source: 2021, NBJ Condition Specific Report. **Source: 2021, Health and Wellness U.S. Market Report. †Source: 2021, Insider Intelligence – eMarketer.
††Source: Euromonitor Brief – Digital Transformation in Economies and Consumers, May 2021

Focusing on the power of plants.

Harnessing the earth's richest nutrients, Nutrilite™ Vision Health is made with plant-based nutrients from Marigolds, Tomatoes and Algae grown on Nutrilite™ partner farms, bringing your customers goodness they can trust. This product is designed to support the whole eye and includes lutein and zeaxanthin at a ratio that has been clinically shown to support healthy vision.†

BETA-CAROTENE

from Algae, converts to vitamin A in the eye.

LUTEIN & ZEAXANTHIN

from Marigolds - these yellow carotenoid antioxidants help eyes filter UV and blue light.†

LYCOPENE

from Tomatoes - the rich red color delivers support for the lens for clear vision.†

†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.

Nutriline™ Vision Health

**SUPPORTS HEALTHY AGING EYES
AND FILTERS BLUE LIGHT.†**

Nutriline™ Vision Health is THE solution to support your eyes as they age while helping filter blue light.† With plant-based nutrients that support different parts of your eye, and a 5:1 ratio of lutein and zeaxanthin clinically shown to increase concentrations in the macula, where the eye absorbs blue light, you can be confident that Nutriline™ Vision Health helps meet your needs.†

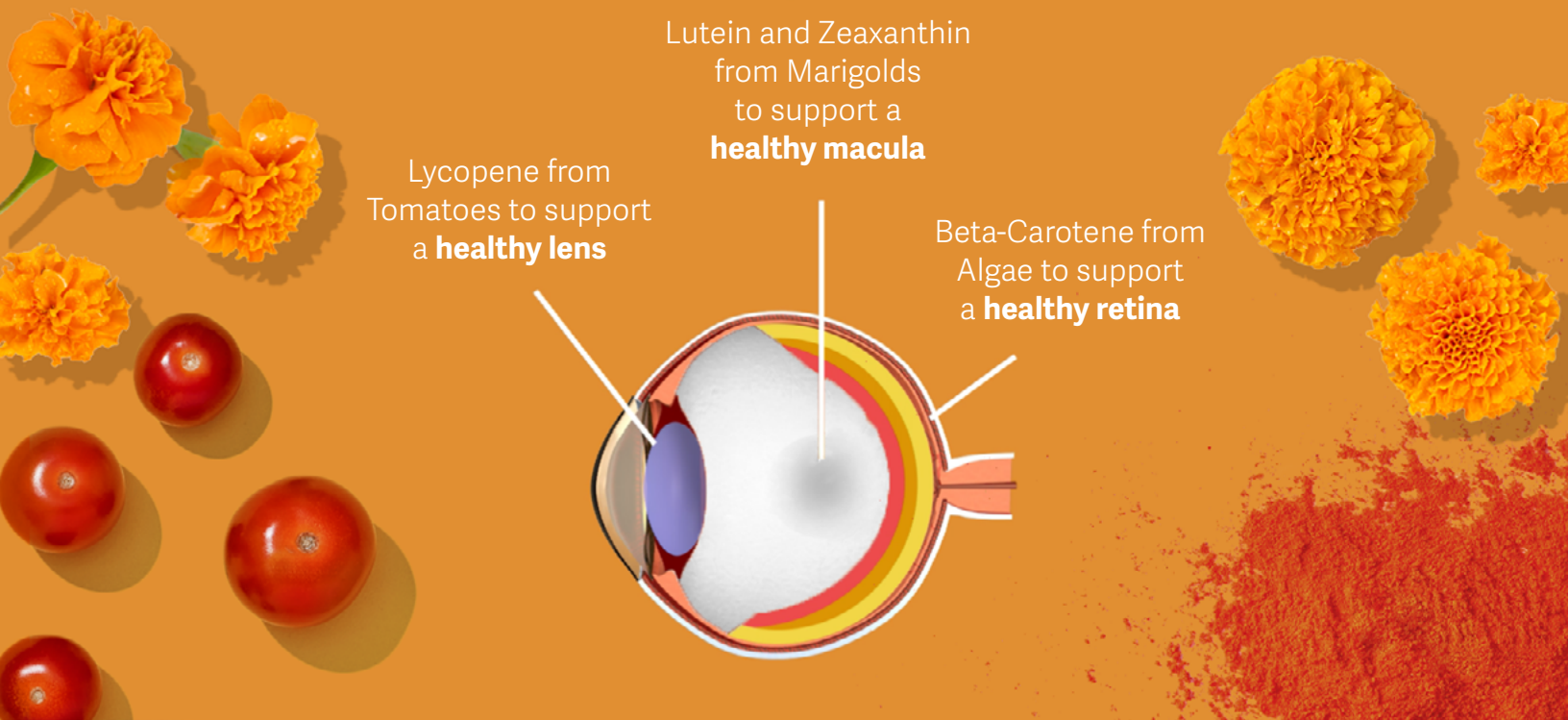
- **Supports healthy aging eyes with nutrients for your lens, macula and retina.†**
- **Supports healthy night vision, visual sharpness and adaptation to changes in light.†**
- **Includes plant-based nutrients from Marigolds, Tomatoes and Algae grown on our partner farms.**
- **One softgel per day for convenient supplementation.**
- **Gluten free**
- **Soy free**
- **Dairy free**
- **No artificial colors, flavors, or preservatives**
- **Halal**
- **NSF®* Contents Certified**



124708
60 Softgels

Get the complete vision health story.

It's important to choose a supplement that supports the whole eye. **Nutriline™ Vision Health contains vitamins and nutrients that help support visual health in different parts of your eye as you age.†**



HELPFUL TIPS FOR VISION HEALTH



FEAST FOR YOUR EYES

You can eat for your eyes. A balanced diet with lots of fresh fruits and veggies rich in natural antioxidants and carotenoids as well as fatty fish for Omega oils can support your overall vision health.



PROTECT THOSE PEEPERS

Wearing sunglasses when outside can help shield your eyes from the sun's harmful UV rays. Go ahead and rock those shades.



TAKE FREQUENT BLINK BREAKS

Step away from the screen to rest your eyes every two hours and get some blinks in. Blinking spreads natural tears over the surface of the eye, which helps protect fragile eye tissue.

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Find the right Vision Health supplement for your customers.

USE THE COMPARISONS BELOW TO HELP CUSTOMERS SELECT THE VISION HEALTH PRODUCT TO MEET THEIR SPECIFIC NEEDS.

Product	Format/ Serving	Lutein	Zeaxanthin	Vitamin A	Additional Ingredients	Benefits
NEW Nutralite™ Vision Health	Softgel/ 1 per day	15 mg	3 mg	1,750 mcg	Zinc (2 mg), Lycopene (2.5 mg)	<ul style="list-style-type: none"> • Supports healthy aging eyes with nutrients for lens, macula and retina[†] • Helps eyes filter blue/UV light[†] • Supports visual sharpness and adaptation to light, including night vision[†] • Nutrients sourced from plant-based ingredients (Tomatoes, Marigolds and Algae) grown on Nutralite™ partner farms
Nutralite™ Vision Health with Lutein <i>To be discontinued November 2022</i>	Tablet/ 2 per day	10 mg	0 mg	210 mcg	Bilberry, Black Currant, Spinach	<ul style="list-style-type: none"> • Supports healthy vision and visual sharpness[†] • Provides antioxidant support for a healthy lens, macula and retina[†] • Contains plant-based ingredients (Bilberry, Black Currant, Spinach and Marigolds)
Nutralite™ Multi Carotene <i>To be discontinued November 2022</i>	Softgel/ 1-3 per day	<1 mg	<1 mg	2,500 mcg	Alpha Carotene (Palm oil)	<ul style="list-style-type: none"> • Supports healthy night vision and helps your eyes adjust to light[†] • Contains plant-based ingredients from Marigolds
n* by Nutralite™ Eye Mojo	Gummy/ 2 per day	20 mg	4 mg	None	Bilberry	<ul style="list-style-type: none"> • 3-in-1 support for eyes exposed to blue light[†] • Red Apple-Tangerine flavored gummy • Contains plant-based ingredient Bilberry

[†]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.



Nourish your eyes and the skin around them.

CROSS SELL WITH OTHER NUTRILITE™ PRODUCTS & ARTISTRY™ SKIN CARE.

Customers can support their eyes with additional Nutrilite™ supplements and the skin around them with a plant-based skin care routine using Artistry Skin Nutrition™ products **that are clean and infused with botanicals from plants sustainably grown on our own Nutrilite™ farms.**



COMING SOON

Nutrilite™ Advanced Omega

Helps support eye health, along with brain, heart, joint and skin health.†
EPA and DHA support healthy eye moisture.†

- **With 3X better omega absorption.***
- **From sustainably caught wild fish – Friend of the Sea Certified.**
- **ALA omega from White Chia Seed grown on certified Nutrilite™ farms.**

126136 60 Softgels

Artistry Skin Nutrition™ Renewing Reactivation Eye Cream

Enjoy more youthful-looking eyes, all day, every day. Reduces the appearance of multiple visible signs of aging and stress: lines, wrinkles, loss of firmness, dryness, dark circles and puffiness.

Infused with Repair Complex – a blend of Nutrilite™-grown Spinach plus Turmeric and Tea Olive Flower and more – to moisten and protect, this luxurious, cushioning eye cream is the way to pamper your eyes.

- **Nutrilite™ White Chia Seed, grown on our own farms, and its potent plant-based nutrients help visibly nourish and protect skin's healthy beauty.**

123784 15 g/0.5 oz.



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*Compared to fish oil without absorption technology.

Selling in 5 easy steps.

1. Discover products you love.

Get to know high-quality Nutrilite™ 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™ products you love, all in one place.

3. Grow For More 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. Use our Wellness Recommender to guide customers to the right products for their needs.

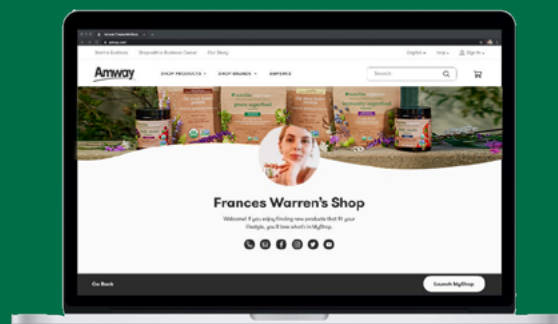
5. Serve your customers.

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
NUTRILITE™ VISION HEALTH, 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 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

Grow For More 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™ Vision Health in-person learning presentation

Learn all of the features, benefits and tips to help you sell Nutrilite™ Vision Health 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 NUTRILITE™ VISION HEALTH,
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 feature on Amway website

Share ➔

Easily share product links from the 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™ Vision Health resources

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

Share with customers.



Nutrilite™ Vision Health Shareable Videos

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

Wellness Recommender

Use this valuable [online tool](#) to guide your customers to the best food, product and health recommendations to meet their goals.

Rock your Social Media

Connect with your online community, share your favorite Nutrilite™ 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 #nutrilite



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 AMWAYPROMISE™ and more.



Scan here to learn more about AMPERKS



Scheduled Orders

Make reordering easier 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

AMWAYPROMISE™

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 some products. Additional restrictions, exclusions and fees may apply. For complete details visit Amway.com and search: AmwayPromise.

Frequently Asked Questions

WHO MAY BENEFIT FROM CONSUMING THIS PRODUCT?

Adults interested in vision health supplementation, looking for healthy aging eye benefits and nutrients that help the eyes filter blue light in a convenient softgel can greatly benefit from Nutrilite™ Vision Health.†

WHAT IS A CAROTENOID AND WHAT IS ITS FUNCTION?

Carotenoids are what give plants, fruits and vegetables their pigments, producing the bright yellow, red and orange colors. Carotenoids act as a type of antioxidant to the body.

WHAT ARE THE POTENTIAL BENEFITS OF USING THIS PRODUCT AS RECOMMENDED?

Nutrilite™ Vision Health provides a convenient one softgel-a-day regimen to supplement your diet with natural Carotenoids for visual health support.† Taking this supplement daily can help support eyes exposed to UV or blue light, support visual focus, deliver a source of essential vitamin A to support healthy eyesight and provide additional antioxidant support against oxidative stress.†

HOW SHOULD NUTRILITE™ VISION HEALTH BE TAKEN?

Take one softgel, once a day. It can be taken with a meal or on an empty stomach, depending on the user's preference.

WHY ARE THE SOFTGELS ORANGE IN COLOR?

The softgel shells are made with a unique and innovative process that allows us to add a natural Beta-Carotene-based color. This process causes the softgels to be a beautiful, rich, orange color that matches the orange-colored Carotenoids provided inside the softgels.

HOW DO I KNOW IF MY CUSTOMER SHOULD TAKE NUTRILITE™ VISION HEALTH OR n* BY NUTRILITE™ EYE MOJO?

Using the comparison chart on page 7 will help you determine the needs of your customer. Ask questions about their preference in taking softgels vs. gummies or what benefits they want from their vision supplement. If they're looking for benefits for healthy aging eyes and nutrients that help the eye filter blue light and are okay taking a softgel, then Nutrilite™ Vision Health is the right choice for them.

ARE THERE ANY INTERACTIONS BETWEEN NUTRILITE™ VISION HEALTH AND CERTAIN MEDICATIONS?

Individuals who are taking prescription drugs or over-the-counter medications under supervised care should consult with their health care provider before using this product. Lycopene can interact with anti-coagulants and increase the risk of bleeding.

CAN NUTRILITE™ VISION HEALTH BE TAKEN WITH OTHER DIETARY SUPPLEMENTS?

Yes, it can be taken with other dietary supplements when consumed at the recommended dose provided on the labels. However, we highly recommend all consumers keep their health care provider informed of their dietary supplement use.

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