

APRIL 2021

Weekly Wins

Spring is so close we can feel it – spring forward with products aimed at helping customers feel good and live better! Weekly Wins provides *simple, specific* steps your group can follow to boost retail customer sales this month by taking advantage of timely product promotions and proven selling tools from Amway.



Amway

For existing IBOs only. Not for use with prospects.

For your meetings this month

WEEK 1

TOP TIPS FROM DIAMOND CLUB

Diamond Club 2021 recently wrapped – and the **Virtual Expo videos** are here to help you earn more with Verified Customer Sales! Discover brand new products and upcoming launches, plus incredible opportunities coming this year. Take advantage of selling tips to connect with customers in ways that keep them coming back for more.



WEEK 2

SPRING CLEANING

When spring arrives, so does the urge to clean and declutter. Step up to help customers keep their home clean with products that are safer for their space and everyone in it. **Amway Home™ products** are better, naturally, so customers can keep their home happy and healthy.

WEEK 3

SAVE AT THE TRAVEL CENTER

Introducing a new Amway Partner store – the **Amway Discount Travel Center!** Take advantage of 65% off room rates at 800,000 different lodging options worldwide – from tropical Caribbean beaches and cozy bed and breakfasts to desert-style vacation homes. Grab onto wholesale rates for air travel and car rentals to get where you're headed!



WEEK 4

INTRODUCING ARTISTRY SKIN NUTRITION™

LAUNCHING
APRIL 21!

Say hello to your new go-to products – **Artistry Skin Nutrition™**. Powered by skin science and plant-based nutrients, these healthy beauty products work like supplements for your skin. Artistry Skin Nutrition™ products are clean and versatile with seeing-is-believing results to help balance and hydrate your skin.

WEEK 5

CELEBRATE MOTHER'S DAY

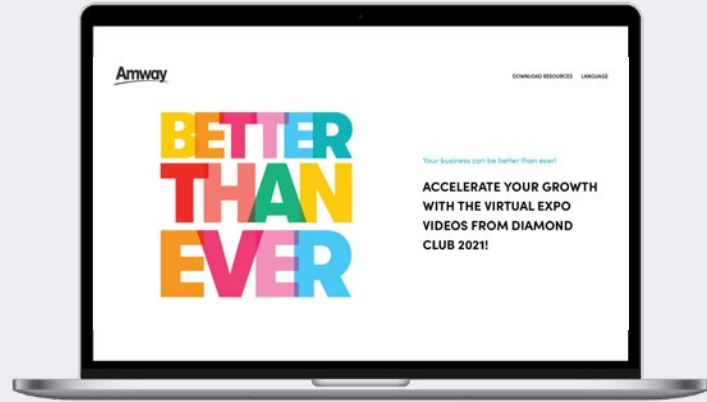
We've got a **gift guide** full of inspiration and gifts for all different types of moms – from active to pampered to trendy to always on the move. Share these products with customers and score more Verified Customer Sales!



WEEK 1

Top Tips from Diamond Club

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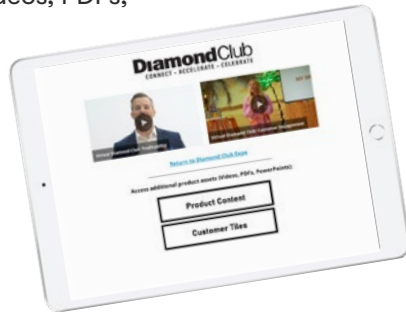


► FIND IT HERE

Visit diamondclub2021.com to watch!*

► TRY THIS

- As you watch, take notes on what you learn and tips you want to remember. Share your notes and ideas with your team!
- Be sure to check out the additional product assets – videos, PDFs, PowerPoints and more. Click “download resources” in the site menu.



► SHARE WITH CUSTOMERS

- Tell your customers about exciting new product launches from XS™, Nutrilité™ and Artistry™.
- Each week, try out a new digital tool mentioned in the videos, like MyShop digital storefront, the Share feature and AmPerks™ Customer Rewards Program – all created to help you engage customers.

► LEARN MORE

- Check out new videos from IBO Leaders. Hear their experiences and suggestions for elevating your business.
- Don't miss out on the Q&A videos where Amway experts answer IBO questions.



* diamondclub2021.com will only be accessible until April 31, 2021. Following April 31, visit amway.com/better-than-ever.



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WEEK 2

Spring Cleaning

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► FIND IT HERE

Visit [Amway.com](https://www.amway.com) to explore all home care products.

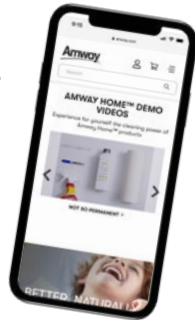
► TRY THIS

- Flip through the [Essential Home catalog](#) to learn what makes Amway Home™ products special – from dish drops to sprays to laundry detergent and more.
- Share your spring cleaning routine on social media† with photos and videos. Use the [#AmwayHome](#) hashtag.



► SHARE WITH CUSTOMERS

- Send an approved [demo video](#) in your texts, emails or direct messages to show the effectiveness of Amway Home™ products, like [No Stain Left Behind](#) or [Clarity](#).
- Help customers sign up for [DITTO™ Scheduled Orders](#) so they never run out of their favorite products!



► LEARN MORE

Up your knowledge by tuning into this [Amway™ Education](#) video – and share with your team.

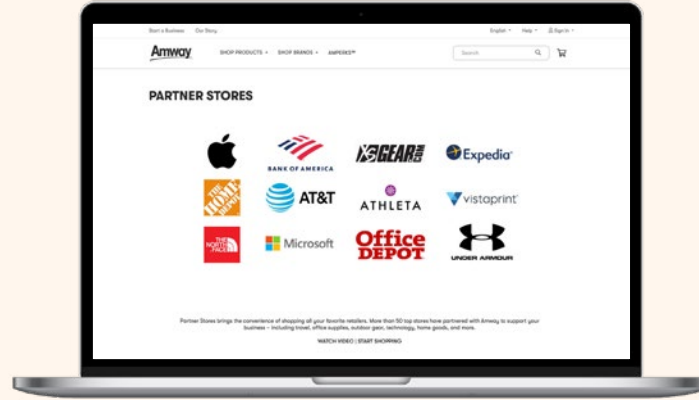
† At all times, adhere to Amway [Social Media Guidelines](#).



WEEK 3

Save at the Travel Center

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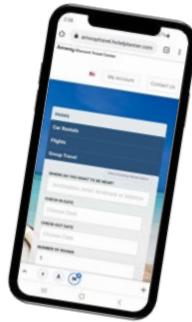


► FIND IT HERE

Discover more on [Amway.com](https://www.amway.com).

► TRY THIS

- Make a list of items you need for your business – whether it's technology, travel or print and shipping. Then visit the [Amway Partner Stores](#) site to browse over 50 retailers to save on while shopping.
- Looking to make travel plans this spring? Head to the Travel Center to get big-time discounts. Find it here: [Amway Partner Stores > Start Shopping > Categories > Travel > Amway Travel Discounts](#).



► SHARE WITH CUSTOMERS

- Traveling for business? Head to social media[†] to chat about how you care for your immunity on the go, highlighting your favorite [Nutrilite™ products!](#)
- Ordering new active wear? Make a post about your workout and the [XS™ products](#) you use to fuel performance.

► LEARN MORE

Uncover more about all the business benefits of shopping from Amway Partner Stores in this [video](#).

[†] At all times, adhere to Amway [Social Media Guidelines](#).



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LAUNCHING APRIL 21!

WEEK 4

Introducing Artistry Skin Nutrition™

Say hello to your new go-to products – **Artistry Skin Nutrition™**. Powered by skin science and plant-based nutrients, these healthy beauty products work like supplements for your skin. Artistry Skin Nutrition™ products are clean and versatile with seeing-is-believing results to help balance and hydrate your skin.



Starting April 21, buy a full-size Artistry Skin Nutrition™ cleanser, toner and moisturizer and receive a mini set for \$14. Plus a Mother's Day special! Purchase the Hydrating Eye Gel Cream and enjoy a jade roller for \$12.50*

► FIND IT HERE

See all Artistry Skin Nutrition™ products on Amway.com.

► TRY THIS

- Get familiar with this new collection by reviewing the [Healthy Beauty catalog](#) and Insider's Guide (available on Resource Center April 21).
- Take the Artistry™ Virtual Beauty app** skincare assessment to learn what products are right for you!
- It's time to refresh your [MyShop](#) with Artistry Skin Nutrition™ products!



► SHARE WITH CUSTOMERS

- Make someone smile by sending a Customer-Facing Product Tile in your messages. Find them all on the [Resource Center](#).
- Send “How To” videos – packed with tips for how to use Artistry Skin Nutrition™ products. Available on [YouTube](#)† April 21.
- Don't forget how easy the [Share feature](#) makes selling – the sale is always attributed to you!

► LEARN MORE

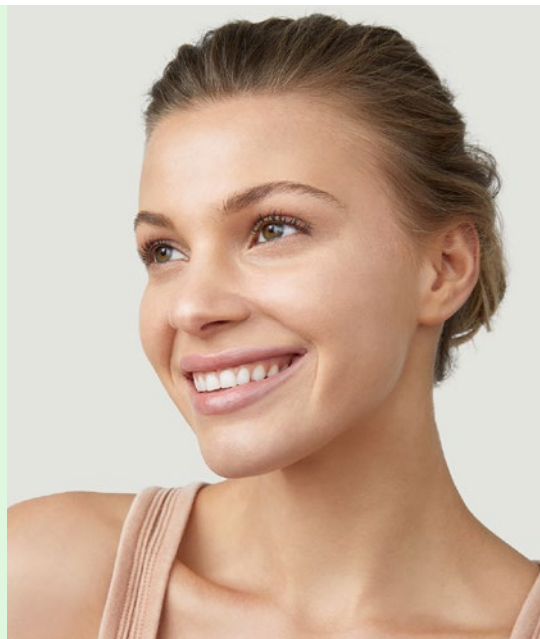
Check out the Artistry Skin Nutrition™ [In-Person Learning presentation](#) (available April 21).



* While supplies last.

** Available for iOS™ and Android™.

† YouTube™ is a registered trademark of Google LLC. Android is a trademark of Google LLC. iOS™ is a registered trademark of Apple Inc.



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WEEK 5

Celebrate Mother's Day

We've got a **gift guide** full of inspiration and gifts for all different types of moms – from active to pampered to trendy to always on-the-move. Share these products with customers and score more Verified Customer Sales!



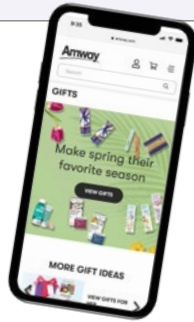
► FIND IT HERE

Head to [Amway.com/gifts](https://www.amway.com/gifts) for the Mother's Day gift guide.

► TRY THIS

Understand these customer profiles to help people spoil the moms in their life:

- **Active Mom** – Loves wearing athleisure to hit the gym or trails and prefers quick, easy ways to recharge.
- **Pampered Mom** – Is a giver who's always helping others and deserves some pampering.
- **Trendy Mom** – Knows what's cool and relevant; eager to try the latest and greatest.
- **Mom On-The-Go** – Between meetings, events and games, this busy mom needs to be ready for anything.



► SHARE WITH CUSTOMERS

Now that you have your customers identified... share these products!

- Artistry Studio™ Skin Clean Start Micellar Makeup Remover + Cleanser wipes and XS™ Protein Pods are perfect for active moms.
- Moms who need some pampering will love the Artistry™ Brightening Mask, Artistry Studio™ Skin Pampered Pout Lip Balm + Overnight Mask and n* by Nutrilite™ Take a Sec Tea.
- For totally on trend moms, n* by Nutrilite™ Collagen Shot, Artistry Studio™ Hydro-Prime and Artistry Studio™ LA 2-in-1- Face Highlighter make great gifts.
- XS™ Twist Tubes and n* by Nutrilite™ Slay the Day Gummies provide energy and hydration for super busy moms.

► LEARN MORE

Get the details on all these must-haves for mom in the Spring Mini Catalog!

