

# MARCH 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: SPRING MINI CATALOG

Come on, get happy! The new **Spring Mini Catalog** is full of products customers can use to be their happy, best selves. Highlighting must-have products from Artistry™, XS™, Nutralite™ and Amway Home™, made to help support, pamper and fuel customers' unique lifestyles – whether they crave constant adventure, wellness and beauty – or love a little bit of everything.



## WEEK 2: HELLO LOS ANGELES!

AVAILABLE  
MARCH 10!

Get ready for LA vibes and say hello to **Artistry Studio™ Los Angeles!** This super-sellable beauty collection has everything – dreamy scents, glowy lips, dewy cheeks, luminous eyes and camera-ready brows. Your customers will look sun-kissed and feel amazing!

## WEEK 3: MAINTAINING HEALTHY HABITS

As customers continue to focus on their wellbeing, **National Nutrition Month** is the perfect time to help them stay on track! With the right nutrition, exercise and supplements to fill in the gaps, customers can feel empowered and crush their wellness goals – and look to you for support!



## WEEK 4: GROW YOUR BUSINESS

Selling to retail customers is the heart of the Amway business. And **Verified Customer Sales (VCS)** are the key to optimizing your earning potential. There has never been a better time to grow your business by teaching your team to verify every sale, every time. Make the most this month!

## WEEK 5: TURMERIC GUMMIES

AVAILABLE  
MARCH 24!

Help promote joint and overall health<sup>†</sup> with new **Turmeric Gummies** from n\* by Nutralite™! Turmeric, an ancient, powerful herb, helps support the body from the inside out<sup>†</sup>. Customers can reap health benefits from a tasty pineapple coconut gummy – the perfect companion to the n\* by Nutralite™ Turmeric Spiced Latte.



<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.



# SPRING MINI CATALOG

Come on, get happy! The new **Spring Mini Catalog** is full of products customers can use to be their happy, best selves. Highlighting must-have products from Artistry™, XS™, Nutrilite™ and Amway Home™, made to help support, pamper and fuel customers' unique lifestyles – whether they crave constant adventure, wellness and beauty – or love a little bit of everything.

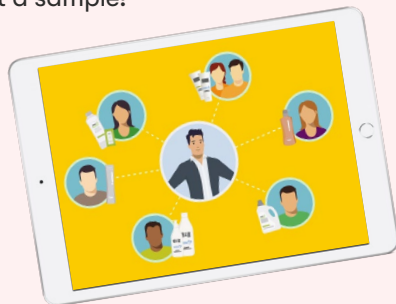


## ► FIND IT HERE

Buy 10-packs of the Spring Mini Catalog on [Amway.com](http://Amway.com).

## ► TRY THIS

- Set your sights on connecting with **three** customers:
  - Pick three people to reach out to and share the digital catalog. Let them know what products you think they'd love.
  - Follow up in a few days to see if they found what they're looking for, have questions or want a sample!



## ► SHARE WITH CUSTOMERS

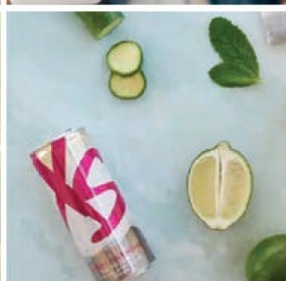
- You can score Verified Customer Sales with wow-worthy products in the Spring Mini! Be sure to have customers check out:
  - Artistry Studio™ LA makeup (available March 10)
  - Artistry Skin Nutrition™ skincare (coming soon!)
  - XS™ Sparkling+ Water
  - n\* by Nutrilite™ shots, effervescent tablets and turmeric latte
- Let customers know about the Healthy, Happy You Sweepstakes. They can enter for a chance to win a sampling of Spring Mini products, valued at \$500!\*



## ► LEARN MORE

Interested in learning more? Check out these courses: Artistry Studio™ Skincare, Artistry Studio™ LA, Amway Home™, XS™ Sparkling+ Water and n\* by Nutrilite™.

\* Healthy, Happy You Sweepstakes sponsored by Amway Corp. No purchase necessary. See [Amway.com/sweepstakes](http://Amway.com/sweepstakes) for sweepstakes rules and complete list of products included in prize package. Four winners will be chosen each month from March through August 2021.





AVAILABLE  
MARCH 10!

# HELLO LOS ANGELES

Get ready for LA vibes and say hello to **Artistry Studio™ Los Angeles!** This super-sellable beauty collection has everything – dreamy scents, glowy lips, dewy cheeks, luminous eyes and camera-ready brows. Your customers will look sun-kissed and feel amazing!



STARTING MARCH 24,  
SPEND \$75 AND RECEIVE  
A FREE BEACH TOTE  
AS A GIFT!

### ► FIND IT HERE

Get all products on [Amway.com](http://Amway.com).

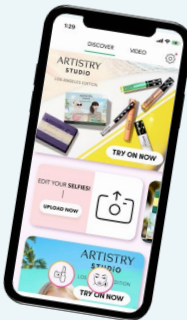
### ► TRY THIS

- Be sure to check out the **Artistry Studio™ LA Insider's Guide** for tons of useful info to help you identify and connect with customers.
- Do a poll on your Instagram<sup>®†</sup> Stories asking which product customers want to see a demo of! Share your own or find Get the Look videos on the Resource Center.



### ► SHARE WITH CUSTOMERS

- Spread the love with the Artistry™ Virtual Beauty App (iOS<sup>®††</sup>, Android<sup>™†††</sup>) so customers can “try on” LA products and discover their California glow.
- Share the tutorials found on the Artistry™ YouTube<sup>™†††</sup> [playlist!](#) Customers can learn about Artistry Studio™ LA products and how to use them to achieve the perfect look.



### ► LEARN MORE

Check out the Artistry Studio™ LA [in-person learning presentation](#) – learn and teach your team!

\* At all times, respect [Amway Social Media Guidelines](#).

† Instagram<sup>®</sup> is a registered trademark of Instagram, LLC.

†† iOS<sup>®</sup> is a registered trademark of Cisco Technology, Inc. Android<sup>™</sup> is a registered trademark of Google LLC.

††† YouTube<sup>™</sup> is a registered trademark of Google LLC.



For existing IBOs only. Not for use with prospects.



# MAINTAINING HEALTHY HABITS

As customers continue to focus on their wellbeing, **National Nutrition Month** is the perfect time to help them stay on track! With the right nutrition, exercise and supplements to fill in the gaps, customers can feel empowered and crush their wellness goals – and look to you for support!

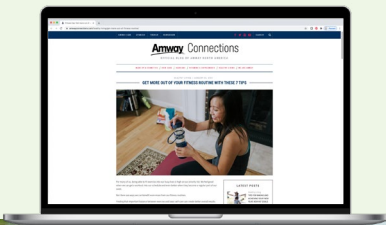


## ► FIND IT HERE

Check out [nutrition](#) and [exercise](#) products on Amway.com.

## ► TRY THIS

- Be the example! How are you leading a healthier life? Make a list of what you're doing now or how you're planning to step up your game. Share the list with your customers as you chat all things healthy living. Be specific about goals, products and desired results!
- Read through these blogs for inspiration: [Get More Out Of Your Fitness Routine with These 7 Tips](#), [Why You Should Add Elderberries to Your Diet](#) and [Clean Eating Hacks for Busy People](#).



## ► SHARE WITH CUSTOMERS

- Take advantage of the Amway.com [Share feature](#) to send product page links – that way you get credit for every Verified Customer Sale.
- Shine the spotlight on key healthy nutrition products on your MyShop digital storefront...
  - Like the immunity supporters: [Nutralite™ Immunity Defense](#), [Nutralite™ Men's](#) and [Women's Packs](#) and [n\\* by Nutralite™ Go Shield Fizzy tablets](#) and [gummies](#)!
  - And high performance all stars: [XS™ Protein Pods](#) and [Muscle Multiplier†](#).



## ► LEARN MORE

In the [Optimal Health catalog](#), you'll find product features and key insights about healthy living.

\* 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.

† When combined with regular weight/resistance training and a healthy, balanced diet.





# GROW YOUR BUSINESS

Selling to retail customers is the heart of the Amway business. And **Verified Customer Sales (VCS)** are the key to optimizing your earning potential. There has never been a better time to grow your business by teaching your team to verify every sale, every time. Make the most this month!

**ONLY Verified Customer Sales are eligible for discretionary:**

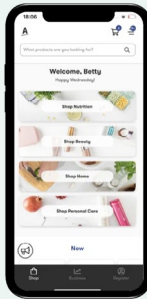
- Customer Sales Incentive
- PV/BV Uplift Program
- Fast Track Incentives

## ► FIND IT HERE

Discover tools and resources at [amway.com/better-than-ever](http://amway.com/better-than-ever).

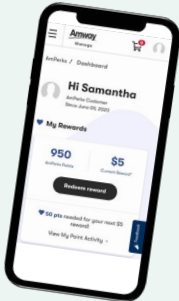
## ► TRY THIS

- Download the new Amway™ App, for IBOs only. It allows you to sell easily on the go with the Create a Receipt tool. Plus, you can keep track of your Verified Customer Sales and restock your customer favorites, in one place! Available for [iOS†](#) and [Android‡](#).
- When selling, be sure to capture a unique, valid mobile phone number for your customer. Also, make sure every product sold from inventory can be found in your inventory list.



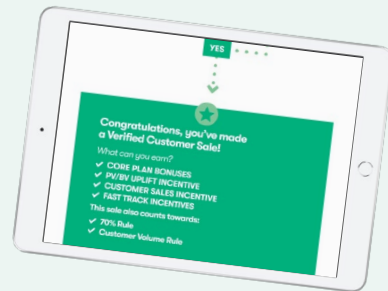
## ► SHARE WITH CUSTOMERS

- Update your [MyShop](#) to reflect products that are new or trending – and spread the word about your digital shop by sending links to customers.
- Loyalty programs attract and retain customers of all types. Help them get in on perks and benefits with the [AmPerks™](#) Customer Rewards Program.



## ► LEARN MORE

Watch this short [video](#) to learn what does and does not qualify as VCS – then share with your team!



† iOS® is a registered trademark of Cisco Technology, Inc. Android® is a registered trademark of Google LLC.





# TURMERIC GUMMIES

Help promote joint and overall health† with new **Turmeric Gummies** from n\* by Nutrilite™! Turmeric, an ancient, powerful herb, helps support the body from the inside out†. Customers can reap health benefits from a tasty pineapple coconut gummy – the perfect companion to the n\* by Nutrilite™ Turmeric Spiced Latte.

AVAILABLE  
MARCH 24!



## ► FIND IT HERE

Purchase gummies on [Amway.com](http://Amway.com).

## ► TRY THIS

- Have customers that love their morning Turmeric Spiced Latte? Be sure to mention there's something new they'd like!
- Check out this competitive comparison card so you're ready to sell and earn.

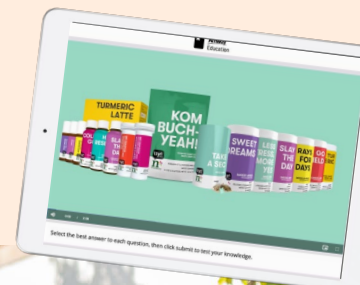


## ► SHARE WITH CUSTOMERS

- Send the Turmeric Gummies product page using the Share feature. Sales get attributed to you!
- If your customers are interested, but not ready to purchase... offer a sample!
- After customers place an order, ask if they want to sign up for DITTO™ delivery so they never run out. n\* by Nutrilite™ gummies were designed to be a one monthly supply – ideal for DITTO™.

## ► LEARN MORE

Find more information in the Getting to know n\* by Nutrilite™ Amway™ Education course.



† 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.

