

OCTOBER 2021

Weekly Wins

Autumn has arrived – and so have new opportunities to connect with customers!

Help them make the best of the season with new products fit for a happy, healthy lifestyle. 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

REWARD CUSTOMER SHOPPING

Show your customers some love and help them discover new favorite products when they earn rewards! The **AmPerks™ Customer Rewards Program** offers personalized product recommendations, risk-free returns through the Amway Promise and is free for your registered customers to enroll.



Launching
October 20!



WEEK 2

RELIEVE OCCASIONAL STRESS

Help customers find their inner calm. **Nutrilite™ Stress Relief Probiotic** fights occasional stress from the inside out.* It combines the power of two clinically supported probiotic strains with a unique melon concentrate, naturally rich in one of the body's antioxidant defense systems. These ingredients help combat occasional emotional and mental fatigue, all while maintaining a healthy gut.

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, prevent or cure any disease.

WEEK 3

ARTISTRY STUDIO HOLIDAY GIFT SETS

Score more VCS with **Artistry Studio™ Duo Gift Sets!** Both sets feature beauty-packed best sellers! Customers can get perfectly pampered lips with the Studio Skin Lip Duo, and amplify lashes with the Studio Skin Lash Duo! Both sets are the ideal present for all the beauty lovers in your customers' lives.

Available starting
October 20 -
limited edition!



WEEK 4

ATMOSPHERE MINI

The clear choice for clean air! The brand new **Atmosphere™ Mini** removes 99.99% of allergens and over 300 contaminants from air passing through the unit. Plus, it's effective up to 200 square feet – perfect for bedrooms and apartments. Give customers peace of mind about the quality of their air.

New
October 20!



WEEK 1

Reward Customer Shopping

Show your customers some love and help them discover new favorite products when they earn rewards! The **AmPerks Customer Rewards Program** offers personalized product recommendations, risk-free returns through the Amway Promise and is free for your registered customers to enroll.



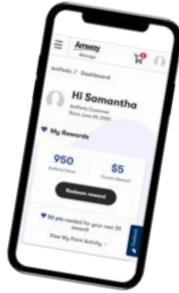
AmPerks Sweepstakes!

Customers who opt-in to AmPerks between Aug. 1, 2021 and Feb. 28, 2022, are automatically entered for a chance to win 1,000 AmPerks points! 10 winners are selected each month!

[See rules](#)

► FIND IT HERE

Visit the [AmPerks page](#) or amway.com/better-than-ever/experience.



► TRY THIS

- There are seven ways customers can earn AmPerks points! Find the list [here](#).
- Did you know? AmPerks members generate 91% greater 12-month customer value than those not enrolled.* Make a list of customers to introduce to the AmPerks program.

* June 2021 Internal Data

► SHARE WITH CUSTOMERS

- Discuss AmPerks with *new customers* and check in with existing DITTO™ customers. They can enjoy risk-free returns and promotions, such as double points and free ground shipping on orders \$99 and above.
- Send this [video](#) to customers so they can learn more before signing up.

► LEARN MORE

Learn the ins and outs of AmPerks in this [course](#).



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WEEK 2

Relieve Occasional Stress

Launching
October 20!



Help customers find their inner calm. **Nutrilite Stress Relief Probiotic** fights occasional stress from the inside out.* It combines the power of two clinically supported probiotic strains with a unique melon concentrate, naturally rich in one of the body's antioxidant defense systems. These ingredients help combat occasional emotional and mental fatigue, all while maintaining a healthy gut.

► FIND IT HERE

Purchase Nutrilite Stress Relief Probiotic on [Amway.com](https://www.amway.com) (available Oct. 20).

► TRY THIS

- Curate a list of busy, on-the-go customers who might need extra support. Make a plan to reach out.
- Try the Stress Relief Probiotic for yourself to prepare your testimonial.

► SHARE WITH CUSTOMERS

- Enhance your selling conversation by sending a Customer-Facing Product Tile or sharing the product page link in a text or direct message (download from the Resource Center).
- Tell customers to skip the reordering hassle with DITTO™ Scheduled Orders. Help them get set up!



► LEARN MORE

Learn more about creating a testimonial in this course.



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WEEK 3

Artistry Studio Holiday Gift Sets

Score more VCS with **Artistry Studio Duo Gift Sets!** Both sets feature beauty-packed best sellers! Customers can get perfectly pampered lips with the Studio Skin Lip Duo, and amplify lashes with the Studio Skin Lash Duo! Both sets are the ideal present for all the beauty lovers in your customers' lives.



► FIND IT HERE

See the gift sets on Amway.com (available Oct. 20).

► TRY THIS

- Check out the [Healthy Beauty](#) catalog for helpful product talking points. Jot down notes to share during selling conversations.
- Secure credit for every sale by following [this chart](#).



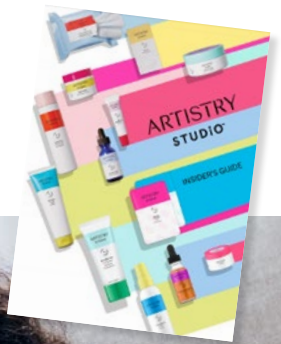
► SHARE WITH CUSTOMERS

Introduce beauty lovers to these incredible products:

- Lips get the ultimate spa treatment with [Studio Skin Lip Duo](#) – the Polished Pout and Pampered Pout (available Oct. 20).
- [Studio Skin Lash Duo](#) bundles the Mascara Base Primer and Lash Boosting 3-in-1 Mascara to make eyes pop (available Oct. 20)!

► LEARN MORE

Get to know [Artistry Studio Skin](#) with the Insider's Guide.



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WEEK 4

Atmosphere Mini

The clear choice for clean air! The brand new **Atmosphere Mini** removes 99.99% of allergens and over 300 contaminants from air passing through the unit. Plus, it's effective up to 200 square feet – perfect for bedrooms and apartments. Give customers peace of mind about the quality of their air, and get VCS!

New
October 20!



► FIND IT HERE

Check out Atmosphere Mini on [Amway.com](https://www.amway.com) (available Oct. 20).

► TRY THIS

- Watch the videos on the [product page](#) (available Oct. 20) so you can talk about Atmosphere Mini with confidence!
- Get the full story on clean air in the [Clean Home](#) catalog.



► SHARE WITH CUSTOMERS

- Send your customers the Atmosphere Mini product page link with the [Share](#) feature and a Customer-Facing Product Tile via text or direct message (download from the Resource Center).
- Let customers know they can connect to the Atmosphere app* to easily monitor and manage the air inside their room from anywhere.



► LEARN MORE

Complete this Amway™ Education [course](#).

* Available for iOS®¹ and Android™²

¹ iOS® is a registered trademark of Cisco Technology, Inc. Android™ is a registered trademark of Google LLC.

