

 NUTRILITE™

Men's and Women's
Daily Multivitamin

INSIDER'S GUIDE



 NUTRILITE®



Men's Daily
22 Essential Vitamins & Minerals
Immunity | Energy | Muscle | Heart
GLUTEN-FREE, VEGETARIAN
DIETARY SUPPLEMENT

1 TABLET, 1X A DAY
90 TABLETS

 NUTRILITE®



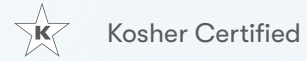
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Guide to symbols



Kosher Certified



Halal



Dairy Free



Vegetarian



Gluten Free



NSF Certified

The market and your opportunity.

Men and women are concerned they're not getting enough nutrition from their diet. Many believe they can manage their health with the addition of supplements. They are looking for their multivitamin to be **vegetarian, plant-based** and have **organic ingredients**. Nutrilite™ Men's and Women's Daily Multivitamins fit the bill, plus they offer **personalized benefits** to address men's and women's needs while supporting overall health.



Over 50%
of U.S. households use a multivitamin.*



Over 70%
of customers purchased personalized men's and women's multivitamins.**



Multivitamins represent a **\$6.2 BILLION** opportunity†

55%
of men under 35 believe they can manage many of their health issues by taking vitamins, minerals and other supplements.††



60%
of women under 35 do not feel they get enough nutrition in their diet.‡

*Nielsen Panel 2020.

**Source: Nielsen 52 Weeks Ending Dec 2019.

†Euromonitor, 2020

††Source: NMI, 2020.

‡Source: NMI, 2020.

Nature's goodness you can trace.

Whether plants are grown on our own certified organic farms or on our partner farms, you can rest assured of nature's purity in our products. And, have peace of mind that our supplements are safe for you and your family.



Our Farm Story – It's Organic

Nourished by soil and sun on nearly 6,000 acres of Nutrilite™ certified organic farms*, the seeds we plant are harvested and handled with the utmost care. It's where we grow the **organic Purple Carrot** and **organic Cranberry** found in our Men's and Women's Daily Multivitamins.

Nutrilite™ is the only global vitamin and dietary supplement brand to grow, harvest and process plants on its **own certified organic farms**.* We use no pesticides or chemicals. Good for the soil, plants, products and people.

A plant-forward mindset is behind every product.

Every Nutrilite™ product harnesses the **power, purity and richness of nature**. As nutrition experts and nutrient pioneers, our goal is to develop innovative solutions that provide health benefits from **whole plant concentrates**.

The Nutrilite brand promises to do the right thing for you and your family by bringing goodness you can trust.

**From Seed to Supplement. From Earth to Experience.
For Every Person. Everywhere.**

*Euromonitor International Limited, www.euromonitor.com/amway-claims.

Nature's goodness you can trust.

Everything starts with a seed – pure and honest, healthy and good – as we strive to fill nutritional gaps, support wellness goals and make a difference in your world.

Backed by science and our nutrition expertise.

We care so much for the seeds that we give each plant a birth certificate and meticulously maintain levels of nutrients and purity throughout the entire process.

As nutrition experts and nutrient pioneers, we hold ourselves to the highest standards because it's all about you and your family. We have the **science and standards you can trust** as we help you meet your wellness needs. We follow every ingredient on a lifelong journey, fulfilling our promise to provide you with **pure, safe and effective supplements**.

Third-party certified.

Nutrilite™ Men's and Women's Daily Multivitamins contain plant-based ingredients that have **no artificial colors, flavors or preservatives**. They're also tested by NSF International, one of the world's leading independent testing labs, using a rigorous process to certify product safety.



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

Nutrilite Men's Daily Multivitamin

Supports immunity, energy, muscle and heart health.†

Get him going every day with a dose of nourishing plant nutrients tailored specifically to support men's immunity, energy, muscle and heart health needs.† And to fill any gaps he might have in his diet with our very own plant-based nutrients.

Contains 22 essential vitamins and minerals + 200 mg of organic plant nutrients – Tomato, Purple Carrot, Acerola Cherry, Elderberry and Turmeric.

Six essential vitamins and minerals such as 100 mg of vitamin C plus vitamins A, D, Zinc, Selenium and Copper to support **immune health**.†

Nutrients from all 8 essential B vitamins plus Calcium, Iodine, Zinc, Manganese and Copper help support his **energy**.†

Vitamin D, Calcium and Magnesium support **muscle health**.†

Vitamin B1 and Magnesium team up to support **heart health**.†

125557 90 Tablets



†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.



Nutrilite Women's Daily Multivitamin

Supports immunity, energy, eye and bone health.†

Start every day with a dose of nourishing plant nutrients tailored specifically for a women's life and how she really lives it. Support her unique immunity, energy, eye and bone health needs† – and fill her nutrient gaps at the same time.

Contains 23 essential vitamins and minerals + 200 mg of organic plant nutrients – Cranberry, Purple Carrot, Acerola Cherry, Elderberry and Pomegranate.

Six essential vitamins and minerals such as 100 mg of vitamin C plus vitamins A, D, Zinc, Selenium, and Copper to support **immune health.†**

Nutrients from all 8 essential B vitamins plus Calcium, Iodine, Zinc, Manganese and Copper help support her **energy.†**

Vitamins A and B2 support **eye health.†**

Vitamins D and K, Zinc and Manganese support **bone health.†**

125559 90 Tablets






†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.



A quick study of Nutrilite Daily Multivitamins.

Nutrilite™ Men's & Women's Daily multivitamins contain essential vitamins and minerals + **200 mg of organic plant nutrients**, which are traceable, from Nutrilite certified organic farms and partner farms to bring more personalized benefits. Use the comparisons below to help transition your current customers to the new multivitamins.

	Previous Daily <i>No longer available.</i>	Women's Daily	Men's Daily
Addresses Top Key Health Benefits	Antioxidant protection against free radicals.†	Designed for women. Supports immunity, energy, eye, and bone health.‡	Designed for men. Supports immunity, energy, muscle and heart health.‡
# of Vitamins & Minerals	24	23	22
Plant Nutrients	75 mg (Alfalfa, Watercress, Parsley, Acerola Cherry)	Organic 200 mg (Cranberry, Purple Carrot, Acerola Cherry, Elderberry, Pomegranate)	Organic 200 mg (Tomato, Purple Carrot, Acerola Cherry, Elderberry, Turmeric)
Certifications			
Free From	<ul style="list-style-type: none"> • gluten • artificial colors • artificial flavors • preservatives 	<ul style="list-style-type: none"> • gluten • dairy/lactose • artificial colors • artificial flavors • preservatives 	<ul style="list-style-type: none"> • gluten • dairy/lactose • artificial colors • artificial flavors • preservatives
Vegetarian	No	Yes	Yes

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Cross sell with Artistry Skin Care and more.

Current Nutrilite™ customers have already established a daily supplement routine. Now they can include a plant-based skin care routine using **Artistry Skin Nutrition™ products** that are clean and infused with botanicals sustainably grown on our own Nutrilite farms.

Customers can now find a personalized Solution routine for their skin – Cleanse, Tone, Treat, Moisturize – to help them achieve their healthiest-looking skin yet.

Your customers can choose from four Solutions – Balancing, Hydrating, Renewing and Firming – or mix and match to meet their needs. After all, the best skin begins with the best nutrients!



Nutrilite MyPacks

For customers who want more out of their supplements, suggest the Men's ([123365](#)) and Women's ([123372](#)) MyPacks. Each includes the new Daily Multivitamin along with additional supplements to address other concerns in convenient, individually wrapped packets.

New Men's and Women's Daily Multivitamins in packs coming Winter 2021/2022.



Unleash the power of customers.

Nutrilite™ Men's and Women's Daily Multivitamins were created specifically with your selling journey in mind – to give customers the hottest new products they want and make selling easier to help you grow your business!

Products customers want to buy.

Nutrilite Men's and Women's Daily Multivitamins meet the specific needs of men and women who are looking to support their health with simple, plant-based supplements that are free from gluten, dairy, artificial flavors, colors or preservatives and are vegetarian. These multi-benefit products are perfect for their fast-paced lifestyles.

At the right price.

It's not always enough to have exciting new products; they also need to come with an appealing price tag. Men's and Women's Daily products offer the value comparable to brands like Garden of Life®†, Vitamin Code®†, Nature's Way®† and Rainbow Light®†.

With a better customer experience.

You work hard to offer the best customer service from your business! We support you by offering amazing, personalized tools such as the Nutrition Recommender, 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.



†Garden of Life® is a registered trademark of Societe des Produits Nestle S.A. Societe Anonyme (SA). Vitamin Code® is a registered trademark of Societe des Produits Nestle S.A. Nature's Way® is a registered trademark of Nature's Way Products, LLC. Rainbow Light® is a registered trademark of Rainbow Light Nutritional Systems, LLC.

Selling in 5 Easy Steps.

1. Discover products you love.

Get to know Nutrilite™ Men's and Women's Daily Multivitamins. Use the [Nutrition Recommender](#) to find just what your customer needs, and develop a personal testimonial about your own story to share with your customers.

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. Better-Than-Ever selling support.

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

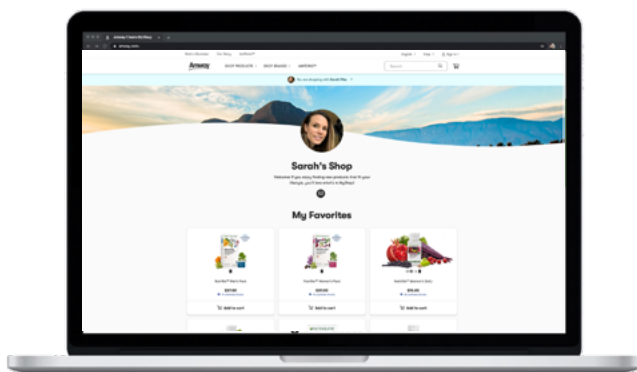
4. Share with customers.

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 the amazing new Nutrilite Men's & Women's Daily Multivitamins, now it's time to ...



Set up MyShop.

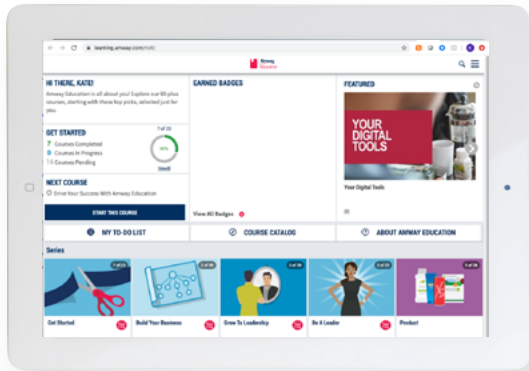
Create your free, customizable, digital storefront. It's an easy way to sell products, engage with customers and promote products – like Nutrilite – 24/7. Keep content updated regularly and share your MyShop with customers so they're always connected and shopping with you.



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 to learning with these resources – you’ve got this!



Amway Education

Watch how-to-sell videos to become an expert on Nutrilite™ multivitamin 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
SELLING COURSES



In-person learning presentation

Learn all of the features, benefits and tips to help you sell these 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](#).

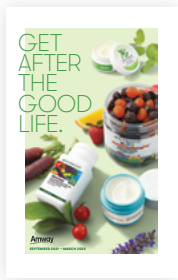


Scan here for access to
AMWAY EDUCATION



Share with customers.

Once you've learned all about the new Men's and Women's Daily Multivitamins and experienced them for yourself, you're ready to start sharing and selling.



Mini catalog

Now 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. You can also find it on Amway.com/publications.

Share ↗

Share feature on Amway website

Easily share product links and the new shoppable 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.



Customer tiles

Fun, promotional product images you can easily save to your smartphone's camera roll. Text or direct message them to customers to start a natural selling conversation. Use the branded backgrounds in your next online meeting to help enhance the overall experience. Available in the **Amway Resource Center**.

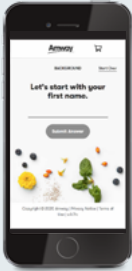
Create an Experience

Make it a **personalized experience** with a mini catalog tabbed just for them.

Share your **personal testimonial** with these products – it's your most powerful selling tool.



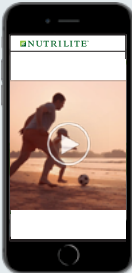
Share with customers.



Nutrition Recommender

Have your customer answer a few quick questions to uncover gaps in their current nutrition. Find the perfect products for them and place on order!

Check it out at [Amway.com/nutritionrecommender](https://www.amway.com/nutritionrecommender)



Nutrilite Shareable Videos

Exciting and encouraging Nutrilite™ videos you can share with your customers are available on the Men's and Women's Daily Multivitamin product pages.



Rock your Social Media

Connect with your online community of unstoppable, on-the-go customers. 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.



Know the Answers Before They Ask.



How is the Nutrilite Men's Daily Multivitamin tailored specifically for men?

The Men's Daily Multivitamin is designed to support the health needs of today's men such as immunity, energy, muscle and heart health.[†] This product includes essential vitamins and minerals for men's specific nutrient needs, such as higher levels of vitamin B, while the organic plant nutrients are specifically chosen for men: Tomato, Acerola Cherry, Purple Carrot, Elderberry and Turmeric.

How is the Nutrilite Women's Daily Multivitamin designed specifically for women?

The Women's Daily Multivitamin is designed to support the health needs of today's women: immunity, energy, eye and bone health.[†] This product includes essential vitamins and minerals for women's specific nutrient needs, including Iron, Calcium and vitamin K, while the organic plant nutrients are specifically chosen for women: Cranberry, Acerola Cherry, Purple Carrot, Elderberry and Pomegranate.

Nutrilite Men's and Women's Daily Multivitamins 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.

Are Nutrilite Men's and Women's Daily Multivitamins certified Kosher and Halal certified?

Nutrilite Men's and Women's Daily Multivitamins are certified Kosher and Halal certified.

Can I take the Women's Daily Multivitamin if I'm pregnant or nursing?

As with any dietary supplement, pregnant or nursing women are advised to consult with their physician before using this product.

Do these products contain any artificial colors/dyes, flavors or preservatives?

Men's and Women's Daily Multivitamins do not contain any artificial colors/dyes, flavors or preservatives.

Are these products vegetarian/vegan?

Men's and Women's Daily Multivitamins were designed to be vegetarian; however, they are not vegan.

Do these products have gluten or dairy?

Men's and Women's Daily Multivitamins are gluten, dairy and lactose free.

How should I store these products?

Men's and Women's Daily Multivitamins should be stored in a cool, dry place, away from sunlight and humidity.

Are the containers recyclable?

With the labels removed, the bottles can be recycled. It is PET, recycle code 1. Check with your local recycling facility to ensure recycling is available for this packaging waste.

[†]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.