

**Amway**

The Amway logo is centered on a dark gray background. It features the word "Amway" in a bold, white, sans-serif font. A white, curved underline is positioned beneath the text, starting from the left side of the 'A' and ending under the 'y'.

# Let's get to know Amway.

Our Presence

Our business

Our products

Our Legacy

Our Promise



**Our brand promise is helping people live better, healthier lives.**

# Our Presence

**#1**

Direct selling business

**\$7.7 billion**

2023 USD Sales

**1+ million**

Amway Business  
Owners

**450+**

Unique products

**16,000+**

Employees

**800+**

Patents

**60+**

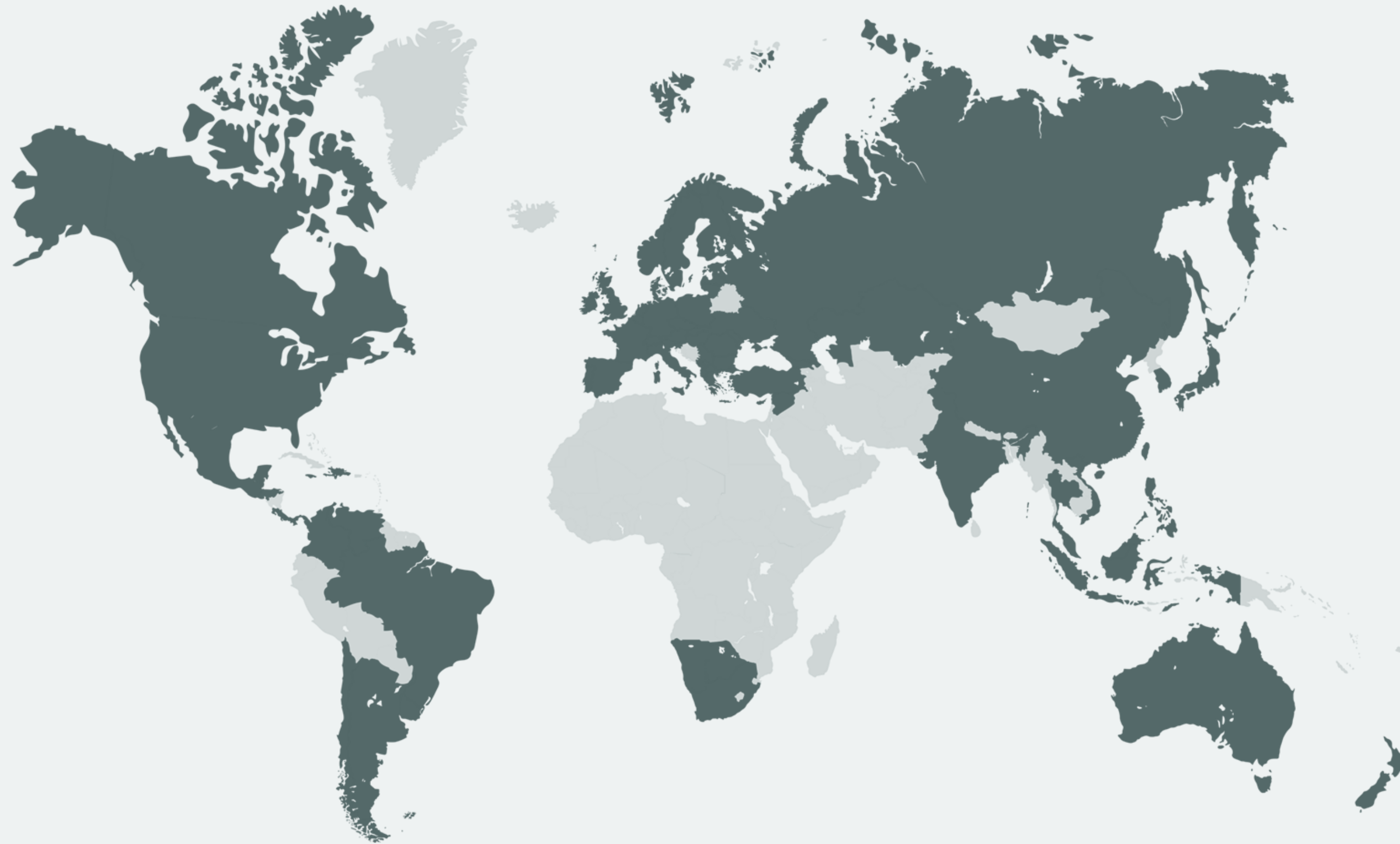
Languages

**100+**

Scientific laboratories



**You can now find Amway in more than  
100 countries and territories worldwide.**



# Our Business



## **Holistic approach towards Health and Wellbeing**

Health and Wellbeing are at the heart of what we do. Amway develops products, tools, and experiences that empower our business owners to address customer needs at every stage of their health and wellbeing journey. Our unwavering commitment to quality ensures satisfied customers and contented business owners. All Amway™ products—whether in Healthy Body, Health Skin, or Healthy Home—are backed by our 100% satisfaction guarantee.



## **It's a flexible business model.**

Amway Business Owners earn income by recommending and selling our high-quality products and building a team to do the same.

Our extensive range of personalized nutrition, beauty and home products support healthy, balanced and active lifestyles.





## It's a rewarding opportunity.

The Amway opportunity is a low-cost (no cost in some countries) independent business startup.

More than 1 million people around the world earn extra income for themselves and their families as Amway Business Owners.

Since 1959, Amway has paid out more bonuses and cash incentives to its distributors worldwide than any other direct sales company in history.\*

\* Source: Euromonitor International Limited [www.euromonitor.com/amway-claims](http://www.euromonitor.com/amway-claims)

# Our Products



# We're about healthy nutrition.

## The best of nature and science

The Nutrilite brand combines the best of nature with the best of science to provide vitamin, mineral and dietary supplements designed to fill nutritional gaps in your diet.

We offer plant-based products featuring phytonutrients from botanicals, many of which are from plants grown on our own certified organic farms.

Examples of Nutrilite products include Double X, All-Plant Protein Powder, BodyKey Weight Management, Truivivity and Nutrilite Kids.

# We know the science of healthy beauty.

Infused with nature, perfected by science

Artistry skincare and color cosmetics offer holistic solutions that are infused with nature, perfected by science and personalized for each user.

Our beauty brands also include Artistry Studio limited edition makeup collections, Satinique hair care, G&H personal care and Glister oral care products.





# We love a clean, healthy home.

## Healthy home, healthy planet

Amway helps make homes cleaner and safer with high-performing products for water and air purification, cooking and cleaning needs.

Home care products include eSpring water purifiers, Atmosphere air treatment systems, iCook cookware and Amway Home cleaning and laundry solutions.

# We push our boundaries.

## Experience more

The XS brand reflects the entrepreneurial spirit of Amway's founders by combining adventure and opportunity, coupled with products to help you experience more.

XS products are designed to optimize physical performance, including everything necessary for an active and adventurous lifestyle.



# We are unique.

## Personalization

Our products and solutions offer a combination of benefits that meet unique needs in different countries and cultures. There are 450 Amway products worldwide.

## Plant-based ingredients

We infuse plant nutrients, called phytonutrients, into our products to provide a wide range of health benefits. Many of these plants are grown on our own certified organic farmlands.





## Traceability

To give you confidence that you know where your ingredients come from, we trace every step of the journey our Nutrilite products take from seed to supplement to you.

## Quality and innovation

Nearly 1,000 scientists and expert technicians in research labs across the globe perform more than 500,000 quality evaluations each year to ensure all of our products are pure, safe and effective.



# Our Legacy

# This is our story.

Amway was founded in 1959 by entrepreneurial-minded friends Rich DeVos and Jay Van Andel. After exploring business ideas in cooking, flying, importing and more, they landed on the direct selling model that they would soon revolutionize, spreading the Amway opportunity to millions around the world.

## Vision

Helping people live better lives

## Values

Partnership, Integrity, Personal Worth Achievement, Personal Responsibility, Free Enterprise

## Founders Fundamentals

Freedom, Family, Hope, Reward

**Amway**





@joseph please change pic

# We take social responsibility to heart.

Solving global challenges and improving local communities

At Amway, we combine the best of our business with the passion of our people to support optimal health and well-being throughout the world.

Our Nutralite Power of 5 Campaign utilizes our expertise in nutrition to help fight childhood malnutrition, giving kids the essential nutrients they need to reach their fifth birthday—a critical milestone in mental and physical development.

# People is our Priority

Since our inception, people have remained our top priority. We offer simple solutions, foster vibrant communities, and empower knowledgeable Amway business owners.

Whatever you need to achieve your health and wellbeing goals, we're right there with you.

Amway supports our ABOs at every stage of their journey, from humble beginnings to hard-earned success.



# Our Promise



**Our goal is to deliver  
the most comprehensive  
customer service and  
consumer protections  
offering in the industry.**

### **Low-cost, low-risk business**

We promise zero purchase requirements and minimal sign-up fees for new business owners.

### **Satisfaction guarantee**

We ensure 100% satisfaction with our products or opportunity.

### **Product warranties**

We offer premium protection for our durable products like air treatment and water treatment systems and cookware.

### **Customer support**

We provide timely assistance for all Amway product and business inquiries.

### **The right to know**

We help ensure that business owners and customers are aware and understand our consumer protections and customer support, including policies like inventory buyback and cooling off periods.



[www.amway.sg](http://www.amway.sg)

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