



Powered by people.

GLOBAL IMPACT REPORT 2021

Amway[™]



Global Impact Report

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Introduction.

A Word from Milind Pant

About Amway

Amway at a Glance

A word from Milind Pant.

AMWAY CHIEF EXECUTIVE OFFICER

What makes Amway™ so special? As I look back on my three years here, the answer is clear to me. It is people. I have had the privilege to meet and learn from thousands of Amway employees and entrepreneurs across the globe in person before the pandemic, and then virtually, and now in person again. While reflecting on 2021, I think about the people who impacted Amway's business and impacted me personally. It leaves me feeling humbled, proud and energized.

Amway is powered by people, an incredibly diverse group bound together by our common desire to help people live better, healthier lives.

Amway is one of the most powerful ideas in the world. It is a timeless idea that combines an inclusive entrepreneurship opportunity: freedom for people to set their own path and goals with rewards that meaningfully improve people's economic situation and health and wellness.

In this report, you will read how, here at Amway, we are working to be more sustainable and more innovative as we develop products that help people live better, healthier lives—our purpose for more than 60 years. Behind the numbers, initiatives and strategies are the people who make it all possible, and many of their faces are featured in this report.

Everything we accomplished in 2021 was because of the dedication, passion and agility of Amway employees and Amway Business Owners across the world. The past few years have undoubtedly been challenging, as we continue to navigate a unique time in history together. Through it all, the passion and entrepreneurial spirit within Amway is stronger and more evident than ever. Our future truly is bright.





INTRODUCTION

About Amway

Who we are.

Amway is an entrepreneur-led health and wellness company based in Ada, Michigan, U.S.

We are committed to helping people live better, healthier lives across more than 100 countries and territories worldwide. According to Forbes magazine, we are among the Top 50 privately held, family-owned companies in the United States. Our top-selling brands are Nutrilite™, Artistry™ and XS™ —all sold exclusively by entrepreneurs who are known as Amway Business Owners (ABOs).

Amway was founded in 1959 by Rich DeVos and Jay Van Andel and quickly revolutionized the business model known as direct selling. Today, we continue to empower ABOs to be leaders in social commerce. Amway is the No. 1 direct selling business in the world, according to the 2021 Direct Selling News Global 100. In this Global Impact Report, you will learn about our commitment to helping people live better, healthier lives and our more than 60-year legacy of delivering innovative products to our customers.





INTRODUCTION

Amway at a Glance

AMWAY'S GLOBAL SALES IN 2021

\$8.9B

**AMWAY IS THE WORLD'S
NO. 1 DIRECT SELLING BUSINESS**

Ranked by the DSN Global 100, 2021 edition,
based on 2020 revenue.

AMWAY AT A GLANCE



NEARLY

15,000

employees around the world



1M+

Amway Business Owners
around the world



900+

patents and patents pending



14

Amway Scientific Advisors
who are global leading experts
in the fields of health, nutrition
and beauty who collaborate
with our internal experts to
advise on research activities,
offer scientific recommendations
and facilitate new collaborations
with leading institutions



100+

countries and territories
in which Amway operates

TOP 12 MARKETS

1. MAINLAND CHINA
2. UNITED STATES
3. SOUTH KOREA
4. JAPAN
5. THAILAND
6. TAIWAN
7. MALAYSIA
8. INDIA
9. RUSSIA
10. HONG KONG
11. VIETNAM
12. ITALY



6,000

acres of certified-organic
farmland in the U.S., Mexico
and Brazil, where we grow
and harvest plants using
sustainable, chemical-free
methods. [Click here to learn
more about our Nutrilite farms.](#)



NEARLY

800

employees are innovation
and science experts



People and culture.

[Our Stakeholders](#)

[Our Global Leadership Team](#)

[Our Principles](#)

[Diversity and Inclusion](#)

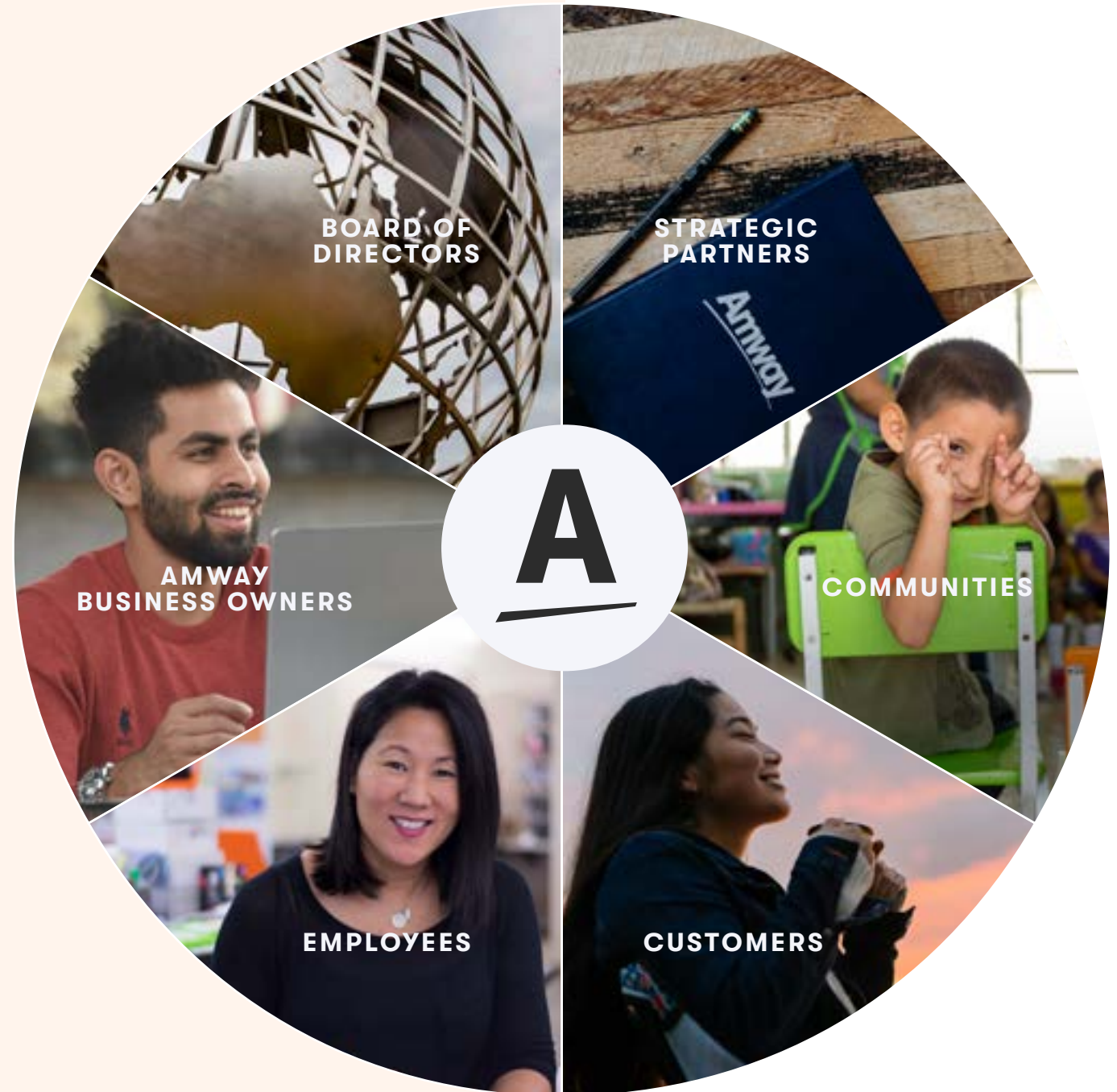


PEOPLE AND CULTURE

Our Stakeholders

People who power Amway.

At Amway, we believe in the potential that exists within all of us. Together, we shape Amway's future as a health and wellness company focused on empowering people and caring for our planet.





Our Global Leadership Team guides us from the heart.

The primary purpose of our **Global Leadership Team** is to accelerate our global strategy and deliver meaningful consumer and ABO experiences.



MILIND PANT
Chief Executive Officer



CLAIRE GROEN
Chief People Officer



ASHA GUPTA
Regional President, Asia &
Chief Strategy & Corporate
Development Officer



ASHISH KHAN
Chief Technology &
Platform Officer



MICHAEL NELSON
Chief Administrative
& Supply Chain Officer



JOHN PARKER
Chief Sales Officer
& Regional President West



Our leaders are focused on enhancing company culture, talent capabilities and identifying solutions.



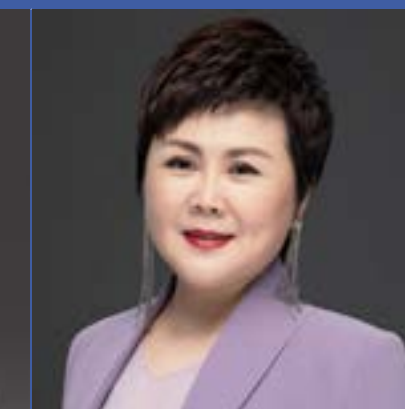
FRANÇOIS RENARD
Chief Marketing Officer



ANOUCHAH SANEI
Chief Innovation &
Science Officer



BECKY SMITH
Chief Financial Officer




FRANCES YU
President of Amway China



What drives us.

Our reason for being is simple. We exist to help people live better, healthier lives. We follow the six values our business was built upon: partnership, integrity, personal worth, achievement, personal responsibility and free enterprise. Each day, our principles guide us to lead with heart, live to serve and love to learn. It's a growth mindset approach, mixed in with the soul of Amway—our incredible people.



LEAD WITH HEART
LIVE TO SERVE
LOVE TO LEARN

The Amway business is for everyone.

From the beginning, our founders emphasized that the Amway business is for everyone. We endeavor to welcome, value and empower people from all backgrounds to thrive as their authentic selves and contribute to each other's success.

Our Employee Inclusion Networks encourage people from all backgrounds and lifestyles to come together, foster a sense of belonging, provide opportunities for networking and support career development.

Amway Young Professionals
Multicultural Inclusion Network
Pride Inclusion Network
Women's Inclusion Network

Each network sparks connections that support the work and lives of our employees, communities, ABOs and their customers.

We will keep finding new ways to support each other both personally and professionally—empowering everyone to reach their full potential. Because, when we all feel seen and heard at work and in society, we can give our best to each other.





Corporate social responsibility.

Be the Change

COVID-19 Response

Health and Nutrition

Empowerment

Volunteering



Be the change for a better world.

We use the best of our business and the passion of our people to impact communities around the world. Our ABOs and employees are dedicated to being the change for a better world.



AMWAY RESPONDS TO

COVID-19

Ventilators & Oxygen Concentrators to India

With the support of Amway's founding families and our global leaders, we contributed US \$500,000 to a foundation led by the U.S. Chamber of Commerce that delivered critical assistance and medical supplies to India including 1,000 ventilators and 25,000 oxygen concentrators. Additionally, the David & Carol Van Andel Family Foundation provided US \$250,000 to further these efforts.

European Charity Support

European charitable organizations, including Red Cross and Civil Protection, received 1 million euros (US\$1.2 million) from Amway to help those in need during the COVID-19 pandemic. ABOs across Europe raised half a million euros through the sale of disposable face masks. Amway matched the profits from each pack of face masks sold, bringing the total funds raised to 1 million euros. The funds for this donation were raised during the #TogetherWeCan campaign.

COVID-19 Research Center Donation in Japan

The Office of the Prime Minister of Japan honored Amway with the Medal with Dark Blue Ribbon (Kon-ju hoh-sho) for its philanthropic contributions to the National Center for Global Health and Medicine (NCGM), one of Japan's leading research centers for vaccines and therapies for COVID-19. In 2020, we held a virtual charity event for more than 11,000 ABOs to raise funds for NCGM to help fight COVID-19. In total, we raised and donated 10 million yen (US\$87,000 dollars) to the NCGM New Coronavirus Infectious Disease Control Special Fund.

Health and nutrition.

Happy Healthy Farm for Kids Project in Thailand

Amway Thailand is using its expertise to improve children's health by providing nutrition support for local students while strengthening the awareness of nutritional and health value in schools and communities.

Together with Border Patrol Police, the Happy Healthy Farm for Kids Project was initiated as a five-year effort to solve the issue of children's unhealthy food and drink consumption, which is a priority in Thailand. Now in its third year, the project has been implemented in the Northern region of Chiang Mai, Mae Hong Son and Tak provinces. To date, 8,631 children from 57 Border Patrol Police schools in the South, West and North have benefited from this project.



8,631

CHILDREN HELPED



Health Supplements for School Children in Malaysia

Aimed at empowering urban families, Amway Malaysia, in partnership with the Department of Social Welfare, donated Nutrilite health supplements to school children at PPR Desa Rejang Setapak, Kuala Lumpur. In an effort to highlight the importance of strengthening natural resistance during the COVID-19 pandemic, the pilot program supported more than 100 children among 35 families who received close to 200 Nutrilite health supplements for a period of six months.

Healthy Children Paradise Project in Mainland China

To help reduce the risk of developmental delays in rural children and provide them with an even better start, Amway China's Charity Foundation, the China National Committee for the Care of Children, the One Foundation and the Tencent Charitable Foundation have jointly initiated the Healthy Children Paradise Project.

THE PARTNERSHIP HAS PROVIDED RESOURCES FOR:

- Early development kits for families with children aged 0-6 years in rural areas of Mainland China
- A family playground (family play corner) to help kids grow through play
- Nutrition, health and nurturing instruction for parents
- Regular programs and events for kids, parents and families to foster community

By late 2021, the Healthy Children Paradise Project has been implemented in four counties in Guizhou Province in Southwest China, benefiting 4,000 families.



Empowerment.

Project Nari Shakti – Women Livelihood Skills Program in India

Committed to unleashing the entrepreneurial spirit among women, Amway India's Project Nari Shakti empowers girls and women to build their competencies and help them become financially independent. A stepping stone to the Government of India's Skill India initiative that offers sustainable livelihood options to women, Project Nari Shakti provides training in the fields of fashion design, beauty, wellness, nutrition education and entrepreneurship.

More than 250 students have successfully completed the program in Hamirpur district, Himachal Pradesh, and new centers have recently opened in Kolkata and Chennai. Since its inception, the Project Nari Shakti Women Livelihood Skills Program has educated more than 1,000 women per year throughout the states of Delhi, Haryana, Himachal Pradesh, Tamil Nadu and West Bengal.



1K+

WOMEN EDUCATED SINCE ITS INCEPTION IN INDIA



DREAM BIG

SKILL-BUILDING | CHARACTER-BUILDING | DREAM-BUILDING

U.S. Dream Academy

We partnered with U.S. Dream Academy to launch a year-long program that connects DreamKids—children whose parents are incarcerated—with mentors through weekly virtual conference sessions. The program is built on three key pillars: skill-building, character-building and dream-building. The program is designed to nurture the whole child while altering attitudes, enhancing self-esteem, supporting emotional and intellectual growth and sparking dreams.

Volunteering.

Kids' Food Basket in the U.S.

For more than two decades, Amway has partnered with Kids' Food Basket (KFB), a local non-profit, food equity organization that is committed to increasing access to healthy food for children and families in West Michigan. From packing Sack Suppers evening meals to serving on the KFB Board of Directors, Amway employees volunteered more than 580 hours of their time and provided thought leadership to help enhance the organization's operations. Employees also volunteer on the Kids' Food Basket Farm, strengthened by Nutrilite, a 10-acre urban farm that provides the opportunity to deliver nourishing food from the soil into Sack Suppers. In 2021, KFB served more than 1.3 million healthy meals, with more than 130,000 servings of fresh produce from the farm distributed throughout the community.



500+

VOLUNTEER HOURS



CORPORATE SOCIAL RESPONSIBILITY

Volunteering



KABOOM! Playground Build in the U.S.

Volunteers from Amway and Mel Trotter Ministries constructed a playscape in Grand Rapids, Michigan, U.S. After 18 months of planning, the new playground was constructed in just six hours. It will serve more than 500 children and their families who are guests at Mel Trotter, an organization that supports people experiencing homelessness. Amway has funded and built 22 playgrounds in three states, including 18 in Michigan with a total of 17,710 volunteer hours over the course of our relationship with KABOOM!, an organization with a mission to end playspace inequity for good.





Brands and products.

Amway Brands

Traceability

Innovation and Science

Sustainability



We stand behind our brands.

Amway has manufactured and distributed nutrition, beauty, personal care and home products for more than 60 years. Our products are rooted in the belief that you can live your best by living responsibly. That's why every one of our products strives to be good for you, good for the world and transparent about what's in that product, so you know you're getting a safe, effective and all-around responsible option.



NUTRITION

BEAUTY

HOME

ADVENTURE

NUTRITION



The best of science and nature.

As the world's No. 1 vitamins and dietary supplements brand,* Nutrilite's philosophy is simple: plant, grow and thrive. From the 6,000 acres of certified-organic Amway-owned farms as well as botanicals sourced from partner farms located on every continent except Antarctica, Nutrilite is committed to bringing the earth's finest nutrients and health and wellness solutions to ABOs and their customers around the world. This is done through innovation in technology and botanical science—extracting the best from nature with plant-based nutrients to provide vitamin, mineral and dietary supplements designed to fill nutritional gaps in your diet.

* Euromonitor International Limited; Vitamins and Dietary Supplements, World GBN, Retail Value RSP, % breakdown, 2020



DID YOU KNOW?

Nutrilite™ Double X™ Multivitamin is powered by PhytoProtect™ – a cutting edge, patented blend of botanical extracts, together with 22 essential vitamins and minerals, and 22 plant concentrates, is designed to provide the body antioxidant support to proactively defend against oxidative stress. We searched country upon country, continent upon continent to find the best botanicals for Nutrilite Double X. Twenty thousand tests later, on over 1000 botanical extracts, our scientists created PhytoProtect after they discovered a combination of botanical extracts of rosemary, tumeric and fava d'anta in a precise ratio provides a synergistic effect and delivers greater antioxidant benefits. We grow rosemary at our certified organic farm* in the Mexican desert, where the plants thrive in the hot, sunny conditions. Our NutriCert™ certified partner farms in India and Brazil grow turmeric and fava d'anta according to our strict requirements for traceability and sustainability, – just as we would if we grew them ourselves. **With seed to supplement traceability**, we are able to track and monitor the entire process from nursery, to orchard, to concentration, to finished product—to you.

* Product and ingredients are not organic.

BEAUTY

ARTISTRY™ G&H glister™ SATINIQUE **Powered by science, packed with plant-based nutrients.**

Artistry skincare, makeup and other beauty products work like supplements for your skin. Just like the body has nutritional needs to be healthy, so does the skin. Our products are powered by cutting-edge skin science and plant-based nutrients. By targeting individual needs and skin nutritional gaps, we create personalized beauty regimens crafted to your one-of-a-kind skin. We believe that healthy beauty is clean beauty. It is our goal that every future Artistry product is formulated according to the Artistry Clean Guidelines with vegan* formulas, pure, safe ingredients and better manufacturing processes.

White chia seed, acerola cherry, spinach and pomegranate botanicals are all grown on certified-organic Nutrilite farms and are formulated into Artistry skincare and makeup products. This allows for unprecedented **“seed-to-skin” traceability.**

* Registered with The Vegan Society. Free from animal-derived ingredients.

**DID YOU KNOW?**

Artistry Skin Nutrition™ products are registered vegan with The Vegan Society and are formulated to the Artistry Clean Guidelines including a ‘Yes’ List of approved, beneficial and safe ingredients, and a ‘No’ List of more than 1,300 banned ingredients that are never used.



BRANDS AND PRODUCTS

Healthy Home

HOME

ATMOSPHERE™

Amway
home™



XCook™

Healthy home, healthy planet.

Amway's science-based products promote healthy homes and healthy families with devices that clean the water you drink and the air you breathe, and products for cleaning, laundry, dishes and surfaces that are safe for people and better for the planet. Our first product, Liquid Organic Cleaner, now known as Amway Home™ L.O.C.™ Multi-Purpose Cleaner, was one of the first biodegradable and environmentally conscious cleaning products. We continue to be committed to creating home products that are not only environmentally sensitive but include the added benefit of being made with key ingredients derived from natural sources like coconuts, citrus fruits and minerals.



DID YOU KNOW?

In 2021, Amway launched the Atmosphere Mini™ Air Treatment System,* the smaller, lighter companion to the Atmosphere Sky™. Atmosphere Sky is the world's No. 1 selling air treatment product.** Small but mighty, the all-new Atmosphere Mini air purifier filters out 99.99 percent of contaminants from air passing through its state-of-the-art HEPA and carbon filtration system.

* Select Markets

** Based on a Verify Markets study of 2019 global sales



BRANDS AND PRODUCTS

Adventure

ADVENTURE



Life is an adventure, fuel accordingly.

The XS brand of energy and sports nutrition products reflects the entrepreneurial spirit of Amway's founders whose passion for adventure has been woven into the DNA of the XS brand. Designed to optimize physical performance and deliver results to fuel your journey, XS can be found in 59 global markets. In partnership with our ABOs, XS launched 85 new products worldwide in 2021, including XS™ Power Drink+ and XS™ Burn Fit™ Powder.



DID YOU KNOW?

The new XS Experience Center was recently unveiled at Amway World Headquarters. Inspired by the brand's California roots, this unique space is a front-row seat to the new XS Energy Plant, a 60,000-square foot manufacturing facility that produces 500 cans of XS Energy drinks every minute. This investment allows us to be in more control of our supply chain, including quality, taste and volume. **Click here** to take an adventure with a virtual tour of this state-of-the-art facility.

PROMISE | PROOF | PEACE OF MIND

What is traceability?

Traceability is knowing where your products come from and how they are made along every step of their journey.

At Amway, we believe customers have a right to not only see this journey but to also understand the testing done along each step to ensure purity, safety and effectiveness of every product.

DID YOU KNOW?

Amway's traceability practices carry over to our beauty brand, Artistry. Every product in the Artistry Skin Nutrition line includes Nutrilite-grown botanicals. This level of traceability helps prove that Artistry is formulating clean and ethically produced skincare—with no compromises.

All of the botanical ingredients we use in our products go through an uncompromising multistep traceability process. Ingredients are sourced from certified-organic Amway-owned farms and NutriCert™ partner farms. The Nutrilite botanical traceability standard is the leading global standard in the supplement industry, powered by NutriCert.* Our NutriCert certification requires supplier farms to be traceable, ecologically sustainable and socially responsible. Tracing our products from the raw ingredient to the packaged product has been fundamental since Nutrilite was founded.

Amway traces botanical ingredients from seed to processing to ensure they are pure and ethically produced along each step of their journey to manufacturing. Then, in manufacturing, each and every lot of ingredient is monitored and tested throughout its transformation into the finished product to guarantee that it is safe and effective. From seed to soil and farm to your family, Nutrilite's promise is to support anyone who is on a holistic wellness journey across every stage of life.

* The Nutrilite traceability standard, owned by Amway and verified by Ecocert SA.

SPOTLIGHT ON AMWAY'S

Scientific and agricultural innovation.

DID YOU KNOW?

A chia seed is an ancient grain native to Mexico. It is nutrient-dense and packed with omega 3, protein, fiber, minerals, vitamins and antioxidants. The white chia seed was specifically selected by Amway scientists since it's not only a super seed, but many parts of the seed are beneficial to both nutrition and beauty. This botanical is so versatile and powerful that we use it in Nutrilite wellness products and in our Artistry Skin Nutrition line. Best of all, it's exclusive to Amway and the variety is patented.

Tiny Chia Seeds Lead to Enormous Potential

While many people think of farming as an ancient practice, a remarkable amount of innovation takes place on our farms. We grow, harvest and process plants on an impressive 6,000-acre ecosystem of fertile farmland with sustainable organic farming practices in Brazil, Mexico and the United States.

Thanks to the perseverance of the research team at our Rancho El Petacal farm in Mexico, we were able to add a better variety of chia to the mix of ingredients grown on our farms. Considered by many to be a “superfood,” the chia seed is known mostly for its wide range of phytonutrients, including polyphenols and antioxidants, as well as its rich content of vitamins, minerals, healthy fats and fiber. The trouble is, traditional varieties of chia tend to be susceptible to diseases and fungi.

For nine years, our research team at El Petacal analyzed more than 7,800 chia plants individually to select the best characteristics. As a result, the researchers developed a more robust variety of chia by crossbreeding white chia with a traditional chia variety—one that is highly resistant to disease and yields more seed mass and more seeds than other chia varieties. Named the Rehnberg White Chia Variety in honor of Nutrilite founder Carl Rehnberg, this new chia is so unique, it has been granted a patent in the United States with worldwide patent applications in process.

The Rehnberg White Chia Variety is planted on organically certified farms where we understand the farming methods, including fertilization, harvesting and control of pests and disease. This allows for unprecedented “seed-to-skin” traceability.

Sustainability.

Helping people live better, healthier lives begins with making our planet better and healthier. Protecting the environment is our priority. That's why we are committed to becoming a more sustainable company. From start to finish, we keep a watchful eye on how our products are sourced and made, and we use natural, effective solutions from the earth whenever possible.





OPERATIONS



6K ACRES

Sustainable Farming Practices

On our 6,000 acres of certified-organic farmland, sustainable farming means using methods that respect the harmony and balance of our surrounding communities. Instead of using harsh pesticides, we use nature to manage nature, and we do our very best to protect soil health, minimize pollution and ensure the availability of quality water. Our sustainable farming principles even date back to our company's roots, helping to guide our farming methods and our **NutriCert** certification program standards.



Pest Control

Nutrillite farming experts turn to a special set of pros—a team of falcons—for natural pest control at our Trout Lake, Washington, farm in the U.S. Each falcon has its own set of responsibilities. They provide quiet, neighbor-friendly protection from pests.

With more than a thousand acres to protect, we have taken the centuries-old technique to the next level with a rotation of several falcons watching over crops early in the morning and late at night at harvest time, when the plants are vulnerable.

A large, natural population of ladybugs can also be found on our Trout Lake farms that keep our plants healthy by eating aphids and thrips, which tend to damage crops. These ladybugs are used as an alternative to conventional herbicides and pesticides.

OPERATIONS

Reducing Biomass Waste

The use of organic compost and liquid biofertilizer are important practices on our farms to improve soil condition and provide nutrients to the crops. To nourish our organic composts, we use leftover material from our decomposing plants. We also use liquid biofertilizers that contain beneficial micro-organisms, which contribute to crop growth and yield and help sustain soil fertility. For example, at our Rancho El Petacal farm in Mexico, we raise red earthworms that produce about 69,000 gallons (260,000 liters) per year of nutrient-rich liquid biofertilizer that is applied to our crops, using the irrigation system. The worms also produce solid humus that we add to our all-natural compost.



RENEWABLE ENERGY



Wind

Since the early 2010s, we have invested in renewable energy. Amway was among the first companies in Michigan, U.S., to invest in wind power for its energy needs, and 100 percent of the electricity used to manufacture Artistry products in the U.S. is offset by our continued investment in sustainable wind power.



Fuel

Excess organic materials from our manufacturing facilities in Ada, Michigan, U.S., are sent to a biodigester, which turns the organic matter into methane gas through a biological process called anaerobic digestion. The methane gas provides clean, renewable energy to homes in Michigan.



Solar

At our Nutrilite facility in Buena Park, California, U.S., nearly 4,000 solar panels are used to generate 1.4 megawatts of power, equating to 15 percent of the facility's power usage. That is an equivalent savings of 1.9 million pounds (860,000 kilograms) of coal burned or 365 cars off the road.



Water

We also work to safeguard bodies of water and protect water resources near our manufacturing plant in India to help raise and conserve groundwater. This mitigates water scarcity for agriculture and drinking water. More than 10,000 people in the surrounding community have benefited from the groundwater level rising.

PRODUCTS

Products Designed to Reduce Waste

Amway's eSpring™ water purification is the world's No. 1 selling brand of home water treatment systems.* For more than 20 years, eSpring has brought clean, pure water into our customers' homes, contributing to a cleaner planet. Just one eSpring filter cartridge can provide the equivalent of up to 10,000 bottles of water (1,320 gallons/5,000 liters)—significantly reducing the number of plastic bottles in landfills.

** Based on a Verify Markets study of 2020 global sales.*



LESS WATER WASTE IN THE PURIFICATION PROCESS*

** Unlike reverse-osmosis filtration systems, eSpring doesn't waste up to 80 percent of the influent water being purified.*

Biodegradable and Highly Concentrated Products

Amway's first product, Liquid Organic Cleaner, now known as L.O.C. Multi-Purpose Cleaner, was one of the first biodegradable, concentrated multi-purpose cleaners. The initial decision to make our legacy product environmentally sensitive has become a cornerstone of our corporate philosophy. Today, we continue to make products with biodegradable formulas and plant-derived cleaning agents—all designed with the environment in mind.

Responsible Packaging

With the launch of our new Artistry Skin Nutrition line, we reduced plastic use by 21 percent compared to previous skincare lines. That is equivalent to removing more than 13.2 million water bottles from the environment annually. Additionally, we use 57,000 fewer pounds (26,000 kilograms) of paper with our new packaging each year.

Safer Choice

Amway works in partnership with the U.S. Environmental Protection Agency's Safer Choice program, which helps consumers identify products that are safer for you, your family and the environment. Every ingredient in a product formula and package must meet EPA criteria for safety and sustainability. More than 40 current Amway Home Care formulas have earned the Safer Choice designation.

PEOPLE

Responsible Actions Add Up

All of our sustainability efforts are made possible thanks to the actions of countless people around the globe. We will continue to take our employees, entrepreneurs and customers along with us on our sustainability journey. They will be the drivers, volunteers and voices for the strategies we develop and goals we set. Together, we can make a difference for generations to come by investing our time and resources in helping to improve the health of our people and planet.



HELPING
IMPROVE THE
HEALTH OF
OUR PEOPLE
AND PLANET





Empowering entrepreneurs.

Owning an Amway Business

Creating Community



EMPOWERING ENTREPRENEURS

Owning an Amway Business

Be in business for yourself, but never by yourself.

Where could you take your own business if you knew you had a community behind you and resources to support you? That's what Amway Business Owners (ABOs) across the globe are discovering. They can earn extra income at their own pace while providing health and wellness solutions to their customers—from anywhere, at any time.





EMPOWERING ENTREPRENEURS

Owning an Amway Business

Owning an Amway business.

We are living in a world where entrepreneurs are finding success with a passion, a positive attitude and a mobile phone. ABOs leverage their creativity and foster communities around their passions for beauty, adventure, parenting, cooking, fitness and more—on social media and in person—to sell proven Amway products that help people live a more balanced and active lifestyle.

Amway makes starting a business easy by providing access to free education resources, digital platforms and tools designed to help entrepreneurs tap into their creativity as they build communities, reach customers and sell products. ABOs are never alone while building their business. A network of 1,000,000+ ABOs around the world share successes, brainstorm ideas and celebrate together.



**PASSION
POSITIVE ATTITUDE
COMMUNITY**



EMPOWERING ENTREPRENEURS

Owning an Amway Business



AMWAY PROMISE™

Protection is our promise.

When people start an Amway business or buy our products, we want them to be confident in their choice. That’s why we’ve established one of the most comprehensive customer service and consumer protection offerings in our industry.

While specific provisions of Amway Promise vary from market to market, all ABOs are required to follow the Amway Code of Ethics and Rules of Conduct, which define the goals, principles and responsibilities of building and operating an Amway business. The Amway Code and Rules are consistent with the Code of Ethics of the World Federation of Direct Selling Associations (WFDSA).



Low-cost, Low-risk

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



100% Satisfaction Guarantee

Promises satisfaction with our products and business ownership, including a cooling-off period on purchases and buy-back policies on inventory.



Warranty Programs

Promises premium protection for our durable products, like our air and water purifiers and cookware.

OUR AMWAY PROMISE PROTECTIONS



Customer Service

Promises assistance for all Amway product and business owner inquiries, direct from Amway at no additional cost.



Data Protection

Promises to collect and use personal data in a manner consistent with privacy law, upholding the highest ethical standards in our business practices.



Right to Know

Promises to ensure business owners and customers are aware of, understand and acknowledge Amway’s consumer protection and customer service offering.



EMPOWERING ENTREPRENEURS

Creating Community

Amway
CREATORS



Creating communities.

Amway Business Owners (ABOs) are part of the growing passion economy, a wave of entrepreneurs who share their passion for health and wellness to build communities of loyal customers who share their interests and love how Amway products fit into their daily lives.

We developed Amway Creators to enable entrepreneurs to reach their fullest potential online. ABOs learn how to nurture relationships while building an online community and sales pipeline at the same time. By building social relationships and leveraging Amway's online shopping platforms, ABOs are able to sell products to their communities, converting their passions into profits.

MEET A FEW OF OUR AMWAY BUSINESS OWNERS



DANILO, BRAZIL
6 years with Amway

“My favorite thing about being an Amway Business Owner is the freedom to choose where I want to work, how I want to work and with whom I want to work. Freedom, in all of its forms.”



NUCHIE, THAILAND
19 years with Amway

“I use my personal story, my background as a certified personal trainer, and my genuine ability to connect to get to know my customers to help them stay healthy.”



ABISESH, INDIA
15 years with Amway

“Amway has been always in my family. My parents have started the business, and now I am the second gen. They have created an opportunity for me to pass down to my next generations to come.”



CHEN, MAINLAND CHINA
5 years with Amway

“The reason why I became an Amway Business Owner is because I love Amway’s Nutrilite and Artistry products. My work and my life are connected and seamless.”



Looking ahead.

Vision for the Future

A word from Asha Gupta.

REGIONAL PRESIDENT, ASIA & CHIEF STRATEGY & CORPORATE DEVELOPMENT OFFICER

In the coming year, Amway will increase its investment in nutritional science, technology and innovation to provide solutions to the growing health and wellness needs of our ABOs and customers. It's a powerful combination of new capabilities with the incredible leadership of our entrepreneurs—building communities that support each other, sharing unique product pairings that address your needs, creating easy, effortless shopping experiences and providing simple ways to bring health to your daily life.

I am reminded that Amway is a business that was built to rely on our best and brightest resource—people. All the incredible achievements in this report are a testament to the spirit of entrepreneurship being alive and well, and to the unstoppable creativity, passion and perseverance of everyone connected to Amway.

As Amway evolves and grows, who we are and what we stand for remains the same. Belief in people—and what they are capable of—drove the founders of Amway, and it's what drives us today.





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