



Powered by people.

WE HELP PEOPLE LIVE BETTER LIVES.

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. Founded in 1959 by Rich DeVos and Jay Van Andel, Amway has revolutionized the business model known as direct selling. **Today, we continue to empower Amway Business Owners (ABOs) to be leaders in social commerce as the No. 1 direct selling business in the world.***

*2021 Direct Selling News™, Global 100

LEAD WITH HEART. LIVE TO SERVE. LOVE TO LEARN.

Our reason for being is simple. We exist to help people live better, healthier lives. And by believing in the potential that exists in everyone. 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.



NUTRITION



HOME



BEAUTY



ADVENTURE



Quality products. Guaranteed.

Our products are rooted in the belief that you can live your best by living responsibly. That’s why every one of our more than 400 unique, high-quality products strives to be good for you, good for the world, and transparent about how and where it’s made. So, you know you’re getting a safe, effective, and all-around responsible option.

Join us for the journey.

Amway will continue increasing its investment in nutritional science, technology, and innovation to provide solutions to the growing health and wellness needs of our ABOs and customers. 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—is what drives us today.



AMWAY PROMISE™

NUTRILITE™

The world’s No. 1 vitamins and dietary supplements brand,** combining the best of nature with the best of science to provide vitamin, mineral, and dietary supplements designed to fill nutritional gaps in your diet.

ARTISTRY™

Infuses the best of science with the best of nature to create personalized beauty solutions for every skin type across the world.

ESPRING™

Water purifiers, clean, safe and better-tasting water is always at your fingertips. Scientifically tested and third-party certified, we’re on the cutting edge of clean-water technology.

XS™

Energy Drinks – designed to deliver positive energy for making the most of every moment.

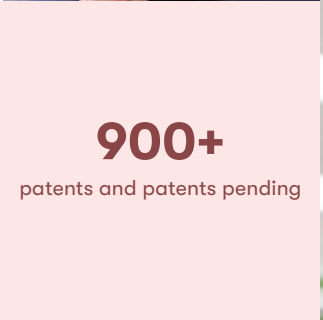
**Euromonitor International Limited; Vitamins and Dietary Supplements, World GBN, Retail Value RSP, % breakdown, 2020





NEARLY
15,000

employees around
the world



900+

patents and patents pending



1M+

Amway Business Owners
around the world



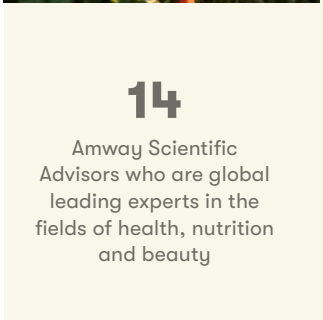
NEARLY
800

employees are innovation
and science experts



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



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Amway Scientific
Advisors who are global
leading experts in the
fields of health, nutrition
and beauty

Amway by the numbers.

Amway's global sales in 2021

\$8.9B

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

For more information about Amway initiatives, people,
and our dedication to corporate citizenship, please visit
AmwayGlobal.com/impact-report