



the  
**power**  
of **5**

 NUTRILITE™





## THE POWER OF 5 CAMPAIGN 2011 - 2023

This book is dedicated to the Amway employees who brought Nutrilite Little Bits supplement to life and the Amway Business Owners who championed the program around the world. Thank you for your investment and the impact it has had on the lives of so many children.





What happens...When a company is founded on a dream to **discover, inspire,** and **support** the best of us? When a global enterprise looks less like a corporation and more like a community? When one of the top supplement brands in the world works to make the world a better place? When success is measured by more than just profits? That is when lives are changed.







In 2011, Amway embarked on a quest to help raise awareness of childhood malnutrition and address the critical first five years of life.

At the inception of this program, seven million children under the age of five died each year from preventable causes. Malnutrition was the underlying cause of 45% of those deaths according to the World Health Organization (WHO). The continuation of malnutrition makes children susceptible to disease and underdevelopment of the brain and body.







The Nutrilite brand is built on the foundational understanding of how plant-based nutrients positively impact nutrition. Nutrilite's founder, Carl Rehnborg, had a vision to harness the earth's most powerful nutrients and deliver them in a way that would help people thrive.



Nutrilite Little Bits supplement was designed to be added to food for undernourished children between the ages of six months and five years old to help them achieve their growth potential. This accessible solution inspired the Power of 5 campaign and altered the health and wellbeing of children around the world.







Little Bits showcased the very best of Nutrilite's nutrition science packaged into a one-gram sachet the size of a teabag. This tiny packet helped combat childhood malnutrition - and was designed to be added or mixed with the native foods that children were already accustomed to eating. When this micro-nutrient packet was sprinkled into foods, it provided additional nutrients to protect against malnutrition.

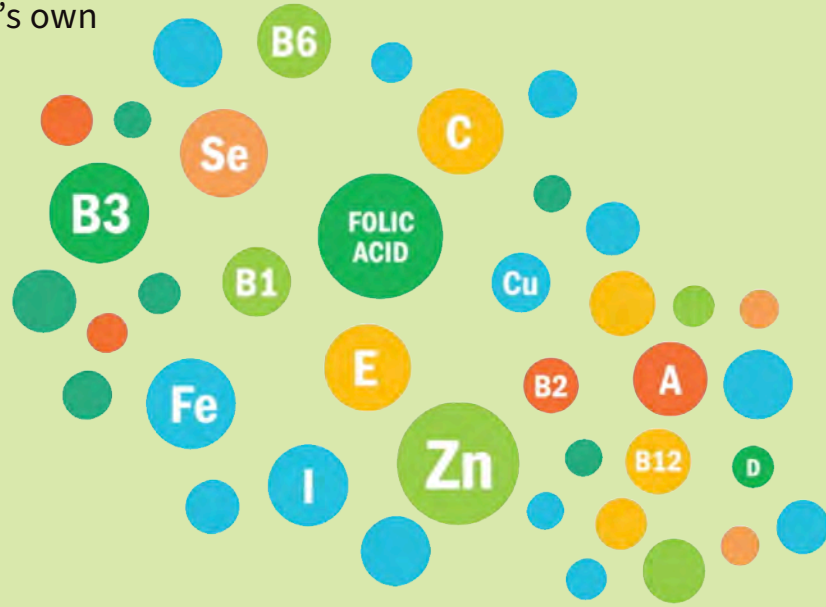
**TEAR. POUR. STIR. FEED.**





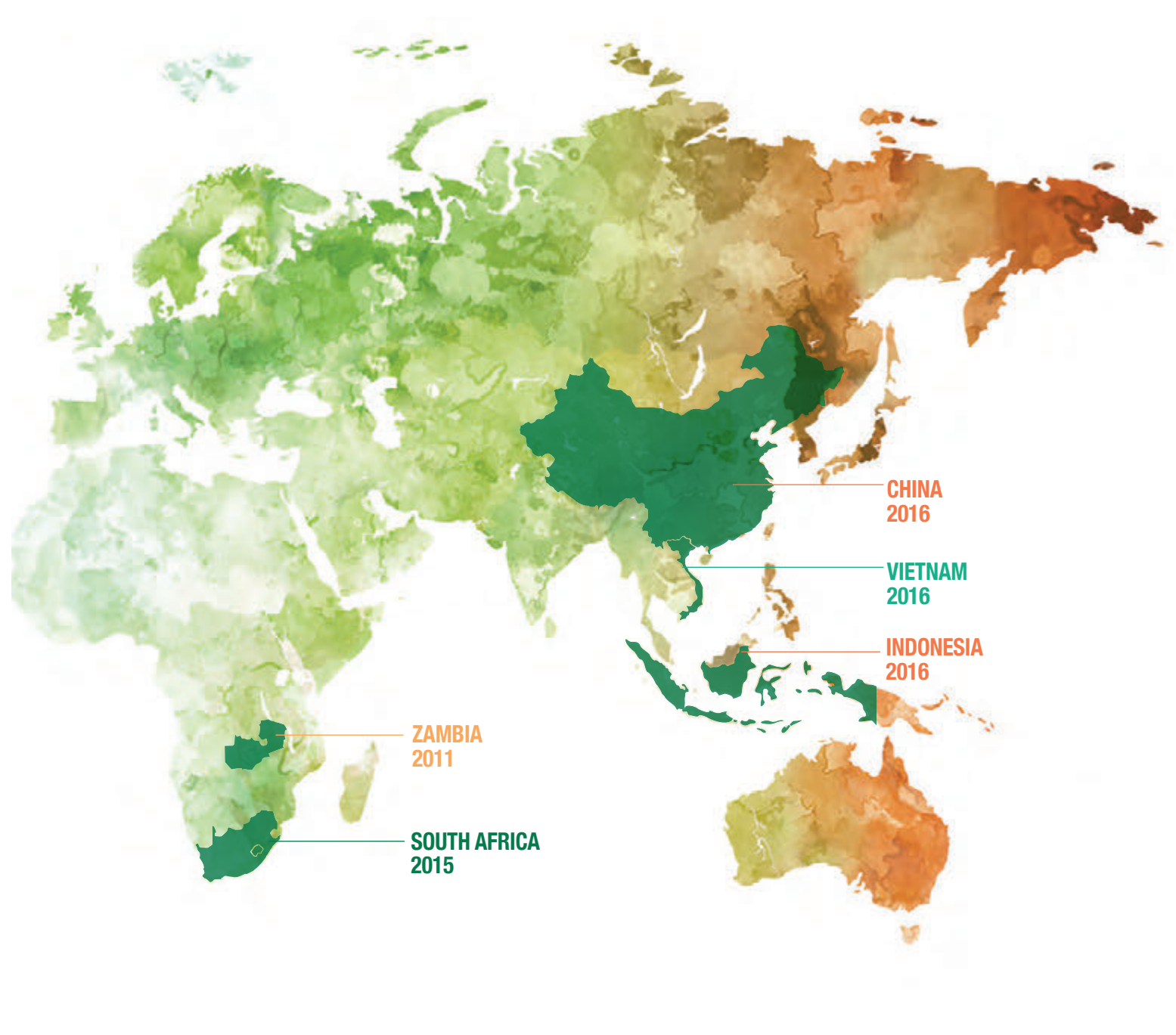
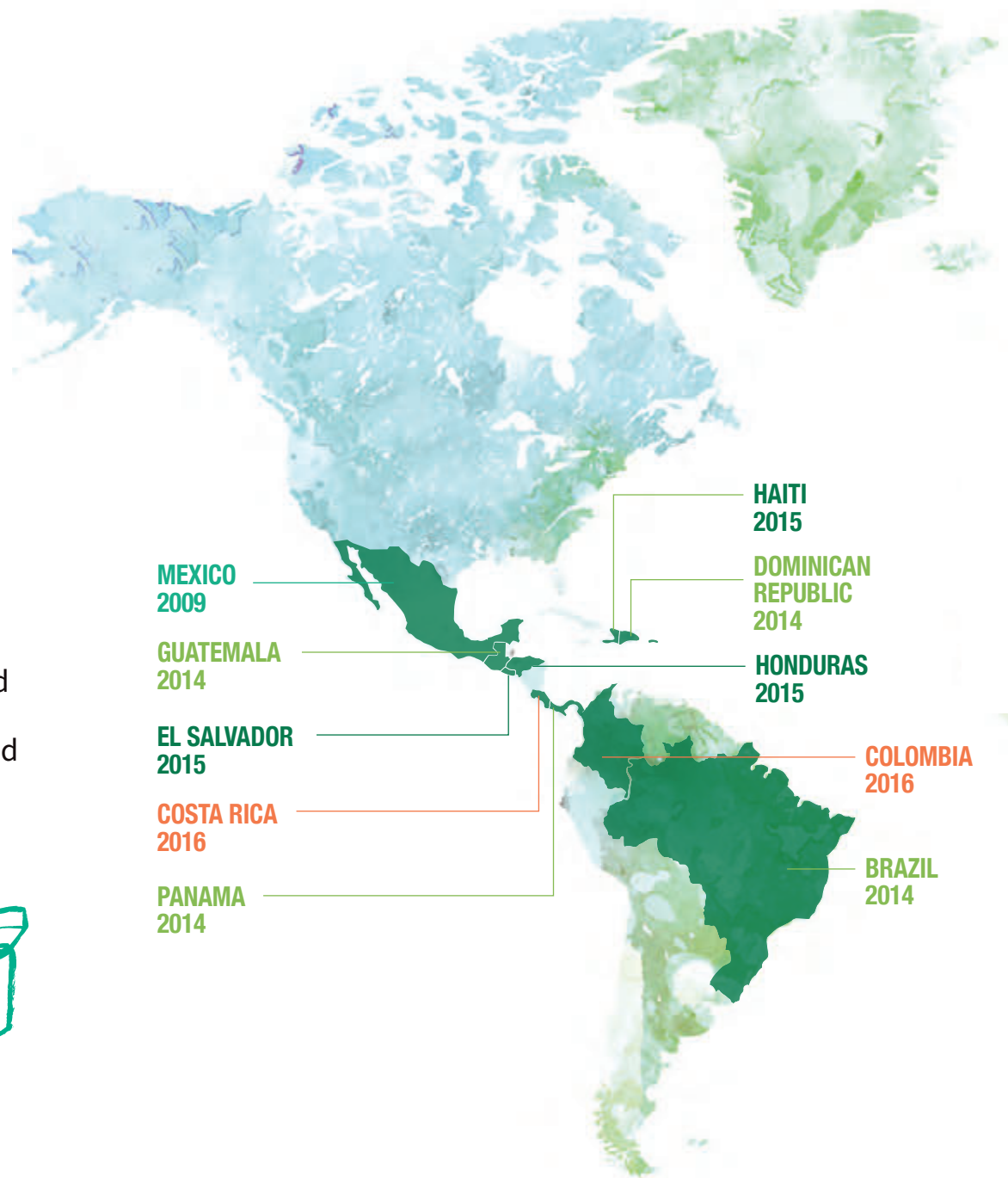
When it launched, Little Bits was the first and only micronutrient supplement for malnutrition enhanced with plant nutrients. Little Bits provided a natural mix of 15 essential vitamins and minerals that are critical for development in a child under the age of five.

The Vitamin C in Little Bits was sourced from Nutrilite's own Acerola Cherries, one of nature's most concentrated sources of natural Vitamin C, which are grown and harvested from our certified organic farms in Brazil.





Once the product was formulated, the goal was simple - to deliver Nutrilite Little Bits to as many children as possible. By partnering with Amway Business Owners and humanitarian organizations around the world, Little Bits was distributed in **15 countries** over the duration of the program.





The power of these nutrients was clear. A six-month clinical study showed that daily supplementation with Nutrilite Little Bits, along with nutritional food, resulted in measurable improvements in children's health.

Caregivers reported throughout the study that children had increasingly better levels of activity and were more playful, communicative, and interested in learning.

Clinical study results from a Mexico study published in 2019 showed -

**93% reduction in iron-deficiency**

**40% reduction in stunting**







**\$15M** INVESTMENT  
GENERATED

Little Bits were delivered to impoverished communities around the world at no cost to the participants. Amway Business Owners rallied behind this effort with promotional and funding support.

These efforts combined with Amway's corporate investment generated over **\$15 million** for the Power of 5 campaign which served more than **1.3 million** children around the world.





Amway and our Business Owners around the world are tremendously proud of this program and the nutritional excellence it delivered.

In celebration of Nutrilite's 80th anniversary in April 2015, there was a campaign created to raise funds for the program and set the world record for the largest collage of cut out handprints. Thousands of people worldwide "raised their hand" to fight childhood malnutrition.

Over **75,200** handprints were collected to set the new world record. The collage became the form of a tree and was on display at the Nutrilite Center for Optimal Health in Buena Park, CA.







# 1.3M CHILDREN NOURISHED

Amway continues to be inspired by the generous engagement of our Business Owners and employees around the world. Together we impacted the future for over **1.3 million** children. The true benefits of these nutrients may never be quantified, but the potential of the children and communities they fueled will serve as a shining reminder of the campaign's success.

While the global campaign has ended, efforts in all markets continue to gain momentum, and Amway remains dedicated to impacting the health and wellbeing of children around the world.







**Amway**

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