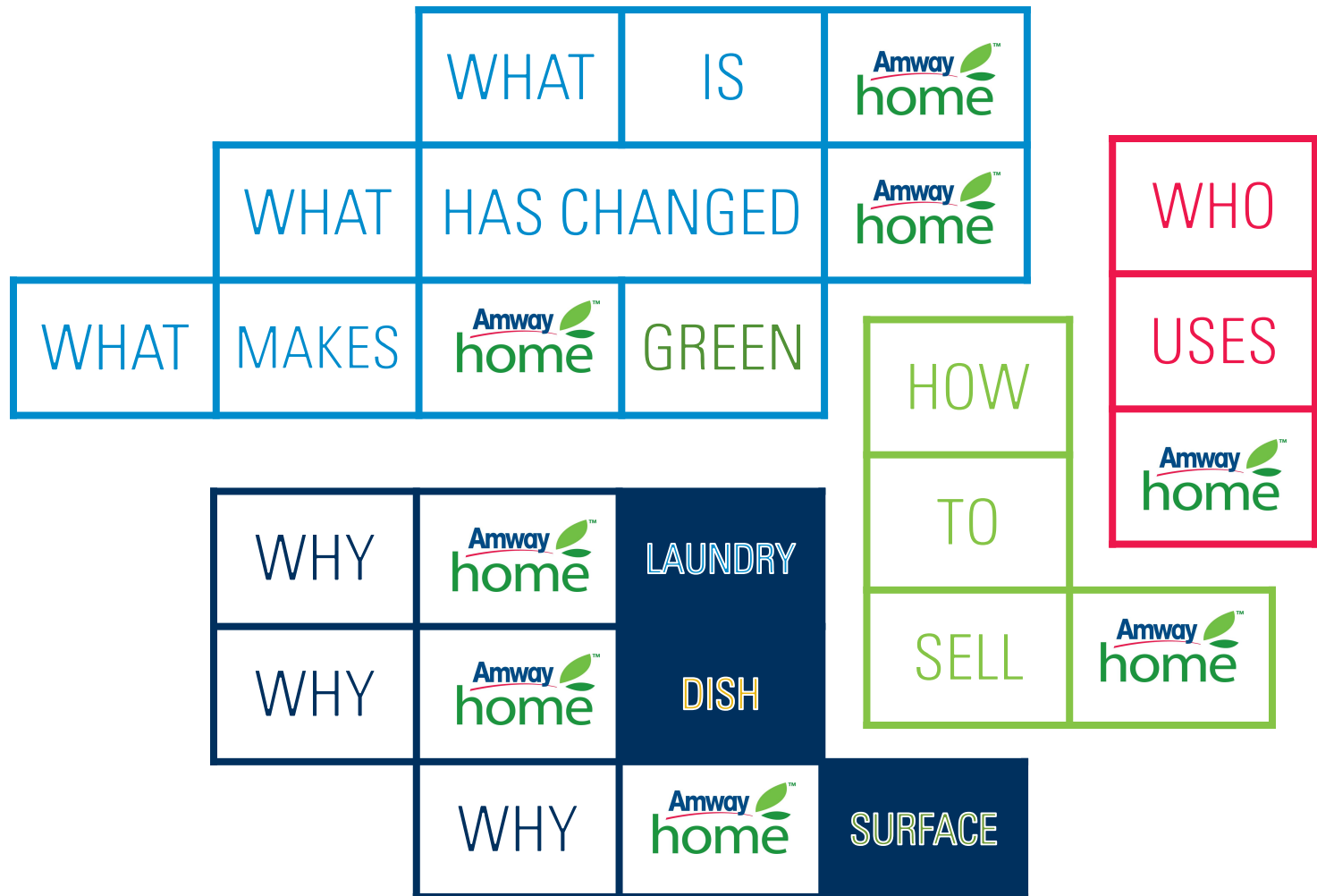


Amway<sup>TM</sup>  
home



# NAVIGATION



Click on each  logo above to view information



# THE AMWAY HOME™ BRAND



# Our Brand

Our Brand is Innovative and Scientific

Our Brand believes that, one family at a time, we can find ways to live well today and make choices so others can live well tomorrow

Our Brand promises to create Products that are:

- High performance
- Safe
- Environmentally sensitive



# 1959

"Hello world, meet our first product."

## L.O.C.™ Multi-Purpose Cleaner

- 100% biodegradable
- Eco-friendly
- Still a cornerstone of Amway today



# Today

## Introducing AMWAY HOME™

- Our Laundry + Our Cleaning Products = One Brand
- Powered by years of scientific expertise. Deeply rooted in nature.
- Some things have not changed. We remain deeply committed to the innovative, scientific approach we take to the products we create. This is the foundation on which Amway was born.

Create a Cleaner, Brighter World



# What Makes Us Special?

- Superior cleaning performance
- Gentle, nature-based products
- Environmentally sensitive
- Powerfully concentrated
- Reduced packaging waste
- Minimum effort, maximum results





# OUR BRAND EVOLUTION

Applying new knowledge to smart traditions



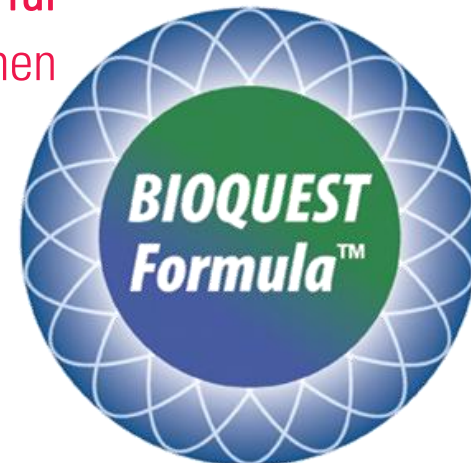


# BIOQUEST FORMULA™ Technology

The AMWAY HOME™ brand is powered by  
**BIOQUEST FORMULA\***

It's not a new name for Amway so why is it different? It now represents the founding philosophy of the AMWAY HOME™ brand. When you see the distinctive **BIOQUEST FORMULA™** stamp on packaging you can confidently claim the product not only **delivers powerful cleaning** but is also **concentrated, biodegradable** and, when applicable, **dermatologist-tested#**.

The unique formulas are **environmentally sensitive** and include **active natural ingredients**, viz coconut, citrus fruit and minerals.



\* Except SA8™ Prewash Spray and DISH DROPS™ Scrub Buds™

# Only products which are intended to come in contact with human skin undergo dermatologist testing. For this reason, Toilet Bowl Cleaner, DISH DROPS Automatic Dishwashing Powder and DISH DROPS Automatic Dishwasher Tablets do not undergo such testing.

# Product Enhancements

- Powered by BIOQUEST FORMULA™\* products are powerfully concentrated, readily biodegradable and, when applicable, dermatologist tested#
- Product formula changes: overall more ingredients are obtained from **renewable sources**
- DISH DROPS™ Automatic Dishwashing Powder is now also Phosphate-free
- ENTIRE RANGE is Phosphate-free\*\*
- ENTIRE RANGE is Chlorine-free\*\*
- Colour changes
  - DISH DROPS™ Concentrated Liquid
  - L.O.C.™ Kitchen Cleaner
  - L.O.C.™ Glass Cleaner
  - L.O.C.™ Bathroom Cleaner



\* Except SA8™ Prewash Spray and DISH DROPS™ Scrub Buds™

# Only products which are intended to come in contact with human skin undergo dermatologist testing. For this reason, Toilet Bowl Cleaner, DISH DROPS Automatic Dishwashing Powder and DISH DROPS Automatic Dishwasher Tablets do not undergo such testing.

\*\* Not applicable to DISH DROPS Scrub Buds and L.O.C.™ Wipes in re-usable canister

# Product Additions

## New Products

- DISH DROPS™ Automatic Dishwasher Tablets in dissolvable wrappers
- AMWAY HOME™ Toilet Bowl Cleaner
- Additional fragrance (Alpine) SA8™ Fabric Softener
- Addition of smaller sized (250g & 500g) SA8 All Fabric Bleach



## Size Conversions

	OLD		NEW
e.	750g	→	1kg SA8 Premium
f.	750g	→	1kg SA8 Tri-Zyme
g.	2.5kg	→	3kg SA8 Baby
h.	400ml	→	170ml SA8 Prewash Spray



# One Planet, One Future

Everyone, everywhere must embrace sustainable living. AMWAY HOME™ allows you to create clean, safe and healthy environments where your loved ones – and all of us – can thrive.

For more than 50 years Amway has

- Helped people live better lives
- Promoted sustainable living





# GROWING GREENER STANDARDS

Caring for people, products, planet.



# Green Standards

To reinforce how environmentally sensitive the new AMWAY HOME™ product range is, we have teamed up with two external third parties and have earned the right through formula testing to display their accreditations. Amway is committed to optimising and improving our products. You will see more products gaining DfE partnership in the future, as we strive to adjust to the most advanced ingredients and techniques.



## A.I.S.E.

The International Association for Soaps, Detergents and Maintenance Products (A.I.S.E.), is the official European voice of the home care industry. Wherever the Charter symbol is displayed, it means our products have been measured in terms of economic, social and environmental performance.



## DfE

Design for the Environment (DfE) programme awarded when a product is considered best-in-class for helping to protect both a family's health and the environment.

### Disclaimer

EPA/DfE recognition does not constitute endorsement of this product. The Design for the environment logo signifies that the formula for this product, as Amway has represented it to the EPA, contains ingredients with more positive health and environmental characteristics than conventional cleaners. EPA/DfE relies solely on Amway, its integrity and good faith, for information on the composition, ingredients, and attributes of this product. EPA/DfE has neither independently identified, i.e. via chemical analysis, the ingredients in the product formula, nor evaluated any of Amway's non-ingredient claims. EPA/DfE expresses its judgment and professional opinion only as to the environmental and human health characteristics of the product, based on currently available information and scientific understanding.

# AMWAY HOME™'s True Colours

POWERFULLY GREEN  
FOR A SAFER CLEAN™

Laundry

POWERFULLY GREEN  
FOR A SAFER CLEAN™

Surface

POWERFULLY GREEN  
FOR A SAFER CLEAN™

Dish

Conveniently  
Colour-coded

## Powerfully green for a safer clean

- Since 1959, when we launched our very first product, L.O.C.™, we have worked to create products that clean as well or better than our competitors, yet do so in sync with nature. They're clean without compromise and they're safe\* for families, homes and the environment. They clean away dirt, grime, grease and dust without affecting the health\* of people or the planet. They make everything cleaner, brighter and better than before.
  - 100% biodegradable formulas
  - Recyclable packaging, made with recycled materials whenever possible.
  - All Amway detergents, when diluted and used as directed, are environmentally friendly.
- The waste water that is left after washing is called **grey water** \*\* and this water may be safely used to irrigate your garden.

\* when used as directed

\*\*Grey water is wastewater generated from domestic activities such as laundry, dishwashing, and bathing, which can be recycled on-site for uses such as landscape irrigation and constructed wetlands.



# OUR CUSTOMERS





# Who Are Our Customers

- Conscientious families
- Young professionals
- Mature couples
- Environmentally aware individuals
- Interested friends/colleagues
- Knowledgeable youths
- Informed homemakers
- Smart ABOs



# Customer Needs

## Products and packaging that are:

- High performance
- Safe
- Nature based
- Gentle
- Earth-friendly

## What matters the most is

- Our own health
- Our family's health
- Our planet's health



# Our Brand Listens

From our customers' needs to global trends, our brand has evolved to what it is today



# AMWAY HOME™ LAUNDRY CLEANING







Why  
SA8™  
Premium



Why  
SA8™  
Baby



Why  
SA8™  
Colour

Powers away dirt and stains, naturally. Formula is biodegradable and Phosphate-free

Excellent dissolvability means it leaves your clothes residue-free. The natural water softener improves cleaning performance.

Prolongs the useful life of your washing machine as it contains no fillers which clog your machine

Triple tested: Dermatologist, Allergist and Paediatrician tested to ensure it is ideally suited to delicate, sensitive skin.

Powerful, yet gentle. Ideal for baby clothes, nappies. Active oxygen bleach tackles tough baby stains easily and effectively.

Non-irritating on delicate skin yet still effective on tough stains and soils. Rinses clean, leaving clothes residue-free.

Pays special attention to protecting laundry from colour transfer and colour fading - keeps coloured clothes bright

Contains no bleach and no optical brighteners, so less potential to damage coloured clothes. Natural water softener is derived from renewable sources.

Prevents pilling – those annoying tiny balls that can form on the surface of fabrics. Rinses clean, leaving clothes residue-free.



Powered by the BIOQUEST FORMULA™. This means the product not only delivers powerful cleaning but is also concentrated, biodegradable and, when applicable, dermatologist-tested. The unique formulas are environmentally sensitive and include active natural ingredients.





## Why SA8™ Concentrated Liquid Detergent

Combines **heavy-duty cleaning power** with the same gentle, family-friendly, planet-friendly results as SA8 laundry powder. Is **specially formulated for cold water cleaning**.

Helps keep black clothes black and helps to keep colours from fading

Ideal for everyday laundry, works in all temperatures and is residue and phosphate-free



## Why SA8™ Delicate

Suitable for all washable fabrics: **wool, silk, delicates and modern fabric blends** used in high-tech exercise wear and undergarments

Use as a pre-soak and for both hand and machine washing

Ideal for sensitive skins i.e. laundered items not strongly fragranced, non-sensitising and non irritating



## Why SA8™ Fabric Softener

**Softening agents derived from natural sources** restore a 'soft feel' to clothes and linens, while maintaining the absorbency in towels.

Fresh, lasting fragrances. Now a delightful new fragrance added: GARDEN BLOOMS.

Ideal for reducing fabric wear, easing ironing and controlling static cling



**Powered by the BIOQUEST FORMULA™**. This means the product not only **delivers powerful cleaning** but is also **concentrated, biodegradable** and, when applicable, **dermatologist-tested**. The unique formulas are **environmentally sensitive** and include **active natural ingredients**.



 <p><b>Why SA8™ PreWash Spray</b></p>	 <p><b>Why SA8™ All Fabric Bleach</b></p>	 <p><b>Why SA8™ Tri-Zyme</b></p>
<p><b>Maximum stain removal with minimum effort</b> – easily lift out oil and grease stains</p>	<p>Can be used on both colourfast and white washable fabrics – <b>protects colours while removing stains</b></p>	<p><b>Powerful stain pre-soak and effective detergent booster</b> – use on grass, blood, body soils, ingrained dirt and mud</p>
<p>Scientifically blended solvents and unique surfactants</p>	<p>Uses OXYGEN bleach to erase tough stains. Is an excellent detergent booster and pre-soak.</p>	<p>Triple-enzyme cleaning system can be used at all wash temperatures</p>
<p>Ideal for use on collar and cuff grime as well as oil-based stains. Ingredients are biodegradable.</p>	<p>Ideal for dye-related stains such as tea, coffee, wine or dye colour transfers. Non-laundry uses: scrubbing counter tops, removing stains from tea/coffee pots</p>	<p>Ideal for organic, protein and soil-based stains such as grass, blood, dairy products, body soils as well as ingrained dirt and mud.</p>
<p>Entire formula is ultimately <b>biodegradable</b>. This spray has an improved fragrance and remains <b>CFC-free</b></p>	<div>  <p><b>Powered by the BIOQUEST FORMULA™</b>. This means the product not only delivers powerful cleaning but is also <b>concentrated, biodegradable</b> and, when applicable, <b>dermatologist-tested</b>. The unique formulas are <b>environmentally sensitive</b> and include <b>active natural ingredients</b>.</p> </div>	

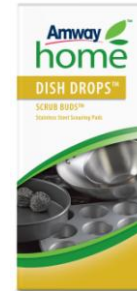
# AMWAY HOME™ DISH CLEANING







## Why DISH DROPS™ Liquid



## Why DISH DROPS™ Scrub Buds™

Effective, highly-concentrated formula cuts through grease and attacks dried-on foods. yet gentle to hands

Quadruple-patented blend of cleansing agents, aloe vera, alpha-hydroxy acid and natural extracts of the shiso plant

Residue-free and economical cleaning in a fully biodegradable formula

Rust-resistant stainless steel scouring pads designed for use on non-mirrored cookware surfaces

High quality stainless steel filaments rinse easily – helping to prevent sour, rancid or mildew odours common to ordinary steel wool pads

Safely cleans glassware, stainless steel trays, ovens, BBQ grills, wheels and tools – also great for scrubbing fruits and vegetables

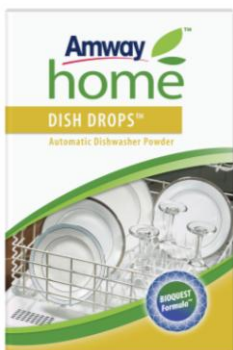


Powered by the BIOQUEST FORMULA™. This means the product not only delivers powerful cleaning but is also concentrated, biodegradable and, when applicable, dermatologist-tested. The unique formulas are environmentally sensitive and include active natural ingredients.



Durable and reusable, lasting twice as long as stainless steel metal scouring sponges and last four times longer than steel wool pads. Continuous stainless steel strand will not splinter or break apart. These indispensable stainless steel scouring pads are also dishwasher safe.





## Why DISH DROPS™ Automatic Dishwashing Powder



## Why DISH DROPS™ Automatic Dishwasher Tablets

Active oxygen and duo enzymes cut effortlessly through grease and dried-on food, leaving **exceptionally clean dishes** time after time without leaving any hard water film deposits

Powerful formula contains enzymes and polymers, giving exceptional starch and hard water film removal. Cleans without leaving harmful residues giving you spotless and etch-free performance in the dishwasher

Formula contains cleaning ingredients derived from natural ingredients such as chicory and is **Phosphate-free**

Eight essential cleaning actions all in one formula: cleaner, rinse aid, salt factor, dishwasher cleaner, glass protection, silver protection, crust solvent, stainless steel brilliance

Helps prevent hard water filming and water spots without leaving any messy clumps or detergent residue in dishwasher. What's more is that the biodegradable ingredients are effective even at 40°C, meaning energy savings by using less hot water

These convenient single-dose tablets in dissolvable wrappers are **Phosphate-free**



**Powered by the BIOQUEST FORMULA™.** This means the product not only **delivers powerful cleaning** but is also **concentrated, biodegradable** and, when applicable, **dermatologist-tested**. The unique formulas are **environmentally sensitive** and include **active natural ingredients**.



# AMWAY HOME™ SURFACE CLEANING



 <p><b>Why L.O.C.™ Multi-Purpose</b></p>	 <p><b>Why L.O.C.™ Soft Cleanser</b></p>	 <p><b>Why AMWAY HOME™ Toilet Bowl Cleaner</b></p>	 <p><b>Why L.O.C.™ Metal Cleaner</b></p>
<p><b>Versatile, concentrated and biodegradable cleaner</b></p>	<p><b>Contains gentle abrasives to ensure a scratch-free finish</b></p>	<p><b>Excellent cleaning performance well below the water line</b></p>	<p><b>Blend of non-toxic cleaner and non-caustic abrasive</b></p>
<p>If water won't hurt it, L.O.C. Multi-Purpose can clean it – floors; painted wood; sinks; marble; cupboards; appliances; washable walls and counters</p>	<p>Can be trusted to clean bathroom ceramic surfaces; showers; toilets; plastic bathtubs; aluminium; chrome and fibreglass</p>	<p>Combination of biodegradable ingredients and natural, plant acids cleans toilets hygienically and prevents build-up of limescale or hard water deposits</p>	<p>Dual cleaning formula restores lustre and shine to pots and pans made from stainless steel; copper and solid brass (non-mirror finish)</p>
<p>Exceptionally cost effective – dilutes 9:1 to produce <b>TWENTY</b> 500ml bottles of cleaning solution</p>	<p>Blend of high performance ingredients: mild abrasive, cleaning surfactant and a natural citrus solvent</p>	<p>Easily <b>neutralises odours</b>. Causes no damage to septic systems or plumbing</p>	<p>An economical squeeze-tube design allows the optimum amount of paste to be applied without waste</p>



**Powered by the BIOQUEST FORMULA™.** This means the product not only **delivers powerful cleaning** but is also **concentrated, biodegradable** and, when applicable, **dermatologist-tested**. The unique formulas are **environmentally sensitive** and include **active natural ingredients**.

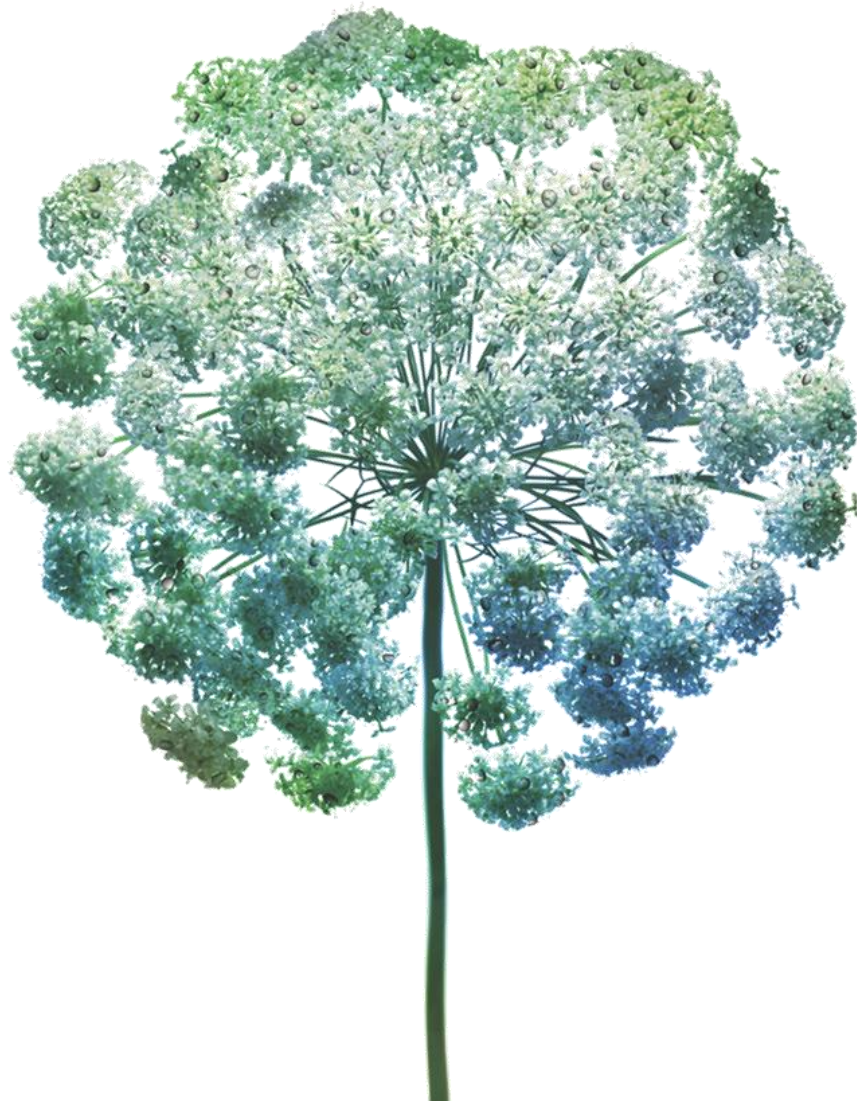


    <p><b>Why L.O.C.™ Glass Cleaner</b></p>	    <p><b>Why L.O.C.™ Bathroom Cleaner</b></p>	    <p><b>Why L.O.C.™ Kitchen Cleaner</b></p>	    <p><b>Why L.O.C.™ Daily Shower Cleaner</b></p>
<p><b>No-rinse formula</b> cleans leaving no harmful residue</p>	<p>Rinses away easily leaving a <b>streak-free shine</b></p>	<p>Leaves surfaces <b>hygienically clean</b> and streak-free</p>	<p><b>Convenient</b> – no scrubbing, rinsing or wiping</p>
<p>The painless way to clean windows; mirrors; glass computer screens and LCD, plasma or flat screen TVs</p>	<p>Easily cleans and deodorises all washable bathroom surfaces including ceramic tiles fibreglass, and stainless steel</p>	<p>Powers through toughest grease and grime on non-porous sealed kitchen surfaces including domestic appliances</p>	<p>Daily use prevents hard water stains, soap scum and bathroom grime build-up on all shower surfaces including ceramic tiles</p>
<p>Ideal for use with pistol grip sprayer or re-usable wipes. <b>True value for money</b> – dilutes 3:1 producing 2 litres of cleaning solution</p>	<p>Ideal for use with pistol grip sprayer or re-usable wipes. <b>True value for money</b> – dilutes 3:1 producing 2 litres of cleaning solution</p>	<p>Ideal for use with pistol grip sprayer or re-usable wipes. <b>True value for money</b> – dilutes 3:1 producing 2 litres of cleaning solution</p>	<p>Ideal for use with pistol grip sprayer. <b>True value for money</b> – dilutes 3:1 producing 2 litres of cleaning solution</p>



Powered by the **BIOQUEST FORMULA™**. This means the product not only **delivers powerful cleaning** but is also **concentrated, biodegradable** and, when applicable, **dermatologist-tested**. The unique formulas are **environmentally sensitive** and include **active natural ingredients**.

# AMWAY HOME™ HELPS YOUR BUSINESS



# How To Sell AMWAY HOME™

## Become an expert on AMWAY HOME™

By making sure that you understand the products that consumers want to purchase, you are better able to service them.

- **KNOW** what is new, know the brand and know your customers
- **INTRODUCE** AMWAY HOME™ to new prospects or interested clients
- **DISCOVER** your customers' needs
- **SUGGEST** the AMWAY HOME™ product to meet the need.
- **ADD VALUE** with other unique products



# How To Sell AMWAY HOME™

## Become a skilled retailer

We all enjoy being treated as if we are special. Do the same for your clients and teach new ABOs to do the same.

- **BECOME** educated and trained by using the AMWAY HOME™ printed training manual and comprehensive guide brochure
- **DEMONSTRATE** how the product works and how best to use it (demonstrations can be found in the printed training manual and comprehensive guide brochure)
- **CREATE** customer loyalty by providing excellent service
  - Some clients prefer to try a product before they purchase. You can choose to have a "try before you buy" system, where you may wish to offer your clients a smaller sized AMWAY HOME™ product for free for them to try out. By doing so, clients feel that you appreciate their needs and are **interested in what they want first**.
  - If a client regularly purchases only certain products, you could let them **try another complimentary product** when you deliver their order. This way you have an **opportunity to cross sell** another product by exposing your client to something new.



# How To Sell AMWAY HOME™

## Closing the sale

If a client places an order with you, make sure that you deliver it to them promptly.

- **FOCUS** on being a service oriented retailer.
  - Create loyalty with your customers by offering something special to them, particularly if they regularly purchase or bring you new clients. Make a note of when they purchased from you and contact them at a time when you know their products will need to be replaced
- **REMAIN** a trusted salesperson
  - For new ABOs or new clients the dilution or use of AMWAY HOME™ products may be confusing. Why not assist them? You could do this by diluting their AMWAY HOME™ products for them while explaining to them why and how to do it. At the same time you can view what other Brand X items they may still have in their homes – you could then offer an AMWAY HOME™ product to replace these.
- **SEEK** opportunities to sell other products.
  - Meet with your team and see if you can put together a group client session. This could be a special breakfast, lunch or expo. By being able to pool your resources, cost is shared. Your clients will appreciate a special invite from you. This will be an ideal opportunity for them to experience new and different Amway products in a comfortable and welcoming setting.

# How AMWAY HOME™ Helps You

- Improves competitive edge
- Interests new prospects
- Builds loyalty with current customers
- Delivers what today's customers want
  - Powerful cleaning
  - Products that simplify their lives
  - Products that are environmentally sensitive

