

AMWAY HOME™ L.O.C.™ Towelettes

KEY PRODUCT MESSAGE

Portable and convenient – these travel-sized wipes in re-sealable package are pre-soaked with a solution of AMWAY HOME™ L.O.C. Multi-Purpose Cleaner. Clean most messes and spills in one swipe, without harmful chemicals or residues.

PRODUCT OVERVIEW

- Convenient, travel-sized wipes come in resealable package that's ideal for a handbag, cubbyhole, sports bag, backpack or briefcase.
- Contains naturally-derived ingredients that make it a safe choice **throughout** the home
- The powerful biodegradable formula uses active ingredients derived from natural sources to clean spills and messes on all washable surfaces in one wipe, without harmful chemicals or residues. And it's gentle enough to clean your hands.

TARGET CUSTOMERS

Conscientious customers who are looking for a convenient towelette cleaner that:

- Is a handy way to clean up messes and clean hands while on the go
- Offers pre-soaked towelettes that effectively clean using ingredients derived from natural sources making it safe for families, the environment and skin
- A cleaner that cuts through dirt and grime, leaving a streak-free shine on all surfaces



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FEATURES / BENEFITS

FEATURE	BENEFIT
Travel-sized, 22.5 cm x 12.5 cm, wipes come in compact, re-sealable package	Convenient wipes that goes wherever you go
Pre-soaked in a solution of AMWAY HOME™ L.O.C. Multi-Purpose Cleaner featuring BIOQUEST FORMULA™ technology that blends active ingredients derived from natural sources	Contains natural, renewable cleaning agents from sources like coconut oil that are kind to the environment and scour away dirt and grime build-up
Strong, absorbent fabric	Resists tearing and handles tough cleanups on most surfaces, including textiles, in one wipe, leaving them clean and fresh-smelling – free of residue and streaks
Safe enough to use as a hand cleaner	Plush, cottony-soft wipes feel great on skin



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PRODUCT USAGE

HOW TO USE: Use on washable surfaces including tiles; fibreglass; non-porous/ sealed marble; counters; wall cabinets; washable walls; appliances; ceramic; plastic; vinyl; painted wood and all floor surfaces. **Do not use on untreated wood and porous surfaces.**

- **For general cleaning:** Rub or wipe soil or stain with L.O.C. Towelette. No rinsing necessary, unless on food contact surfaces.
- **For cleaning hands:** Rub hands thoroughly with L.O.C. Towelette. Allow hands to air-dry.
- **For cleaning stains on colourfast fabrics:** Blot soil or stain with L.O.C. Towelette and allow to dry

CONVERSATION STARTERS

- While having a conversation with your customers make sure to highlight the products versatility and use on multiple surface types as well as its safe and gentle daily use capabilities.
- Are you looking for a convenient way to wipe up spills and messes on all types of surfaces?
- Would you like a portable, convenient way to take L.O.C. Multi-Purpose Cleaner with you, wherever you go?
- Would you prefer a no-rinse way to wipe up spills and messes on all types of surfaces without leaving behind streaks or residue?



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CROSS-SELLING PRODUCTS

Use these selling techniques when planning a conversation or during a sales meeting. Cross-selling other products shows customers you're concerned about all of their needs and empowers them to make an informed choice about the best products.

Specific Cross Selling Opportunities:

- **AMWAY HOME™ L.O.C.™ Glass Cleaner:** Effectively uses natural ingredients and safely cleans virtually all glass surfaces, leaving behind a brilliant shine without unsightly streaks and marks, when used as directed.
- **AMWAY HOME™ L.O.C.™ Multi-Purpose Cleaner:** Highly concentrated, versatile and easy-to-use as a spray or bucket solution cleaner. It's a powerful, safe way to clean, using ingredients derived from natural sources, throughout the home.

FOLLOW-UP

Within 1 Week:

- Follow up with your customer to see if they need any information on how to use the product
- Ask your customer if they have any other questions

1 Month:

- Your customer has had time to use the product and at one month it is a great time to get feedback on their product satisfaction
- Make sure to ask your customer questions about how they are using the product and how often they are using it to get an indication of when they may need to re-order
- A great recommendation would be providing them additional ideas for its use: for example hand cleaner especially when working with greasy or oily machinery

3 – 6 Months:

- Follow up with your customer after 3 – 6 months to see if the product needs to be re-ordered
- You may also want to take the opportunity to cross-sell with additional surface products within the category or newly launched product offerings

