

essentials

by ARTISTRY



Amway
academy

Amway

START STRONG WITH AMWAY ACADEMY

Amway Business Owners can learn
anywhere, anytime with more than
26 free online learning
opportunities.



#amwayacademysa

Welcome to Amway

When it comes to laying the foundation for Abo success, the first three months are critical. Those initial 90 days are a deeply engaging and energising period that can set the pace for an ABO's future. To make the most of it, Amway Academy has designed a start-up experience called **Welcome to Amway**. ABOs are encouraged to plan their pathway to success using a series of educational opportunities such as Product Discovery Sessions to develop their product expertise. We are focused on you becoming product experts, growing your businesses and helping you in realising your earning potential and achieving financial incentives – all with built-in encouragement every step of the way.

Creating the opportunities and tools ABO's need to start up and sustain their own businesses, Amway Academy offers you valuable insights and a product knowledge development opportunity. It not only reinforces Amway's mantra that "you're in business for yourself, but not by yourself," but also goes above and beyond teaching what it takes to be successful in Amway, into areas of general business growth, such as reading body language, communicating across cultures, listening actively and more.

More to Learn, More to Earn

Whether they come up through universities or the school of life, all ABO's are guided by a spirit of individual freedom through free enterprise. They relish their right to earn an income on their own terms, govern their own schedules and pursue a better life as they define it. Along the way, they cultivate the work ethic and resilience a successful, sustainable business demands.

Yet even the most sophisticated business owner can't do it alone.

Success, like strength, comes in numbers. That's why companies like Amway are ramping up their investment in ABO education. Amway arms ABOs with not just the best quality nutrition, beauty and home products but also the best education and training to sell those products, sponsor others to do the same and, ultimately, build sustainable businesses that fuel their aspirations for themselves and their families.

Amway Academy empowers ABOs to start strong as they begin their ABO journey. From the moment of registration, business owners get full access to a library of print materials, complemented by face-to-face support and online sessions, each designed to help ABOs take their businesses further, faster.

Confidence is key to sales success and perhaps nothing is more important than making a positive first impression. Product knowledge is especially critical in building relationships with prospective customers. Amway Academy courses are provided free of charge, to ensure that all ABOs are given the opportunity to learn at their own pace. "The Amway Academy partnership deepens our commitment to our ABOs."

Amway Academy meets ABOs where they are on their individual business ownership pathway, so they can effectively learn new skills as they live through each stage of growing their businesses.

Flexibility is Fundamental

ABO's are agile – their careers defy traditional workplace norms of time and place. This inherent flexibility is often what draws people into starting a business. With this in mind, Amway Academy can be tailored to meet this lifestyle, whether ABOs work their businesses part-time or full-time, at an office or on the go. From any mobile device, tablet or computer, ABOs have the ability to learn wherever, whenever and at whatever pace fits their lifestyle best.

Amway Academy... "Committed to you and your success,"

FREQUENTLY ASKED QUESTIONS

What is Amway Academy?

Amway Academy is your strategic partner to building your Amway Business. We understand the importance of knowledge and skills that are required to kick start your Amway business and to maintain momentum in building a sustainable one. To be a successful ABO means that you will need to stand out, be communicative and to be passionate about your success. An in-depth product knowledge and learning how to sell Artistry are key skills that will contribute to your success as an Amway Business Owner. We focus on building competencies that will help you build a more sustainable business.

How do I find out more about the courses available from Amway Academy.

Log on to www.amway.co.za and click on the Academy icon. Here, you will be directed to the Learning Management System where you can view online learning content and training calendars.

What is the frequency of training offered and how do I stay in contact?

We try to offer a weekly webinar with an interesting selection of topics. The link is accessible to you on www.amway.co.za. Local Amway Experience Meetings also offer Academy training interventions. We publish these calendars on social media and on www.amway.co.za at the beginning of each new month and they continue to be updated throughout the course of the year.

Where does Amway Academy training take place?

Training sessions are planned in conjunction with regional activities. We utilise Amway Experience Meetings and physical presence opportunities to remain engaged with ABO's in South Africa, Botswana and Namibia. Keep updated with these events near you by engaging with us on social media and www.amway.co.za.

Which topics will help me build a sustainable beauty business?

Product training is essential to build your foundation for conversations about beauty. Topics are presented through both face-to-face as well as Web Live sessions.

Topics include:

PRODUCT RELATED	SELLING	BUSINESS BUILDING
New Launch Product Focus	How to Sell Beauty	Certified Leader Coaching Programme
Be Professional with Artistry	How to Sell Nutrition	
Be Professional with Nutrilite		
Build your business with essentials by Artistry		

What is an Amway Academy weblive session and how can I join?

We offer tailor made on-line learning solutions for you to access from anywhere via the internet. These sessions are localised to share valuable customer insights and specialist product knowledge to help you confidently learn and share product information with your customers. You have the unique opportunity to engage with other ABO's on-line and to learn from each other's experiences. We offer weekly sessions in the evenings to give you sufficient time to plan your learning opportunities with Amway Academy. You can log in from a smart phone, PC or tablet.

How can I become a Certified Artistry consultant?

It's easy and rewarding to achieve the Artistry Certification. Amway Academy will be hosting Certification opportunities within the main regions utilising a blended learning approach. This means that some learning will occur face-to-face in a workshop style setting and additional modules will be hosted via the webinar channels. After completing the full course content and passing an online test you will be awarded a Certified Artistry Consultant Certificate! Stay up to date for the announcement of these dates by following us on social media and www.amway.co.za

What are the first steps to building my Beauty Business?

1. Learn about the history of Artistry and Amway
2. Plan your learning journey together with your upline and identify developmental opportunities to enable you to begin building your Beauty Business
3. Set learning goals and create your knowledge bank with printed, on-line and digital content
4. Become familiar with the variety of products available in the Artistry range
5. Participate in learning opportunities with Amway Academy
6. Practice your newly acquired skills on someone that you know and ask for honest feedback
7. Continuous learning with Amway Academy provides you with ongoing support to ensure that as ABOs, you continually build on your knowledge and maximise opportunities for learning and leading.

What learning support is available to New ABO's immediately?

Log onto www.amway.co.za and log into Amway Academy to download free learning content.

With a focus on Beauty we offer a free online interactive course that takes you through how the skin ages and starts to build your skin care education about using Artistry. This 15 minute online lesson can be accessed on www.amway.co.za under the Amway Academy Icon.

REMOVE MAKE-UP IN SECONDS

All skin types

essentials by ARTISTRY™
Makeup Removing Wipes



**Gentle, yet sturdy cloth
feels comfortable on skin.**

Gentle disposable wipes remove heavy, long-wearing makeup including foundation, lip colour and eye makeup, along with other pore-clogging impurities in seconds.

Item no. 121549 – 25 wipes



Vitamin E

Anti-oxidants help with
environmental relief



Chamomile

Soothing &
Calming Agent



Green Tea Extract

Resists Surface
Bacteria

** Replaces discontinued ARTISTRY essentials Balancing Lotion SPF 15*

essentials
by ARTISTRY

CLEANSE, TONE AND REFRESH IN 1 STEP

essentials by ARTISTRY™
Gel Cleanser*

All skin types

97% reduction in oil after 1st usage
84% reduction in oil after 60 minutes

Gentle, oil-free gel that deeply cleanses skin and removes make-up, excess oil and impurities. Cleanse and tone in one step, leaving skin feeling fresh and clean.

Item no. 121547 – 125 ml



Cucumber

Anti-oxidant Soothing
& Calming Agent



Aloe Vera

Soothing &
Calming Agent



Acerola Cherry

Anti-oxidant

* Replaces discontinued ARTISTRY essentials Hydrating Cleanser and ARTISTRY essentials Balancing Cleanser

REFRESHES THE SKIN

All skin types

essentials by ARTISTRY™ Anti-Blemish Pore Refreshing Toner



Helps clarify, purify and unclog the skin to help it look clearer. Free of colourants and synthetic dyes.

Oil-free toner with salicylic acid, lemon, and aloe that cleans deep down within the pores to refresh skin and help reduce oil, appearance of pores and blemishes.

Item no. 121657 – 200 ml



Aloe Vera

Soothing &
Calming Agent



Lemon



Salicylic Acid

** Replaces discontinued ARTISTRY essentials*

essentials
by ARTISTRY

GENTLE, SKIN-SOOTHING FORMULA

essentials by ARTISTRY™
Anti-Blemish Gel Treatment

All skin types

**Protects against future blemishes.
Gentle formula for everyday use.**

This fragrance-free and non-irritating gel with salicylic acid, witch hazel, and green tea penetrates skin to gently purify and clarify blemishes while soothing the skin and calming redness.

Item no. 121658 – 20 ml



Green Tea Extract

Resists Surface
Bacteria



Witch Hazel



Salicylic Acid

* Replaces discontinued ARTISTRY essentials

WATER-LIGHT HYDRATION

From combination
to oily skin

essentials by ARTISTRY™
Light Lotion*



Contains Anti-oxidant Blend (Vitamin E, Acerola Cherry Extract, Cucumber) - these fight off free radicals from pollution, environmental assaults, and UV light that can cause the appearance of skin damage.

This oil-free lotion adds lightweight hydration and balances surface oil to help control shine.

Item no. 121548 – 50 ml



Chamomile

Soothing &
Calming Agent



Perilla Extract

Soothing &
Calming Agent



Acerola Cherry

Anti-oxidant

* Replaces discontinued ARTISTRY essentials Balancing Lotion SPF 15

essentials
by ARTISTRY

LONG LASTING HYDRATION

essentials by ARTISTRY™
Moisture Cream*

From normal
to dry skin

**Contains Hydro-Lipid Matrix Blend,
which reduces visible fine lines from
skin dryness.**

Nourishes drier skin with 12 hour of
moisturization, without being too heavy
on skin. Naturally derived ingredients
help strengthen the skin's natural
moisture barrier.

Item no. 121693 – 50 ml



Blue Lotus

Soothing &
Calming Agent



Macadamia Oil

Moisturization &
Strengthens Skin Barrier



Acerola Cherry

Anti-oxidant

* Replaces discontinued ARTISTRY essentials Hydrating Lotion SPF 15



BUILD YOUR FUTURE



Amway Academy is more than learning how to earn extra income. It's learning how to start and grow a healthy business, build lifelong skills, and reach your goals.



essentials by ARTISTRY

Exclusively from **Amway**

www.amway.co.za

Join us on  

www.facebook.com/amwaysouthafrica • www.twitter.com/amwaysatweets

Need help? Contact Us

Tel: +27 021 405 1700 • Fax: +27 021 405 1716 / 18 / 28 • Toll Free: 0800 203 772

Monday to Friday: 8am to 5pm

Send us an email: infocentre.zaf@amway.com