



NUTRILITE™ **from FOOD SUPPLEMENT** **to COMPLEMENTARY** **MEDICINE**

Compliance – Competitive *Advantage*
for better business

SAHPRA AND MEDICINES ACT.

SAHPRA is a regulatory body tasked with regulating (monitoring, evaluating, investigating, inspecting and registering) all health products. This includes clinical trials, complementary medicines, medical devices and in vitro diagnostics (IVDs).

SAHPRA has three pillars to ensure that medicines, medical devices and IVDs meet the requisite standards to protect the health and well-being of South Africans:

- ✓ Safety
- ✓ Efficacy
- ✓ Quality



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- ✓ The new design concept has big impact. It makes NUTRILITE health supplement portfolio more easier to understand, and easier to sell.
- ✓ The Nutrilite graphic code together with prescribed regulatory information on labels spells clearly the information people look for, and helps them find the right, healthy supplementation they need to complement their health.
- ✓ The new labels are a good conversation starter you can use to get people interested about NUTRILITE and it's advantages providing more benefit claims based on safety, efficacy and quality in line with regulations.

NUTRILITE SCIENCE

Plants nurtured
to deliver
phytonutrients



Quality
control from
seed to
supplement



190 patented
formulas in
the US



No artificial
flavours



Intuitive labels
for clear communication

EXAMPLE OF FRONT PANEL – OLD VS NEW



WHO AM I?
Our brand name stands out at the top of each label.

WHAT IS MY SOURCE?
Featured natural ingredient(s) that are used in the product.

WHAT AM I?
The product name of the food supplement.

WHAT IS INSIDE ME?
Key information about the product.

HOW MUCH IS INSIDE?
Indicates how many tablets/capsules are in the bottle.



The heritage badge signifies that every Nutrilite product has been meeting our rigorous quality standards since 1934.

WHY AM I RIGHT FOR YOU?
Icons quickly communicate the product's key benefit.

EXAMPLE OF BACK PANEL

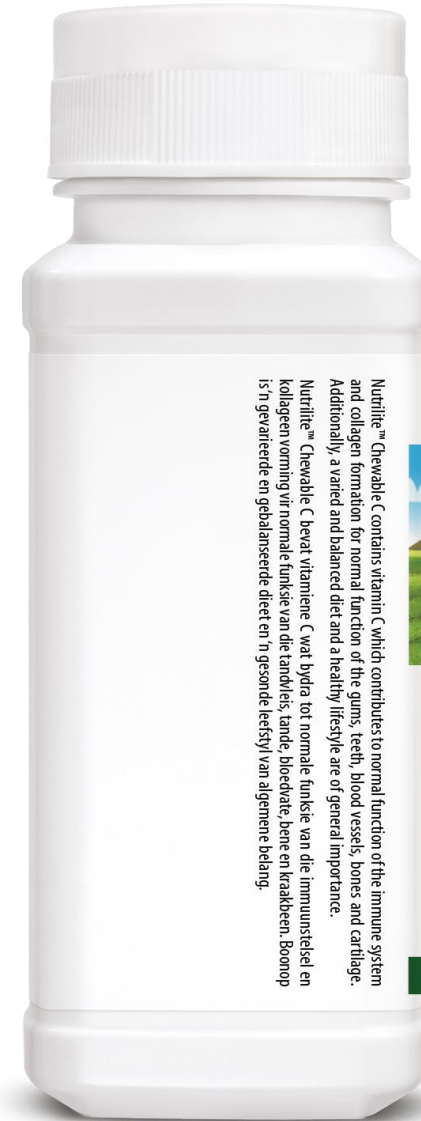


WHAT ARE MY WARNINGS?
Shows warning labels.



← Amway logo

EXAMPLE OF LEFT PANEL

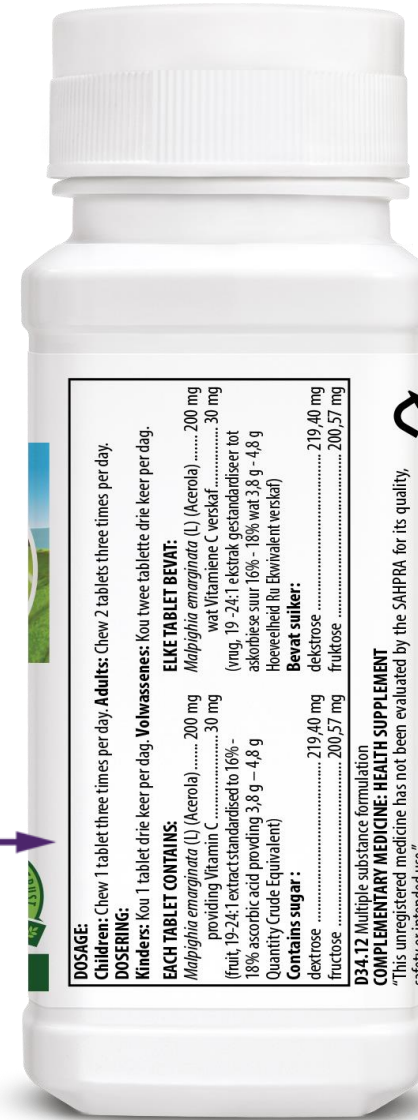


WHAT ARE MY BENEFITS?
Shows product features
and benefits

EXAMPLE OF LEFT PANEL



HOW MUCH DO YOU TAKE?
Easy dosage instructions

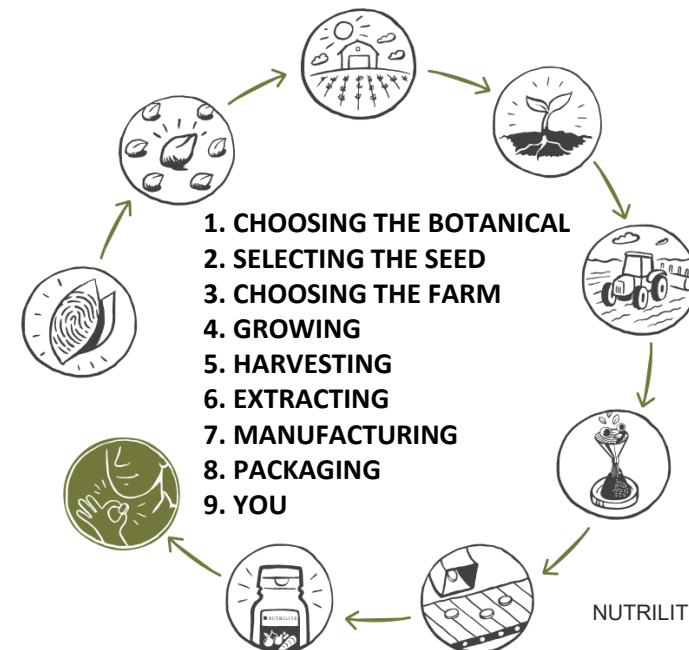


WHAT ARE MY KEY INGREDIENTS?
The primary sources for the key ingredients

COMPLIANCE BENEFITS TO CONSUMER

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- ✓ Only use the purest, cleanest ingredients.
- ✓ If its listed on the label ,its in the product.
- ✓ Fully disclosed ingredients and formulas.
- ✓ Full traceability.
- ✓ Certified and regulated manufacturing facilities.
- ✓ More validated claims.
- ✓ Scheduling status ,warnings and precautions/contraindications.
- ✓ Better informed consumer for empowered choices.





Complementary Medicine to boost your business

Shift from food supplement focus to more holistic and expert health and wellness solutions means big things for your business:

- **Easier conversations.** More resources mean you're more informed. Plus, it's a great door opener, especially for new ABOs.
- **Access to experts.** Have a question? Reach out to Amway pharmacists for technical information so you can sell with confidence.
- **Upgraded brand claims.** A new slant on old claims give you an innovative way to promote health and wellness.
- **Confident customers.** Your customers will feel better, safer and trust you and your products more.





REASONS TO BELIEVE.

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GREAT BRAND

GREAT RANGE

GREAT INGREDIENTS

FULLY COMPLIANT

BETTER CONVERSATIONS

Making it easier to learn, recommend and teach!

THANK YOU

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