



LTS 2025

Amway

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LTS 2025

Amway

Holistic Sales & Marketing

Fabrizio Contardi

Chief Sales Officer, ESAN

Gregory Bray

Chief Marketing Officer, ESAN

The New ABO Journey and business solutions are driving growth



Join thanks to START Program

+13%

New ABO engagement vs previous year

+8%

Total sales from new ABOs vs previous year

Recurring orders

10%

of total ESAN sales

Core Plus We paid 27m USD in bonuses

**BFI
+56%**

27,000 payments in Performance Year 24

**BBI
+56%**

9,000 payments in Performance Year 24

New Platinum Seminar

150

ABOs qualified

3 Cities

Krakow, Izmir and Sydney

Great experience



3 Key Drivers that New Platinums who became New Founder Platinum have!



Support

Support your team!

They had **6% more bonus earners** in their team.



Sponsor

Keep sponsoring!

They **sponsored 2.5 times more** than those who lost the Platinum qualification.



Aim

Aim for Core Plus+!

They increased their **Core Plus+ earnings by 80%**, and their **Core Plan earnings by 40%**.

Co-design is our foundation for success!

What is Healthspan?



HEALTHSPAN is

Keeping more **Life** in your **Years** vs Adding more **Years** to your **Life**

Health span is the length of time a person remains healthy and free from serious or chronic illness and functional decline, focusing on maintaining physical and mental well-being rather than just extending lifespan.



Typical Healthspan

Declining
Capacities

Optimal Healthspan

Declining
Capacities

ESAN Product Launches



ARTISTRY™

Make Up Eyeshadow
+ Blush



The easy way to
start your day right!

ARTISTRY™

SKIN NUTRITION™
Serums



Rebranding
Repackaging

ARTISTRY™

SKIN NUTRITION™
UV Protect SPF 50

ARTISTRY™

Derma-Architect
Device



XS Protein Shake & Bar
New Flavor

ARTISTRY™

Mascara
Powder Foundation
Concealer

SATINIQUE 
Restage



SA8™ Premium
Powder
Recycled Pack

ARTISTRY™
SUPREME LX™



Women 40+
Support



eSpring™
New Water Treatment
System



Better Content

New learning paths
Scientific content on nutrition



Better Platform

Modern user experience
Improved search functionality
Mobile-friendly



More Training

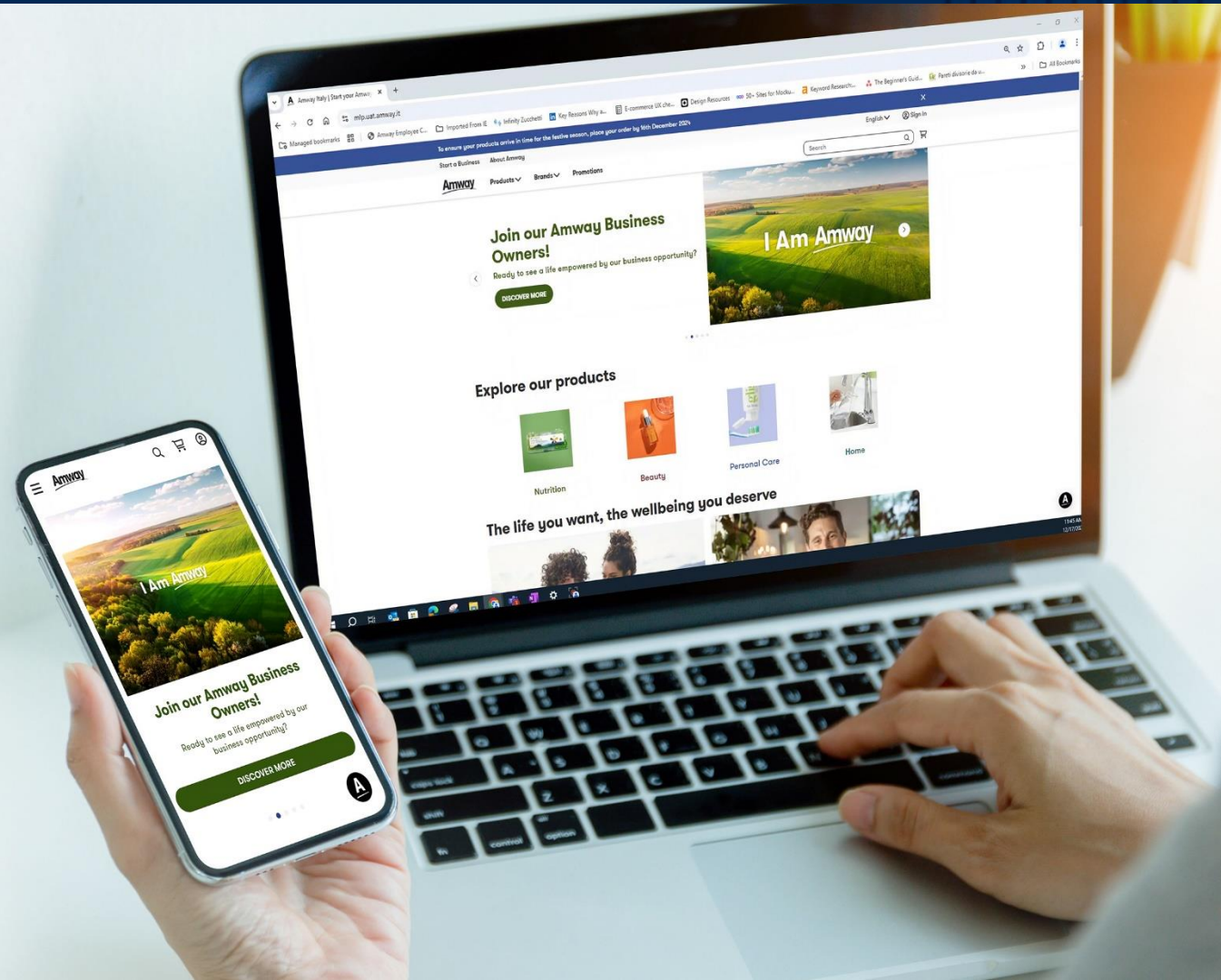
More training during events
More professional experts
More trainers in local languages

Easier registration and purchasing with the new Amway website with best-in-class content



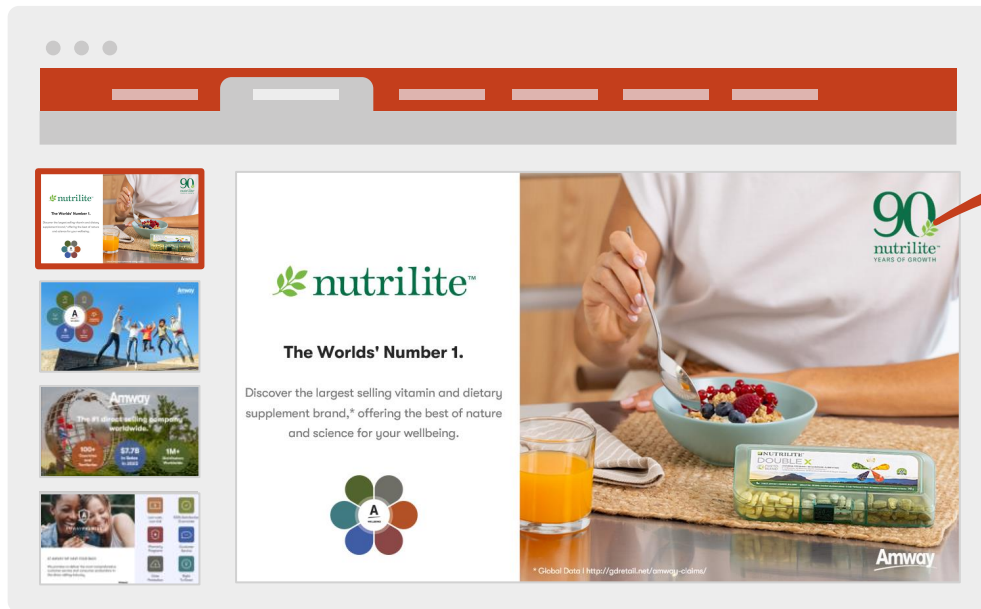
**To be available
across most ESAN
markets in 2025**

**With new Business
Opportunity and
Sustainability pages**



Sponsoring will be easier with the Amway Business Opportunity deck

For the first time, ABOs will have an Amway **curated presentation** with all the main reasons convincing a prospect to join Amway



Wellbeing focus

Amway's social responsibility

Income potential (simplified)

Amway's heritage and values
Support of science in our brands



Why Morning Nutrition

The Need and Opportunity



75% of people are not consuming enough protein²

50% of people have nutritional gaps³

NutraLITE is the
World's #1
selling protein supplements brand⁴

1 out of 3
adults skip breakfast in EU
according to Mintel¹

OPPORTUNITY:

A recent study conducted in 10 European countries has demonstrated high rates of breakfast skipping, exhibiting that **44% of females and 36% of males are breakfast skippers⁵**

Target Audience: Everyone



¹Mintel Breakfast Eating Habits Europe 2024

²Mintel Consumer Data / Attitudes towards Healthy Eating & Drinking / DE, IT, ES, FR 2024

³Source: Statista / Vitamins and Supplements Usage in EU, 2024

⁴GlobalData | <http://gdretail.net/amway-claims/>

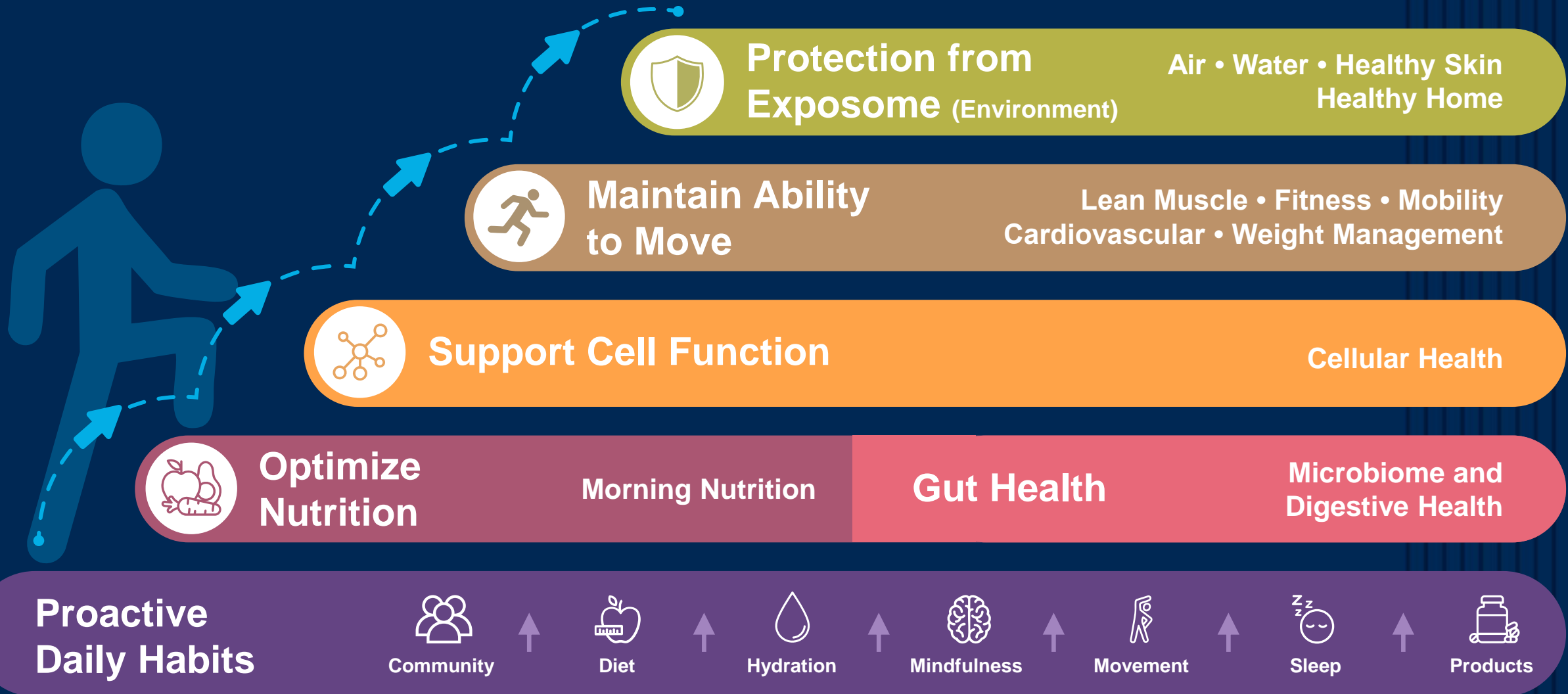
⁵Ferrer-Cascales R, Sánchez-SanSegundo M, Ruiz-Robledillo N, Albaladejo-Blázquez N, Laguna-Pérez A, Zaragoza-Martí A. Eat or Skip Breakfast? The Important Role of Breakfast Quality for Health-Related Quality of Life, Stress and Depression in Spanish Adolescents. Int J Environ Res Public Health. 2018 Aug 19;15(8):1781. doi: 10.3390/ijerph15081781. PMID: 30126240; PMCID: PMC6121474.



Michelle D'Allaird

Cosmetologist and
Healthy Beauty Educator

The journey towards Healthspan



The journey towards Healthspan



**Protection from
Exposome** (Environment)

Air • Water • Healthy Skin
Healthy Home



**Maintain Ability
to Move**

Lean Muscle • Fitness • Mobility
Cardiovascular • Weight Management



Support Cell Function

Cellular Health



**Optimize
Nutrition**

Morning Nutrition

Gut Health

Microbiome and
Digestive Health

**Proactive
Daily Habits**



Community



Diet



Hydration



Mindfulness



Movement



Sleep



Products

ARTISTRY
SKIN NUTRITION™

UNDERSTANDING SKIN AGING

WHY START EARLY

Protecting your skin's proteins like **collagen** and **elastin** now is key to having **healthy-looking skin** in the future.



ARTISTRY
SKIN NUTRITION™

PROTEIN PEPTIDE RICH SERUMS FOR YOUTHFUL-LOOKING SKIN

Plant-derived peptides and powerful phytonutrients blend to protect and renew skin's proteins, like collagen and elastin.



ARTISTRY
SKIN NUTRITION™

INNOVATIVE INGREDIENTS TECHNOLOGY



ARTISTRY
SKIN NUTRITION™

WHY A SERUM?

High Ingredients
Concentration

Deep
Absorption

10 Benefits in 1

Powerful Synergies



ARTISTRY
SKIN NUTRITION™

WHICH SERUM IS BEST FOR ME?

Helps combat **early**
signs of aging



Helps reduce **advanced**
signs of aging



ARTISTRY
SKIN NUTRITION™

A BREAKTHROUGH AT-HOME DEVICE

NEW DERMA-ARCHITECT

Combining professional procedures
that promote collagen production and
boost phytonutrients absorption.





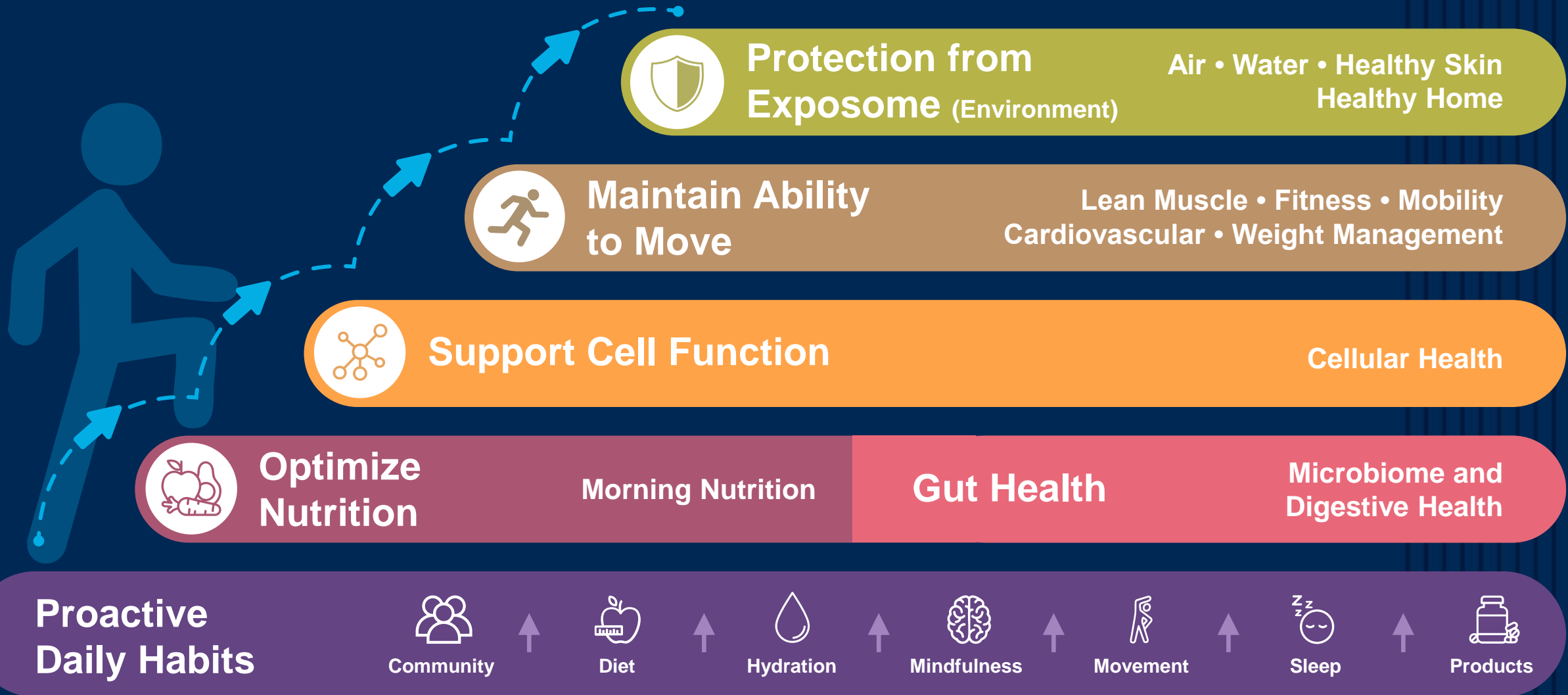
Tom Sturgeon

Global Brand Manager - eSpring

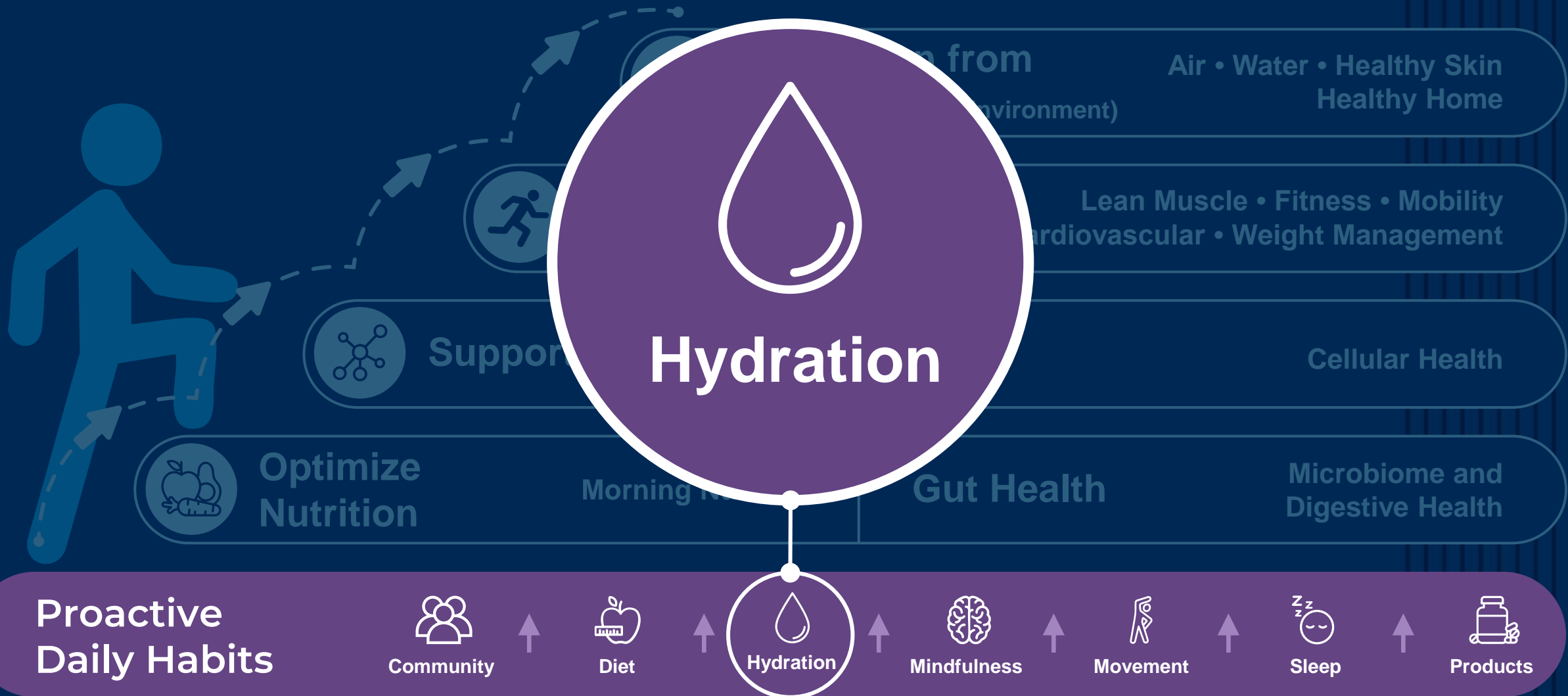
Jeff Shumate

Manager R&D - Product Development

The journey towards Healthspan



The journey towards Healthspan





eSpring

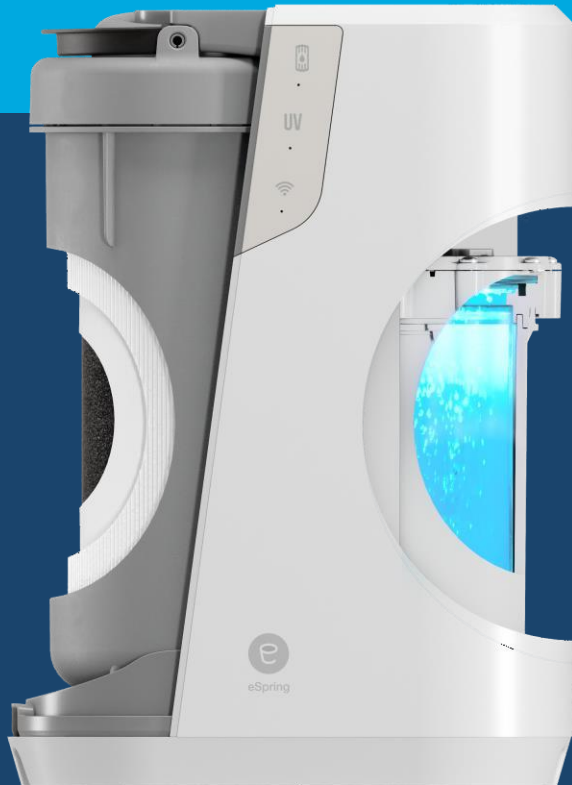
eSpring is the world's
**number one selling
brand** of home water
treatment systems.*

world's
#1

*Based on a Verify Markets study of 2021 global sales.

Technology

UV-C LEDs
e3 Carbon Filter



Connected Experience

Amway™ Healthy Home App

User Experience & Sustainability



Carbon Filter and UV-C LED

NEW e3 Carbon Filter

effectively reduces
170+ contaminants including
microplastic



NEW UV-C LED technology effectively destroys up to:

- 99.9999% of Bacteria
- 99.99% of Viruses
- 99.9% of Cyst



UV-C LED Advantages

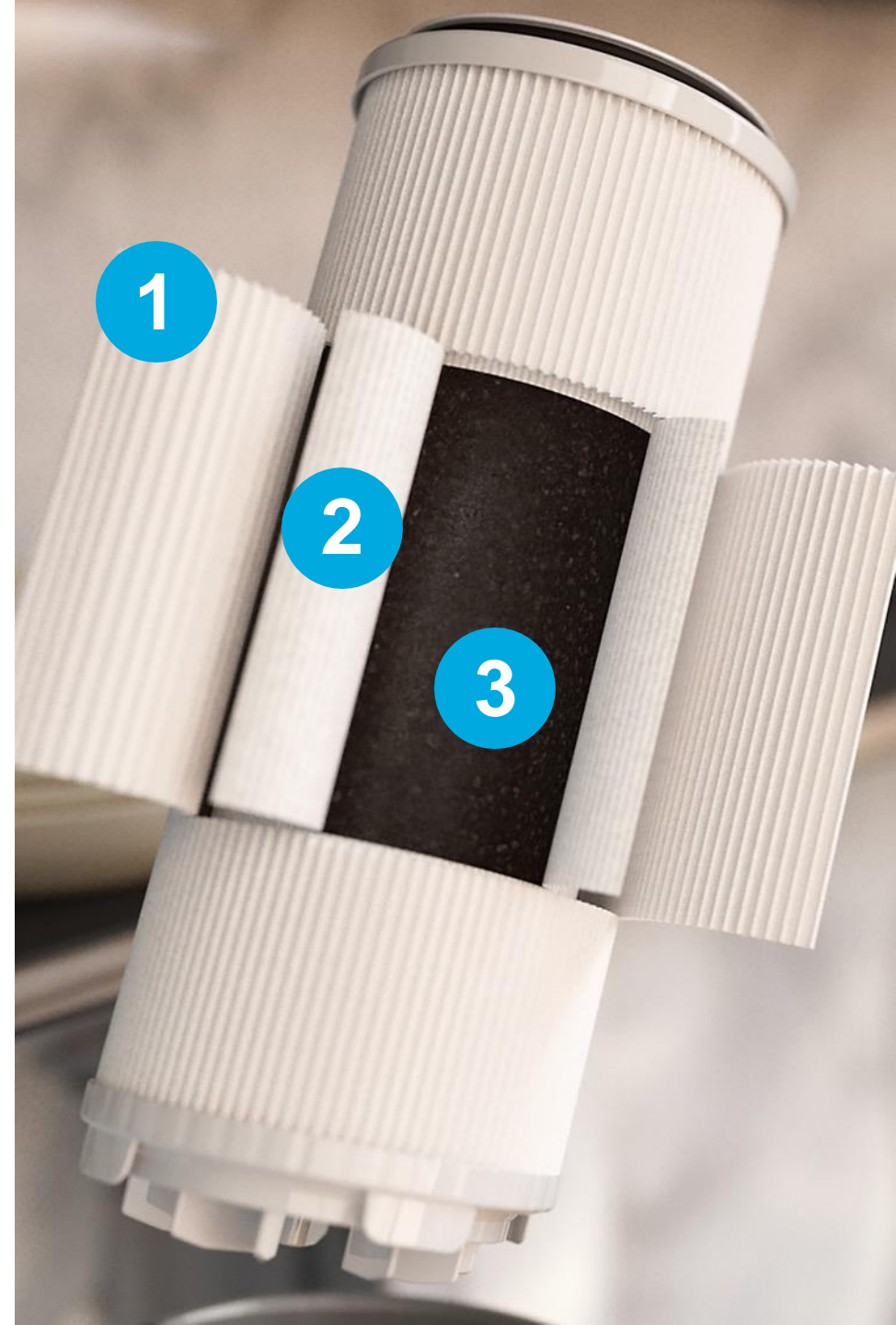
- 25% energy saving
- Instant-on
- Designed to last up to 10 years
- The future of water treatment



eSpring e3 Carbon Filter

Three powerful layers of premium filtration!

1. Pre-filter
2. Defense Guard
3. Carbon Block





**Proven
clean,
great-tasting
water**



Easy Filter Change in 2-1-0!



2 minutes
to change



1 filter change
per year*



0 tools
required

*Based on average annual use for a family of six. Actual filter life depends on water quality and usage.

Thoughtfully designed

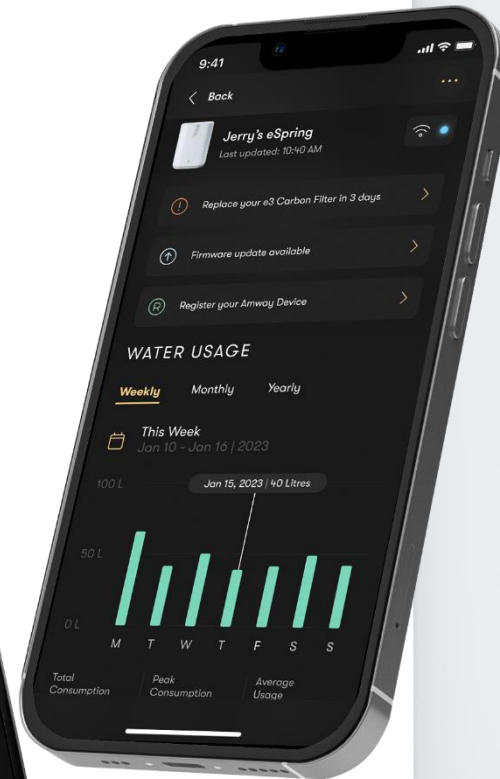
- ✓ **Blends in** with any decor
- ✓ **Less space**
- ✓ **Intuitive display**
UV-C LED & filter status, Wi-Fi connection*
- ✓ **Multiple tubing** configurations
- ✓ Best in class **5 Year** Warranty



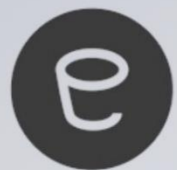


Convenient and Connected

- Order filters directly from the app
- Monitor home water quality from anywhere
- One Click Registration
- Optimized Performance



*Internet connection required.



eSpring™ | Clearly Better





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