

GLOBAL IMPACT REPORT 2024

AmwayTM



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INTRODUCTION

A word from our CEO

About Amway

Amway at a glance

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INTRODUCTION

A word from our CEO



That is what we do at Amway: make a difference through helping people live better, healthier lives. It's a powerful vision and an incredible opportunity.

Michael

Greetings and gratitude

A WORD FROM AMWAY CHIEF EXECUTIVE OFFICER, MICHAEL NELSON

Amway™ is a special place – full of talented, dedicated people working together for the greater good. For over three decades, I’ve had the privilege of seeing that firsthand. It’s an honor to now serve as President & CEO. I’m grateful to the Board of Directors, Amway Business Owners (ABOs), Founding Families and Amway employees for entrusting me with this role.

I started at Amway in 1989 as a university student. Since then, I’ve worked in departments including Strategy, Supply Chain, Human Resources and Technology. Every step of the way, I’ve learned invaluable lessons from my colleagues, ABOs and the Founding Families.

It has been an incredible journey, at a company that has always aligned with my personal values and convictions. At home in Ada, you can find me spending time with my six adult children and their spouses, volunteering with my wife, or finding time to go for a long-distance run.

In many ways, my story reflects the Amway story. Finding a business you can call home – aligning with your values and interests, providing for your family, and making a difference in your community.

That is what we do at Amway: make a difference through helping people live better, healthier lives. It’s a powerful vision and an incredible opportunity.

Over the years, I’ve seen us fulfill this vision in three interconnected ways: Our Founders’ Fundamentals, Values and culture; our compelling business opportunity available to anyone, anywhere; and the exceptional products we offer and solutions we supply. This combination is uniquely ours. Together, they make us stronger – for a brighter, more sustainable future.

In this report, you’ll learn about the amazing work of teams all over the world in each of these three areas. People building up our culture to better serve communities and colleagues. ABOs helping their customers and each other thrive, with Amway teams supporting their success. And high-quality products and solutions that meet every day, foundational health + wellbeing needs.

I’m confident, as our Co-Founder Rich DeVos said, “The best is yet to come!”

With gratitude,
Michael Nelson

2024 was an exciting year – full of promise and potential, growth and gains.
Powered by exceptional people, supporting the health + wellbeing needs of others.

INTRODUCTION

About Amway

Get to know us

Amway is an **entrepreneur-led health and wellbeing company** based in Ada, Michigan, U.S.

We’re committed to helping people live better, healthier lives across more than 100 countries and territories worldwide. According to *Forbes* magazine, we’re among America’s Top 100 largest private companies. Our top-selling brands are Nutrilite™, Artistry™ and XS™ – all offered exclusively through ABOs.

When Rich DeVos and Jay Van Andel founded Amway in 1959, they brought fresh perspectives to the direct selling business model. Today, we empower ABOs who help people on their health + wellbeing journey through products and programs that meet their needs.



Amway is the No. 1
direct selling business
in the world, according
to the 2023 Direct Selling
News Global 100.

INTRODUCTION
Amway at a glance

\$7.4B

IN 2024 SALES

14K+

employees around the world.

13

Amway Scientific Advisors who are global experts in the fields of health, nutrition and beauty. They collaborate with our internal experts to advise on research activities, offer scientific recommendations and facilitate new collaborations with leading institutions.

Learn more about our [Scientific Advisors](#).

**OUR GLOBAL
FAMILY OF**

800+

scientists, engineers and technicians work with leading universities, science institutes and advisory boards to conduct world-class research and product development.

NEARLY

6,000

acres of certified-organic farmland in the U.S., Mexico and Brazil, where we grow and harvest plants, using sustainable, regenerative farming methods. **Learn more about our [Nutriline farms](#).**

1M+

ABOs around the world.

750+

patents and patents pending globally.

100+

countries and territories in which Amway operates.

TOP 10

MARKETS BY SALES

1. MAINLAND CHINA
2. UNITED STATES
3. SOUTH KOREA
4. JAPAN
5. THAILAND
6. TAIWAN
7. MALAYSIA
8. INDIA
9. CENTRAL ASIA
10. VIETNAM

INTRODUCTION

Global supply chain

Our global supply chain presence

Amway has a modern and globally integrated end-to-end value supply chain.

Amway teams coordinate inventory, production and distribution of our diverse range of products to our ABOs and customers around the world. The supply chain plays a critical role in managing and mitigating disruption across the globe, ensuring product quality and availability.



- CERTIFIED ORGANIC FARMS
- MANUFACTURING FACILITIES
- FIRST MILE WAREHOUSE HUBS
- GLOBAL PLANNING AND PROCUREMENT

INTRODUCTION

Capital focus

Investing in our success

We’re the world’s number one direct selling company,* and we’re not stopping there! To keep leading, growing and thriving, we’re **investing in our business and the people who power it.**

STRENGTHENING OUR WORLD HEADQUARTERS

The heart of our global company is in Ada, Michigan. Our headquarters are comprised of 80 buildings and 3.5 million square feet of office and manufacturing space. Of our 14,000+ global employees, more than 2,500 work in Ada – where our Founders started Amway and lived their entire lives.

Between 2022-2026, we’re investing \$127.6 million in our Ada campus. This plan includes upgrades to our manufacturing, quality control, and research and development capabilities as well as office facilities. It’s a commitment to our future and to better enabling our impact around the world.

SNEAK PEEK

FIRST AMWAY FARM IN CHINA

Amway farms have a long, proud history. We recently announced a new operation that will open in the coming years in China’s Sichuan province. Our fifth farming location outside of North America, this site will focus on cultivating Traditional Chinese Medicine herbs featured in more and more Amway products.

NEW IN ADA

\$127.6M

invested between 2022-2026.

Nutrition manufacturing center

48,000-square-foot renovation.

+260 jobs

created through expansion efforts.

Research & Development pilot plant facility

18,750-square-foot expansion enhances our nutrition research and development capabilities.

A word from our Co-Chairs

Who we are

What guides us

Our Global Leadership Team

PEOPLE AND CULTURE



PEOPLE AND CULTURE

A word from our Co-Chairs

Founded for better, growing for good

COMMEMORATING OUR FOUNDERS’ 100TH BIRTHDAYS FROM
AMWAY CO-CHAIRS, DOUG DEVOS AND STEVE VAN ANDEL

Amway has a one-of-a-kind spirit sparked by our fathers, Jay Van Andel and Rich DeVos. These lifelong friends knew that people helping people is the right thing to do, and the right thing for business.

In 2024, we celebrated what would have been Jay’s 100th birthday, and in 2026, we’ll celebrate what would have been Rich’s 100th. As we mark these milestones, we’re taking time to reflect on where we’ve been, and work toward where we’re going.

Our legacy defines, drives and differentiates us. It helps us be the best business we can be. But this celebration isn’t just for looking backward – it’s for moving forward. That’s exactly what we’re doing.

First, in September 2024, the Amway Board of Directors appointed Michael Nelson as President & Chief Executive Officer. This decision was made to support a strong, sustainable future. We’re confident Michael is the leader best suited to help us grow from our strengths.

Second, the Amway Founding Families recently worked together to revisit our Founders’ Fundamentals to ensure they honor our past and represent our present. We invite you to learn more about these timeless truths on [page 12](#).

Today, we see new opportunities in the marketplace that Amway is uniquely able to answer. This is an important moment for us – a time to grow while continuing to serve business owners and their customers around the world.

We’re confident in and excited about our future. One that’s grounded in our legacy, guided by our strengths.



Doug DeVos
Co-Chair, Amway Board of Directors

Steve Van Andel
Co-Chair, Amway Board of Directors

Our legacy defines, drives and differentiates us. It helps us be the best business we can be.



Amway is about people helping people

We're a global community that helps people live better, healthier lives. **It's a vision we believe in – and we deliver like no one else.**



AMWAY BUSINESS OWNERS



CUSTOMERS



COMMUNITIES



EMPLOYEES



BOARD OF DIRECTORS



STRATEGIC PARTNERS

Foundation for our future

Amway has a unique set of core beliefs we call our Founders’ Fundamentals. They serve as our heart and soul – and guide every interaction we have, strategy we set and opportunity we seek.

The Founders’ Fundamentals were written by Rich DeVos and Jay Van Andel. They knew that together these four truths create something special. A way to connect with people of all generations and geographies while staying true to ourselves.

As we celebrate our Founders’ 100th birthdays, we’re reflecting on these truths and ensuring we remain committed to them today.

We’re made bolder and better because of where we’ve been. Stronger because of the foundation from which we grow. Guided by the Founders’ Fundamentals that still resonate.



FREEDOM

We need personal and economic opportunity to live our best lives. Amway provides the possibility to build both – through the experience of business ownership and as part of our community.

FAMILY

We thrive in relationships, surrounded by people who bring us meaning and purpose, instill trust, challenge us to keep growing and cheer us on. At Amway, we work together in a family spirit and leverage the constant source of strength it provides.

HOPE

There is power in possibility and strength in optimism. By inviting everyone to imagine their future and offering opportunities to help make it happen, Amway cultivates hope and the growth that follows.

REWARD

We are motivated by the satisfaction that comes from reaching goals – and helping others do the same. We celebrate the achievement of milestones, recognizing the value of hard work and lessons learned along the journey.

Meet our leaders

The Amway Global Leadership Team works in partnership to advance our business strategy around the world. Together, they’re grounded in our Values and focused on creating something future generations of the employees, business owners and customers we serve can be proud of.

			
Michael Nelson Chief Executive Officer	Asha Gupta Chief Operating Officer	Brian Kraus Chief Supply Chain Officer	Melodie Nakhle Chief Marketing Officer
			
Luke Nieuwenhuis Chief Sales Officer & Regional President – Southeast Asia (SEA) / India	John Parker President – Amway Markets	Gretchen Payne Chief Human Resources Officer	Kristi Pelc Chief Research & Development Officer
			
Andrew Schmidt Regional President – West	Jon Sherk Chief Legal Officer	Becky Smith Chief Financial Officer	Frances Yu President – Amway China



CORPORATE SOCIAL RESPONSIBILITY

Our commitments

Health + wellbeing

Empowerment

Engagement

Disaster relief

Sustainability

Committed to community

We believe we have a responsibility to use our talents to make the world a better place. It’s a dedication that began with our Founders and we carry forward today. We care for the communities we serve – and find joy and hope in supporting them. **This is about more than the words we say. It’s about the actions we take to impact change.**



Corporate social responsibility pillars

HEALTH + WELLBEING

Support access to critical nutrition, health and wellness education to help children and families live healthy, properly nourished lives.

EMPOWERMENT

Empower individuals to be agents of positive development for themselves and their families as they build a path toward long-term financial stability.

ENGAGEMENT

Drive a culture of community engagement and volunteerism that helps employees and business owners connect, contribute and commit.

Supporting a brighter future for children

Love & Companionship Tutoring Program

The Amway Taiwan Love & Companionship Tutoring Program makes sure children have the care they need after school – providing homework assistance and a nutritious meal. Part of the Hope Maker Charity Foundation, the program contributes to a broader effort to help children break free from poverty and see a hopeful future.

The children are also invited to attend annual summer camps that offer diverse learning experiences and perspectives. Amway Business Owners volunteer at these camps, leading

nutritional education and physical wellbeing activities. In addition, business owners go to sponsored tutoring centers across Taiwan offering support and friendship while fostering habits that contribute to children’s overall wellness.

Since 2012, the tutoring project has sponsored more than 30 classes and helped more than 19,000 children across Taiwan’s main and outlying islands. More than 11,300 volunteers have contributed more than 47,000 hours to this mission.



19,000+

CHILDREN SERVED

Enriching women’s lives

Project Nari Shakti

The Amway India Project Nari Shakti provides valuable skills to women and girls from less privileged backgrounds, enabling them to become independent earners while fostering cultural and social development. In the project’s first year, 200 participants from Delhi took courses in beauty and wellness, fashion design, nutrition and entrepreneurship. Amway Business Owners and employees volunteered to teach these women about topics such as marketing, finance and social media.

Since 2020, Project Nari Shakti has grown to include specialized programs that focus on how to build sustainable businesses. One such program, the Pehal Initiative, offers women a

production center and retail outlet in Sohna where they can sell apparel, home decor, fashion accessories, stationery and more. Amway intends to continue supporting the Pehal Initiative in its journey toward sustainability.

In partnership with nonprofit organizations like Deepalaya, YellowBag Foundation and SRF Foundation, Project Nari Shakti has helped more than 3,000 women pursue economic and social empowerment across locations that include Hamirpur, Sohna, Kolkata, Chennai and Madurai. Over 80% of participants have gone on to employment or self-employment, inspiring a new generation of women to grow and reach their full potential.



3,000+

WOMEN SUPPORTED

Building community in new ways

Engagement across Japan

To celebrate the United Nations’ annual World Cleanup Day and World Environment Day, Amway Japan supported local communities with expansive cleanup efforts. Across the country, more than 1,000 Amway Business Owners, employees and their family members joined together to clean up 95 different locations.

Their support goes beyond one day, though. For 14 years, Amway Japan has helped communities nationwide recover from natural disasters and preserve the land’s beauty.

This includes ongoing activities led by the Amway Japan Foundation in the Tohoku region since a devastating 2011 earthquake.

Support for Tohoku has included building seven Amway Houses that host events and celebrations for local communities. The new municipal complex and Amway House in the rebuilt town of Minamisanriku has already welcomed more than 2.4 million visitors in only two years. This achievement and others like it throughout Japan are a beautiful representation of our Founders’ Fundamentals brought to life.

1,000+
VOLUNTEERS

Responding in crisis

When the worst happens,
**we do what we can
to help the communities,
business owners and
customers we serve.**

AMWAY THAILAND JOINS TOGETHER

From August to September 2024, extreme rainfall devastated the region. Over 181,000 families in 37 provinces were displaced as floodwaters damaged homes, farmland and transportation routes. Local authorities, emergency teams and volunteers worked tirelessly to provide relief and deliver vital supplies to those affected.

During a week in September, Amway Thailand encouraged ABOs, customers and staff to donate non-perishable food and drinking water along with essentials like toiletries and clothes. Items were distributed through key organizations helping the victims including the Thai Red Cross Society, the Baan Nokkamin Foundation and The Mirror Foundation among others.



For more than 20 years, Amway has supported the American Red Cross and its mission to prevent and relieve suffering. Through corporate donations and giving from individual ABOs and employees, we help the American Red Cross provide financial aid, shelter and care packages to those in need around the world.

Amway global, employees and business owners provided \$365,000 in disaster relief during 2024.

NOTO PENINSULA EARTHQUAKE,
JAPAN

\$50,000
donation +

ABO/employee
donations \$25,000

Amway match
\$25,000

RIO GRANDE DO SUL FLOODING,
BRAZIL

\$50,000
donation

HURRICANE HELENE,
U.S.

\$50,000
donation +

ABO/employee
donations \$31,000

Amway match
\$31,000

In-kind donations
\$29,000

HURRICANE MILTON,
U.S.

\$25,000
donation

FLASH FLOODING,
SPAIN

\$44,000
donation +

ABO/employee
donations \$2,500

Amway match
\$2,500

Amway also donated 12,000 units of essential
BodyKey by Nutrilite and XS nutrition products
to the Valencia Food Bank.

We see sustainability differently

Sustainability is an opportunity instead of an obligation. It's part of who we are – not just something we feel like we need to do. And we're determined to find ways to keep reducing our footprint. Through regenerative farming practices, consciously created products and carbon-reduced operations, we'll become an even more responsible and accountable Amway.



Our focus areas

PLANTS

By building up healthy soil, increasing biodiversity and conserving water, we're committed to increased sustainable and regenerative farming.

PRODUCTS

Choosing our ingredients consciously and reducing the environmental footprint of our packaging are important steps in making our products increasingly more sustainable.

OPERATIONS

Our ever-evolving approach to operations focuses on reduction – specifically in emissions, water, energy and waste.

Learn more at amwayglobal.com/sustainability.



Plants

Regenerative organic agriculture

📍 AMWAY NUTRILITE FARM – CEARA, BRAZIL

In June 2024, Amway’s Brazil farm became the first acerola production farm to receive Ecocert Group Regenerative Organic Certified® – Silver Level certification for the categories of Soil Health and Land Management as well as Farmer and Worker Fairness. This certification recognizes our farm for rehabilitating soil, contributing to healthier communities and more. Regenerative practices mean healthier soil.

DID YOU KNOW?
Acerola cherries are used to create product ingredients such as vitamin C powder, fiber and even extracts for cosmetics!

Pollinator habitats

📍 TROUT LAKE WEST FARM – WASHINGTON STATE, U.S.

Using repurposed farm materials, we’ve created shelters that native bees use to nest in and keep warm over the winter. These shelters are designed to help increase native bee populations, which can mean more bees pollinating crops each year.

Water conservation

📍 EL PETACAL FARM – JALISCO, MEXICO

Conserving water both protects this resource and saves energy needed to filter and transport it. We’re piloting new ways to reduce waste, starting with our white chia plants used in more than 100 Amway products.



ESTIMATED
234,000
POUNDS OF VIRGIN
PLASTIC SAVED ANNUALLY*



Products

Post-consumer recycled (PCR) packaging

PCR is made from items people recycle every day, like plastic bottles. Those items are collected, sorted and transformed into material that can be molded into new materials – like Amway packaging.

We began our PCR journey with select packaging for our g&h™, Artistry and Satinique™ collections. **In 2024 we started using 30% PCR packaging in many Nutrilite canisters.** And we plan to increase the percentage of PCR used in future products!

Operations

Reduced power consumption at World Headquarters

Ongoing investments in our Ada campus include upgraded LED light fixtures in the packaging department along with timers and motion sensors in our Quality Assurance lab. **This means the lights run much more efficiently – and only stay on as long as they’re needed.**

Contributing to a healthy planet

At the 2024 appreciation event for Ada-based employees, local composting company Wormies helped us collect food scraps and compostable containers. **A total 2,323 gallons of material became food for the soil instead of going to the landfill.** Plus, H.O.P.E. Gardens nonprofit gave all guests herb and vegetable plants so they could take sustainability home!

Renewable energy worldwide

Across the globe, Amway teams have made progress reducing carbon emissions, resource use and waste.

- **Thailand** continues to increase use of solar power.
- **India’s** manufacturing facility has increased renewable energy use by more than 50% for a 10% carbon reduction.
- **Malaysia’s** headquarters installed a new solar energy system, powering 25% of the location’s operations.

Our approach

A word from Brandi Huyser & Kristi Pelc

Foundational solutions

Nutrition

Beauty & personal care

Home

Adventure

Traceability

PRODUCTS, PROGRAMS AND SOLUTIONS



PRODUCTS, PROGRAMS AND SOLUTIONS

Our approach



Here for your health and wellbeing

Better nutrition and healthy lifestyles are a \$363 billion industry.* Health + wellbeing continues to gain interest across ages, locations and lifestyles. The need is great, and Amway is uniquely positioned to answer.

We fuel customers’ health + wellbeing journeys with nutrition, skin care and home products that meet common wellness needs. Along with powerful product combinations, we integrate lifestyle interventions to enhance overall wellness for a more comprehensive approach.

Whether it’s incorporating regular exercise, balanced nutrition or mindfulness practices, Amway solutions are designed to lead you toward continued wellness and help you achieve your goals.

*Euromonitor International, 2021.

PRODUCTS, PROGRAMS AND SOLUTIONS

A word from Brandi Huyser & Kristi Pelc

Start and stick to healthy habits

A WORD FROM BRANDI HUYSER & KRISTI PELC

In 2024, we launched an exciting new initiative to address everyday needs – we call them “solutions.” These holistic product combinations, paired with recommended habits, empower people to understand and adopt healthier lifestyles.

Our first two solutions, Morning Nutrition and Gut Health, are ideal for anyone seeking foundational wellness benefits. They’re a perfect starting point for enhancing nutrition and establishing healthy routines. Each solution leverages Amway’s extensive expertise in plant science and the gut microbiome, ensuring you receive the highest-quality support for your wellbeing journey.

The products and behavior recommendations within these solutions are designed to meet foundational needs of each region. And around the world, there’s an ABO ready to support you.

Looking ahead, we’re innovating in five focus areas that support total health and wellbeing: fitness, healthy weight, healthy home, healthy skin and healthy aging. Our commitment to these areas will lead to targeted solutions that help people achieve their personal wellbeing aspirations.

With the power of plants, proven science and a caring community, we’re dedicated to helping people live as well as possible for as long as possible.

Brandi Kristi

Brandi Huyser
Vice President of Integrated Health + Wellbeing Platforms

Kristi Pelc
Chief Research & Development Officer

With the power of plants, proven science and a caring community, we’re dedicated to helping people live as well as possible for as long as possible.



Gut Health

Holistic wellness begins in the gut

Heard about gut health recently? It’s a growing trend for a good reason! Emerging science shows that our gut can play a role in more than just digestion. It may also help support overall health – including weight management, the immune system, skin health, sleep, gastrointestinal (GI) comfort and more.

It’s a great place to start your total health + wellbeing journey. Simple-to-use Amway Gut Health solutions are your guide!

INSIDE OUR SOLUTIONS

- Plant protein** to replace some red meat.
- Fiber** that’s highly fermentable to support gut microbiome health and help you feel full.
- Probiotics** to maintain good bacteria levels and help digestion.

Morning Nutrition

Start every day with health + wellbeing

The facts are in: A nutritious morning meal makes a difference to our metabolism, energy, focus and more. But a good morning goes beyond breakfast – it means taking time for activities that nurture your body and mind.

Practice powerful habits day after day! Amway Morning Nutrition solutions keep you conveniently on track.

INSIDE OUR SOLUTIONS

- Plant protein** supports muscles and overall health + wellbeing.
- Multivitamin** helps bridge the gap between requirements of essential vitamins and minerals and dietary intake.
- Fiber** that’s highly fermentable to support gut microbiome health and regularity.

ADD-ONS

- Omega 3s** support heart, eye and brain health.
- Probiotics** to maintain good bacteria levels and help digestion.



LAUNCHED IN
6 markets
in 2024



LAUNCHED IN
4 markets
in 2024

Nutrition



**Best of nature,
best of science**

**Nutriline is the world’s No. 1 selling
vitamin and dietary supplements brand.*
The brand’s philosophy is simple: Improve
the wellbeing of people and the planet.**

From the nearly 6,000 acres of certified organic, Amway-owned farms and partner farms located on every continent except Antarctica, the Nutrilite brand is committed to bringing the earth’s finest nutrients and health + wellbeing solutions to ABOs and their customers around the world. This is done through innovation in technology and botanical science – extracting the best from nature with plant-based nutrients to provide vitamins, minerals and botanicals that help fill nutritional gaps in your diet.

Every Nutrilite product is designed to be good for you, better for the world and transparent about what it’s made of. So you know you’re getting a safe, effective and all-around responsible option.



CELEBRATING THE POWER OF 90

2024 marked the 90th anniversary of the Nutrilite brand’s founding by Carl F. Rehnberg. This milestone was an opportunity to reflect on our rich history and look toward our future as a health + wellbeing brand with a holistic wellness approach. We’re excited to continue growing – powered by plants, science, innovation, health, wellness and you!

“What my father observed so many years ago is as important today as it has ever been. And it is now at the center of the future Amway is pursuing.”

Dr. Sam Rehnberg
Son of Nutrilite founder Dr. Carl Rehnberg



Product highlights

NEW IN 2024!



Nutrilite Begin Daily GI Primer

Begin your day primed for anything. Give your gut comprehensive support for healthy digestion, immune health, liver and skin health, energy and more. This 6-in-1 refreshing drink supplement is infused with six gut-supporting blends like fermented greens, prebiotics and fiber, postbiotics, alkaline spices, digestive enzymes, and fruit and vegetable concentrates.



Nutrilite Complete Menopause Support

Enjoy relief from common, natural menopausal symptoms. Harnessing the power of clinically proven Siberian rhubarb, this supplement helps alleviate common, natural symptoms like hot flashes, night sweats and mood swings, plus provides support for bone health and sexual libido. In fact, 94% of women said they experienced a reduction in common symptoms, with a 49% reduction in the severity of hot flashes.*



Nutrilite Metabolic Prebiotic & Postbiotic

Good gut health goes a long way. This everyday pre- and postbiotic may help support healthy body composition, a healthy waistline and normal metabolic function.† It includes a clinically supported postbiotic strain, complex fibers and B vitamins to help promote a healthy metabolism.†

*Results based on Amway-conducted, 12-week Consumer Perceptual Research Study using the validated Menopause Rating Scale (MRS).
† When consumed for three months and combined with a healthy diet and regular physical activity.

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

Beauty & personal care

ARTISTRY™
Healthy beauty

g&h
Body care

glister™
Oral care

satinique™
Hair care



Powered by science, packed with plant-based goodness

Beauty goes beyond skin care to include products for body, oral care and hair – a healthy approach to your full routine.

In a world where beauty narratives are complicated and always evolving, we bring it back to a key truth: Healthy is beautiful. That’s why it’s important for people to not only focus on what they put on their skin, but on their lifestyle and their nutrition, too.

Rooted in 85 years of phytonutrient research, plus extensive molecular science, the Artistry brand approaches beauty holistically. The “science of skin” combined with our cutting-edge formulas ignite a pathway to reduce the appearance of fine lines, uneven texture and the other visible signs of aging.

This is the Artistry brand philosophy, and what we like to call Healthy Beauty. It’s the kind of beauty that lasts, leaving skin looking healthy, visibly more youthful and radiant.



FULLY TRACEABLE FROM SEED TO SKIN

Many Artistry formulas are powered by ingredients made from one or more Nutrilite-grown botanicals cultivated on Nutrilite farms and partner farms.

Acerola cherry

These cherries create an exceptionally antioxidant-rich extract, bursting with vitamin C and other phytonutrients.

Spinach

A powerful ingredient that helps return aged skin cells to a more younger-looking state, which provides skin with a healthy look.

Pomegranate

Full of antioxidants, pomegranate extract is proven to help soothe skin.

White chia seed

One of nature’s richest superfoods and an Artistry hero ingredient. Its phytonutrients help to visibly nourish and protect skin’s healthy beauty.

Product highlights



ARTISTRY SKIN NUTRITION

Healthy beauty, zero compromises

Artistry Skin Nutrition™ represents an extraordinary step forward in skin care. Products are created by harnessing the power of plants and the power of innovative skin science. Together, they deliver nourishment and help restore the look of healthy skin.

NEW IN 2024!

Sleeping Mask

Elevate your evening skin care routine with an extra layer of overnight moisture for up to eight hours.

UV 50 Mineral Sunscreen

Protect your skin from all angles with a mineral sunscreen blend that shields against UVA/UVB rays.

Defying Serum & Correcting Serum

Smooth away the look of signs of aging with serums that instantly hydrate, soften and tighten the look of skin.



ARTISTRY COLOR

Makeup powered by nature

Enriched with effective Nutrilite ingredients and vitamin complexes, these formulas are high performing with intense color payoff, waterproof protection and more. From a foundation with the ultimate synergy of makeup and skin care to mascara that lengthens the look of your lashes, Artistry collections include everything you need for a healthy and confident look.



g&h

Gentle on the skin

Safe for the whole family, g&h collections offer body and baby care products that harness the power of nature. Created using potent plant-based ingredients, these vegan formulas nourish the skin from the outside in, offering g&h Clean and sustainable formulas with rich botanical fragrances.



GLISTER

Healthy smile, happier you

Glister™ products offer a complete 3-step system for a healthy smile, infused with plant-based goodness, including Nutrilite-certified peppermint. It brings out the best from our legacy – enhanced with new choices and fresh experiences for the whole family.

Home



Safe and effective cleaning



Connected home air treatment



eSpring™

Clean water technology



Superb cooking performance

Health begins at home

Amway Healthy Home is about more than products for a clean living space. It's about a life lived healthily.

Gathering for a shared meal. Relaxing in a comfortable environment. Drinking clean water. Enjoying movement and play surrounded by fresh, odor-free air. It's the activities that make a house a home and life happy. Amway Healthy Home helps keep the people you care about safe and makes each day a little simpler.

From the very first Amway product sold in 1959 – Liquid Organic Cleaner or L.O.C.™ – to smart and connected wellbeing devices of today, Amway Healthy Home solutions build on a legacy of performance. You can feel good about what you bring into your house. Natural, eco-friendly products. Reduced carbon footprint and resource consumption. For you, your family, your friends and your world.



HOME IS AT THE HEART OF HOLISTIC HEALTH

A comfortable, clean, welcoming space matters – and has more benefits than you might expect.

Physical

Air, water, food. The fundamental needs of life – and a basis for physical health. Amway Healthy Home products can help protect the efficacy of other health + wellbeing efforts.

Mental

Your space helps set the standard for your mental wellbeing. Decrease occasional stress and worry and help protect your family with Amway Healthy Home.

Social

When you feel good and safe in your surroundings, you'll be more prepared to face daily challenges. Inward cleanliness, outward confidence.

Product highlights



AMWAY HOME

Safer cleaners for every surface

Empower your routine with high-performing yet gentle formulas that get the job done right. Use Amway Home™ cleaning products and laundry detergents to maintain all surfaces, reduce the spread of germs and allergens and keep your space clean without harmful chemicals.



ATMOSPHERE

Quality of air is quality of life

Atmosphere Air Treatment Systems effectively remove over 300 airborne contaminants from air passing through the unit and reduce odors from cooking, pets, mildew and more. Our uniquely designed 3-stage solution delivers 99.99% filtration. Clean, allergen-free air in – healthier results out.



eSPRING

Clearly better

You deserve peace of mind that your water is clean and safe every time you use it. The state-of-the-art eSpring™ Water Purifier removes more than 170 contaminants while letting healthy minerals such as calcium and magnesium flow through. eSpring is water as it should be – clearly better for your health, your life and everyone you care about.



AMWAY QUEEN | iCOOK

Beautiful, healthy cooking

Bring the people you love together to share easier, tastier, healthier meals that delight. Our premium cookware makes it possible with lasting style, exceptional performance and the convenience you crave. Featuring the exclusive Vitalok™ cooking method that keeps in over one-third more essential vitamins and minerals than traditional cooking methods.

Adventure



Functional beverages &
sports nutrition

Life is an adventure, fuel accordingly

Optimize your physical performance with programs and products designed to support energy, hydration, strength, metabolism and recovery.

The XS brand of functional beverage and sports nutrition products reflects the entrepreneurial spirit of Amway Founders, Rich DeVos and Jay Van Andel. Like Rich and Jay, the founders of the XS brand were always chasing bigger thrills, more fulfilling moments and endless opportunities. Over 20 years later, that spirit hasn’t subsided one bit. XS Energy is sold in 61 countries around the world, and we continue to invest in each market.

The products and programs are always reaching a new level. But the best part of the XS brand is the XSNation community, built on authentic relationships, positive experiences and a lifestyle with people who push themselves and others around them. In the end, that’s what the XS brand has always been about – experiencing more together.



GO ALL-IN FOR FITNESS

The adventure continues with the XS Fitness Program, which helps people form the healthy habits needed to reach and exceed their fitness goals. The program continues to grow, expanding its reach to additional markets and adding to its offering around toning, muscle gains, burn and peak performance.

ENERGIZED BY NEW PRODUCTS

The XS brand had many exciting launches in 2024, including:

- Functional XS Energy drinks** in global markets, plus transitioning to 12oz cans in Latin America.
- XS Amino Advantage+/XS Muscle Multiplier** lean muscle supplement in many markets.
- XS Fitness Program** and **XS Body Toning Stack** in Thailand.
- XS High Energy protein bars and shakes** in Europe.
- XS Ignite Powder** weight loss support in the U.S.

Brand highlights



52 Super Series

Since 2016, the XS brand has been the exclusive Energy Drink and Sports Nutrition Sponsor for this world-leading grand prix monohull sailboat racing circuit. Amway Founders Rich DeVos and Jay Van Andel embraced adventure through a life-long joy of sailing, and the XS brand is founded on that same spirit of adventure.

Our sponsorship also includes a partnership with Kick Out Plastic. This international nonprofit is focused on fighting pollution and climate change with activities like beach and marina cleanups, sustainability awards and XS recycling bin placement, along with water filtration stations located at regattas.

In 2024, the XS brand activated this sponsorship with exclusive ABO experiences at four races in North America, Europe, Korea and Thailand.



Orlando Squeeze

The XS brand doesn’t just have the juice in its products – it’s now part of our partnerships through an exclusive sponsorship with the Orlando Squeeze, Orlando’s Major League Pickleball team. It’s our intro into America’s fastest growing sport.

A perfect match, this partnership “serves” up health + wellbeing. The energy on the pickleball court goes hand-in-hand with the relationships and positive experiences our XSNation community is known for and anyone looking to live healthier and achieve their fullest potential.

Transparency beyond ingredients

Nature’s goodness you can trace

Tracing ingredients from plant to products helps people make the best decisions for themselves and their families. Amway is committed to transparency and traceability, so you can trust that your product is pure, safe, effective and made with the planet in mind.

We set our traceability bar exceptionally high throughout our supply chain. Amway supplements, skin care, body care and oral care products contain traceable botanicals sourced from Amway-owned certified organic farms or NutriCert™* certified partner farms around the globe. There, we enforce strict visibility, quality and sustainable practices. Our non-botanical suppliers also meet rigorous visibility and quality standards similar to those we require of our own processes.

We don’t stop there – our entire product creation process is traceable. From the science behind our formulas, to our manufacturing, packaging, safety tests and checks, and more.

Trace all the critical details – right down to shipping of the final product.

*NutriCert is our exclusive agricultural certification program, owned by Amway and verified by Ecocert SA. NutriCert certification ensures our partner farms meet the same quality requirements that we adhere to on our own farms. Every farm that furnishes botanicals and plants used in Nutrilite products must meet our strict NutriCert quality standards for purity, safety and efficacy.



MEET THE AMWAY TRACING TOOL

We made finding our product traceability stories even easier! Our new third-party verified tool lets you explore the entire product creation process and key ingredients for top Nutrilite supplements and Artistry skin care products.

Meet the people behind the formulas, visit our facilities... and get even more insider details!

Start tracing at amway.respect-code.org.

Traceability offers confidence in the products you use



NUTRILITE

From the science, to the farms, to the product delivered into your hands – we trace every detail about our ingredients, manufacturing, and relentless safety tests and quality checks. We trace details of our sustainability journey, too.

See our unique 9-step traceability process at nutrilitetraceability.com.



ARTISTRY

Artistry documents the science behind product formulas and the details of raw ingredient quality. Artistry skin care products can have more than 400 traceable tests and checks performed – from raw ingredient testing through finished product testing – that verify the quality of each batch.

Every Artistry Skin Nutrition product includes Nutrilite-grown botanicals. This level of traceability helps prove that Artistry is formulating clean and ethically produced skin care – with no compromises.



g&h

g&h traceability means documenting the details of creating our products – so you can feel good about using them.

g&h is the first and only personal care brand with traceable product creation.*



GLISTER

Glister oral care has a 50-year history of traceable documentation, including third-party validation. Glister toothpaste formulas have been made pure, safe and effective from the beginning. Our products are leading the way for traceability in the oral care industry.

Glister is the first and only oral care brand with traceable product creation.*

EMPOWERING ENTREPRENEURS



Amway opportunity

Owning an Amway business

Being an ABO

Helping people is a rewarding business

Amway gives you the flexibility to build your business your way. This is an opportunity that lets anyone, anywhere go for their personal goals and get more out of life. And help others do the same!

As an Amway Business Owner, you earn income by selling exclusive, science-based products and solutions proven to support common health + wellbeing goals like better nutrition, healthier-looking skin, a safer home and more. **Bring your passion, make your way and make a difference.**

Be in business for yourself, but never by yourself.

ABOs are supported every step of the way with access to free training, digital platforms and tools to help you learn and grow. Plus, dedicated Amway teams are committed to helping you succeed and a global community of more than 1 million business owners is ready to cheer you on.



AMWAY PROMISE™

Protection is our promise

When people start an Amway business or buy our products, we want them to be confident in their decision. **That’s why we established one of the most comprehensive customer service and consumer protection offerings in our industry.**

While specific provisions of the AMWAYPROMISE™ vary from market to market, all ABOs are required to follow the Amway Code of Ethics and Rules of Conduct, which define the goals, principles and responsibilities of building and operating an Amway business. The Amway Code and Rules are consistent with the Code of Ethics of the World Federation of Direct Selling Associations.



Low-cost, low-risk

Promises zero purchase requirements and minimal or no sign-up fees for new ABOs.



100% satisfaction guarantee

Promises satisfaction with our products and business ownership, including a cooling-off period on purchases and buy-back policies on inventory.



Warranty programs

Promises premium protection for our durable products, like our air and water purifiers and cookware.



Customer service

Promises assistance for all Amway product and ABO inquiries, direct from Amway at no additional cost.



Data protection

Promises to collect and use personal data in a manner consistent with privacy laws, upholding the highest ethical standards in our business practices.



Right to know

Promises to ensure ABOs and customers are aware of, understand and acknowledge Amway’s consumer protection and customer service offerings.

In their own words

People join Amway for lots of reasons. Some are looking for a way to start and grow their own business. Others want to build a community around their health + wellbeing passions. And others have fallen in love with Amway products and want to share their joy while earning extra income. **No matter the reason, one thing is for sure – Amway was the perfect fit.**

Seeing myself, my family and the people around me change through health + wellbeing makes me feel confident and happy like never before. I want to be someone who has a healthy influence on others.

JAMIE, KOREA



Amway has let me bring business naturally into my life – in a way that works for me. The flexibility is amazing because everyone has a different story and goals.

JESS, U.S.



With an Amway business, you develop a community of people who want to create, share and win together. It's about more than simply earning money – reaching your goals together brings joy.

ANITA, HONG KONG



Amway supports business owners with products, science and opportunities to help people maximize their potential. Together, we're unbeatable.

MASSIMO, ITALY



A word from our
Global Leadership Team

LOOKING AHEAD





Our path forward

A WORD FROM OUR GLOBAL LEADERSHIP TEAM

Amway is opportunity. A business for anyone, anywhere. A space for people to grow and thrive. And a community that cares.

As the Global Leadership Team, we’re working to bring all the facets of our business together to support today’s needs and achieve greater growth.

We’ve seen that people need more flexible income opportunities. Just as urgently, people need health + wellbeing solutions.

Amway delivers both. And it’s that combination that helps us meet people where they are with what they need.

We know that around the world, people want simple ways to support their total wellness. In 2024, that led us to launch new solutions like Morning Nutrition and Gut Health. They’re perfect starting points for setting health + wellbeing habits and maintaining a healthier lifestyle.

As we move forward, we’ll continue to deliver innovative, on-trend wellness offerings through Amway Business Owners. We’ll expand our ABO

support and product solutions to be ready for today and whatever comes next. Because with Amway, we’re here for your total health + wellbeing – with products that deliver, programs that simplify your journey and ABOs that support you along the way.

Our Co-Founder Jay Van Andel once said, “Amway is a successful renewing company because it does keep the best of the past, but changes with the times.” We’re focusing our efforts now, and in the future, on just that.

Everyone deserves to live better and healthier. That’s our commitment – and our path forward.

AMWAY GLOBAL LEADERSHIP TEAM

Michael Nelson	Gretchen Payne
Asha Gupta	Kristi Pelc
Brian Kraus	Andrew Schmidt
Melodie Nakhle	Jon Sherk
Luke Nieuwenhuis	Becky Smith
John Parker	Frances Yu

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amwayglobal.com