

**Amway**

# Global Impact Report 2025

# Our foundation, our future

A WORD FROM MICHAEL NELSON,  
AMWAY PRESIDENT AND CEO

For 66 years, Amway™ has held a unique place in the world. Advancing that legacy in a dynamic, ever-changing environment is a shared responsibility, carried by our global community of 13,500+ employees working in partnership with more than a million Amway Business Owners (ABOs) worldwide.

As our strategies and product solutions continue to evolve to reflect today's needs, they remain firmly rooted in our foundation and long-standing strengths: a values-driven approach, the opportunity to own your own business and the potential for a better life. These strengths have differentiated us for six decades and enable us to address what is needed in the communities we serve today.

We know that what we build together matters deeply. We are proud of the community we cultivate and honored to share more of our story here.

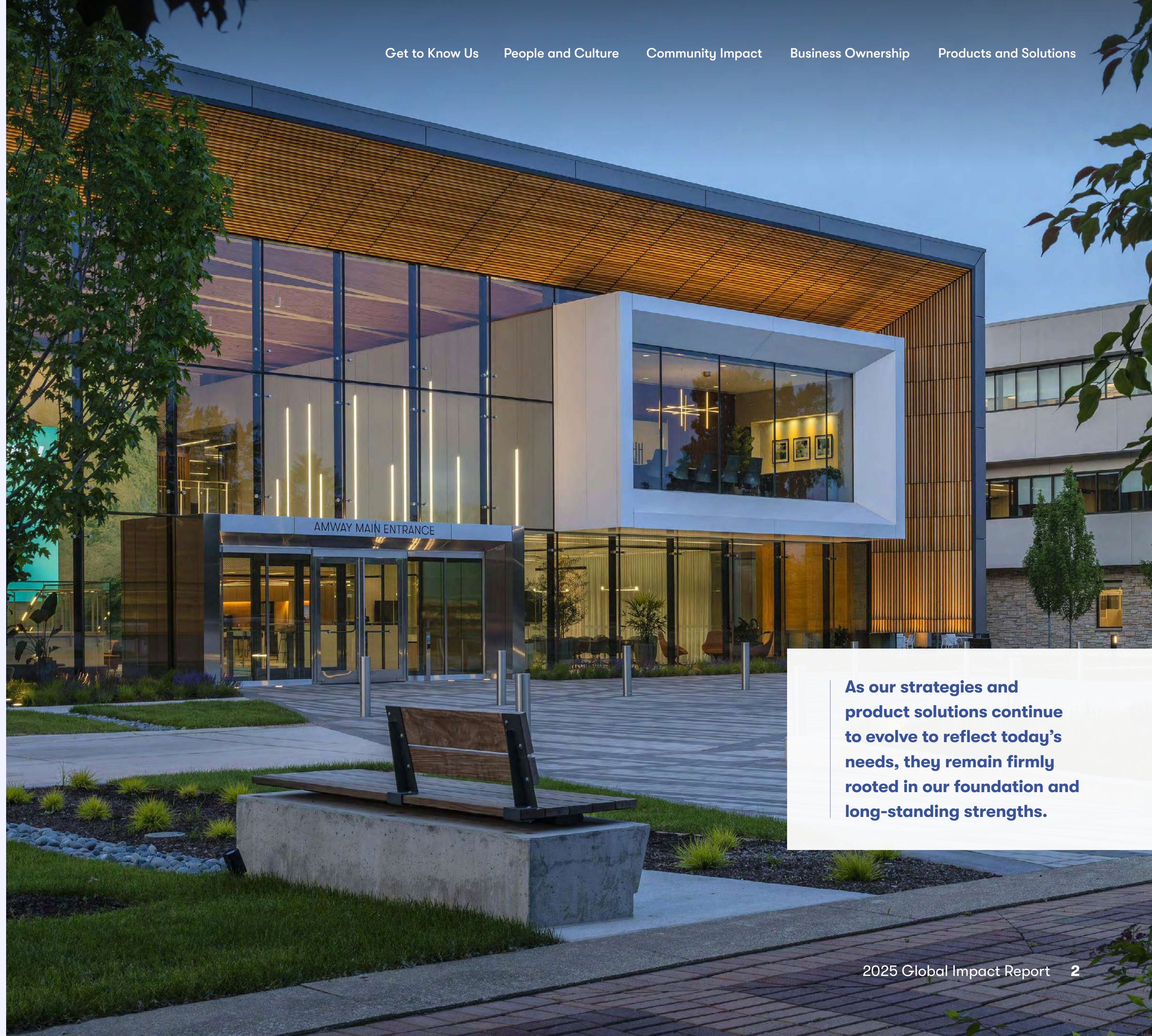
Within the pages of this report, you will learn more about how we empower people to build their own Amway businesses with exceptional products, all rooted in a foundation of family, opportunity and community. Amway exists to help people live better lives. It is our vision and drives our purpose.

Throughout 2025, we furthered our commitment to the strengths and foundation that make Amway who we are, while finding new ways to grow, innovate and lead. As we look ahead, I am excited about the opportunities before us and confident that we will continue to build on our incredible legacy.

With gratitude and optimism,  
**Michael Nelson**



*Michael*



**As our strategies and product solutions continue to evolve to reflect today's needs, they remain firmly rooted in our foundation and long-standing strengths.**



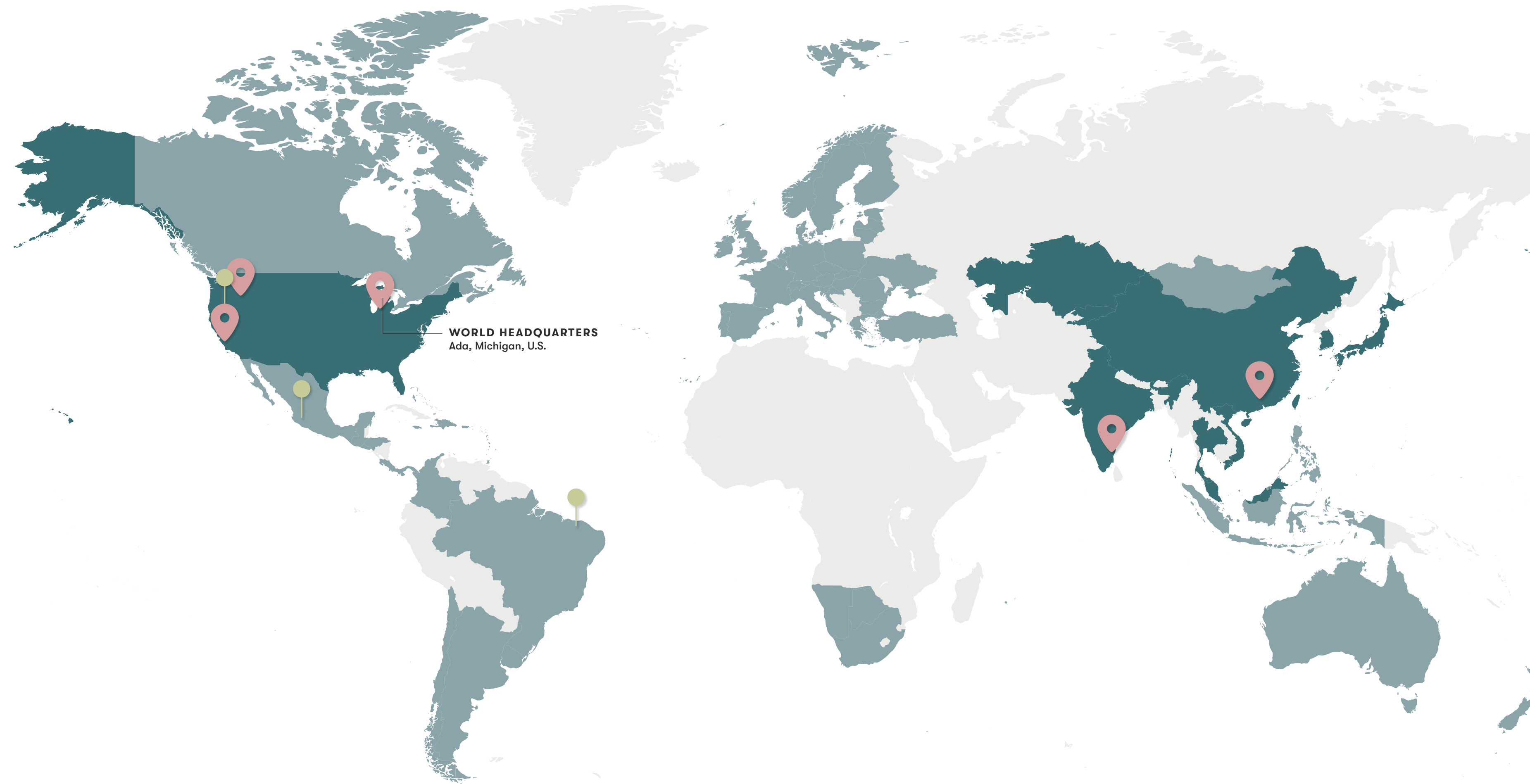
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# Contents

# Get to know us

Amway is the world's #1 direct selling business<sup>1</sup> and has been since 2012. Across 100+ countries and territories, we're a global community that helps people live better lives. It's a vision we believe in – and we deliver like no one else.

We offer a low-cost, low-risk way to start and build a business. Our high-quality products for health and wellbeing are backed by leading botanical science to support your body, mind and living space. And we bring it all to you with a one-of-a-kind, values-based approach.



**#1**  
direct selling business  
in the world<sup>1</sup>

**\$7.3B**  
in 2025 sales

- TOP 10 MARKETS BY SALES**
- |                   |                  |
|-------------------|------------------|
| 1. Mainland China | 6. Taiwan        |
| 2. United States  | 7. Malaysia      |
| 3. South Korea    | 8. India         |
| 4. Japan          | 9. Vietnam       |
| 5. Thailand       | 10. Central Asia |

**COUNTRIES AND TERRITORIES WHERE AMWAY OPERATES**

- CERTIFIED ORGANIC FARMS**
- El Petacal Farm, Jalisco, Mexico
  - Fazenda Nutrilite, Ubajara, Brazil
  - Trout Lake East Farm, Washington State, U.S.
  - Trout Lake West Farm, Washington State, U.S.

- MANUFACTURING FACILITIES**
- Ada, Michigan, U.S.
  - Buena Park, California, U.S.
  - Guangzhou, China
  - Tamil Nadu, India
  - Quincy, Washington State, U.S.

# People and Culture

**PERSONAL WORTH**  
We acknowledge the uniqueness created in each individual. Every person is worthy of respect, and deserves fair treatment and the opportunity to succeed to the fullest extent of his or her potential.



# Living the Amway legacy

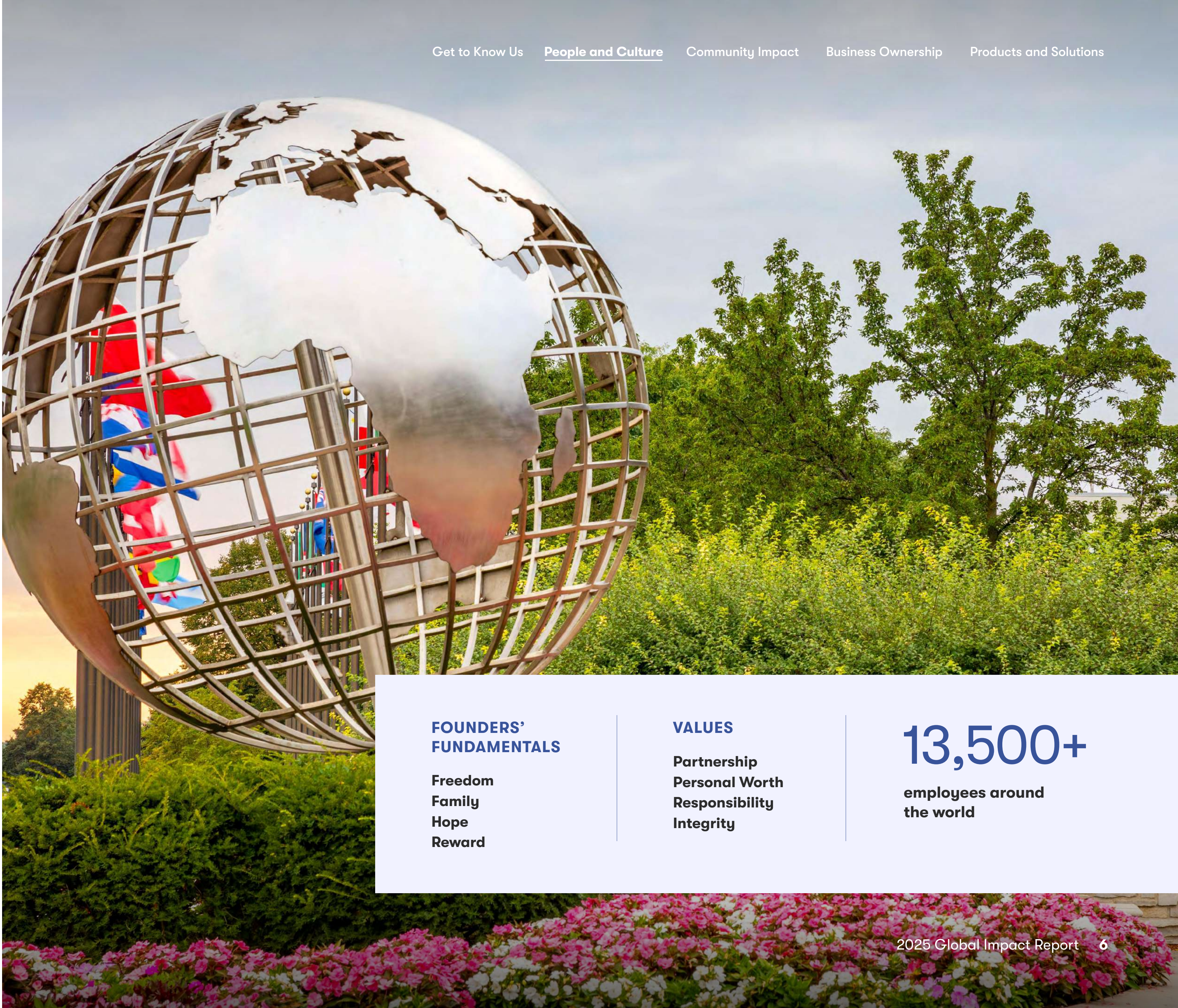
The Amway Founders' Fundamentals and Values are the heart and soul of Amway.

Our Founders' Fundamentals are timeless truths written by Amway co-founders, Rich DeVos and Jay Van Andel. They knew that, together, these four elements create something special – a way to connect with people of all generations and geographies while staying true to their core beliefs.

Amway Values guide our choices, actions and behaviors. They shape how Amway employees and business owners live and work and tell others why they can count on us.

Amway is stronger because of the foundation from which we grow, guided by the Founders' Fundamentals and Values that still ring true.

**In 2025, we lived out these principles in new ways – from how we work to the places we gather.**



<p><b>FOUNDERS' FUNDAMENTALS</b></p> <ul style="list-style-type: none"> <li>Freedom</li> <li>Family</li> <li>Hope</li> <li>Reward</li> </ul>	<p><b>VALUES</b></p> <ul style="list-style-type: none"> <li>Partnership</li> <li>Personal Worth</li> <li>Responsibility</li> <li>Integrity</li> </ul>	<p><b>13,500+</b></p> <p>employees around the world</p>
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**A place where values come to life**

In spring 2025, we unveiled the new Amway Commons. It's an inviting welcome to the Amway World Headquarters that purposefully reflects our Values. As part of a \$127.6 million expansion and renovation of our manufacturing, research and office spaces, this new two-story entrance and lobby is devoted to collaboration and creativity.

It's alive with natural light, a Garden Café, dynamic digital displays, lush greenery, sustainable features and a range of casual settings where teams can connect. This is more than a renovation – it's a celebration of people, purpose and progress. Now, we move forward within a bright, warm environment just right for the community we cultivate.

**“Our Values are an indication to people when they come in, of what the world is going to be like inside of Amway.”**

Steve Van Andel,  
Co-Chair, Amway Board of Directors



# Values in Action

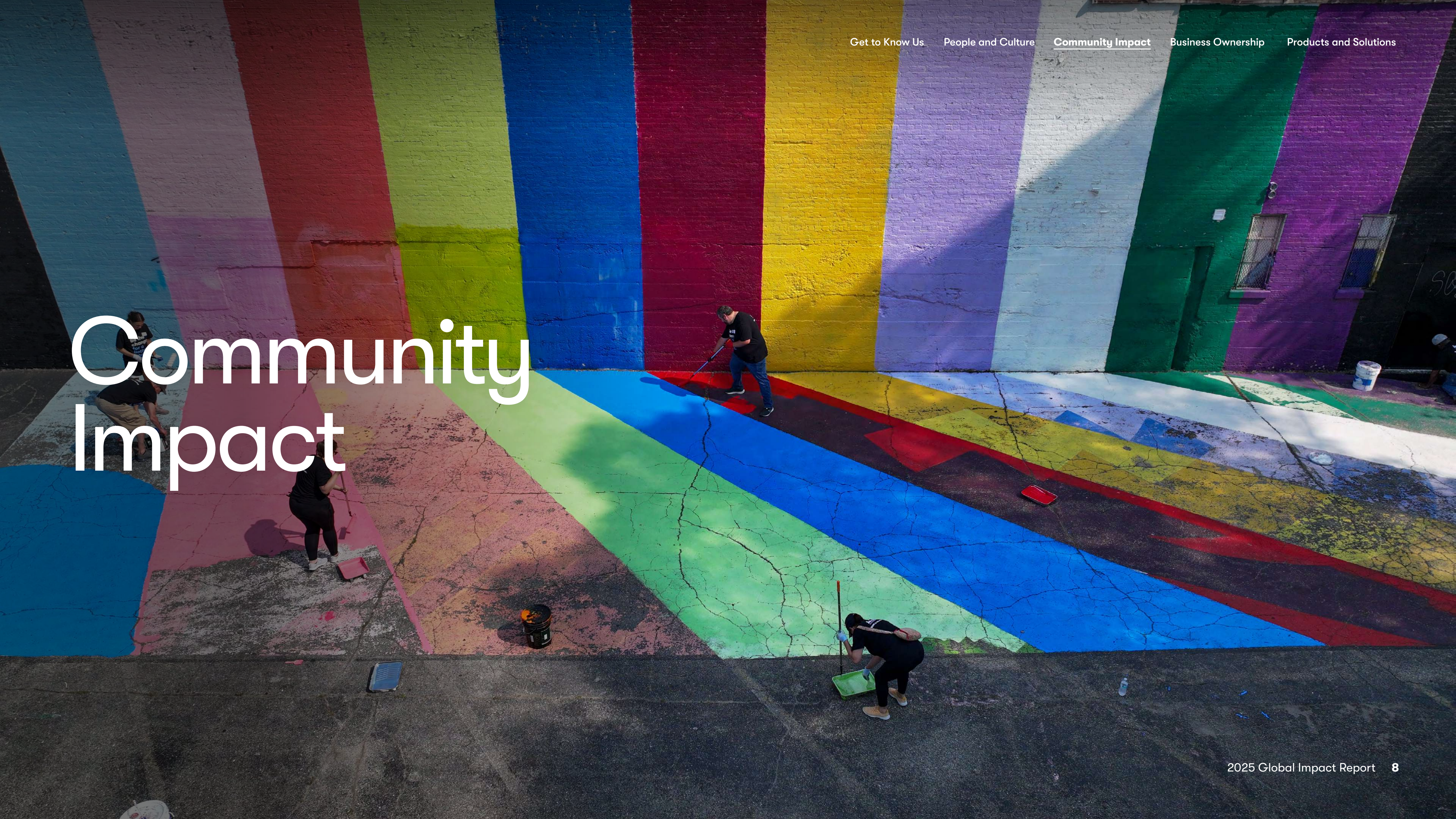
Behind the scenes, Amway employees work together to serve ABOs and make a meaningful difference. Amway Values keep employees connected – guiding how we live, lead and do business. That's why, in 2025, we took time to clearly articulate how these Values are put into practice through consistent, everyday actions.

We expanded each Value to define core behaviors expected of every employee regardless of role, level or location. Together these behaviors are called **Values in Action**. They set the standard for employees, guide how we show up for one another and reinforce the commitments made to those we serve. More than that, they're a source of pride – reflecting what has made Amway special for six decades.

**“A lot of people are trusting in you. Be worthy of that trust. Keep your commitments to those people... The reputation of Amway lies in your hands...”**

Rich DeVos, Amway Co-Founder

# Community Impact



# Committed to community

Amway is more than a business – it’s a community that cares. From the way we operate to the time and resources we offer, we believe that we have a responsibility to use our strengths to make the world a better place. We focus our community support on these three pillars:

### HEALTH + WELLBEING

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

### EMPOWERMENT

Empower individuals to create pathways toward long-term financial stability for themselves and their families.

### ENGAGEMENT

Support a culture of community engagement and volunteerism that helps employees and ABOs connect and contribute.

**In 2025, this work came to life around the world strengthening our connections to the communities we call home.**



**\$17.7M**

donated by Amway in 2025 to support our global communities

**157,800**

total volunteer hours contributed by Amway employees and ABOs in 2025



**FEATURED STORIES:**

HEALTH + WELLBEING

**Nourishing children in Latin America and the Caribbean**

In 2025, Amway and UNICEF collaborated to help prevent childhood malnutrition in children under 5 years old in Latin America and the Caribbean. The work focused on transformative changes at the policy, health systems and community levels by advocating for and supporting the development of nutrition guidelines, policies and legal frameworks. This strategic, flexible-funding approach goes beyond a single year of impact. Since 2022, we've worked together to foster healthier lives for all children in the region.



EMPOWERMENT

**Extending care and hope in Central Asia**

Amway and the Biik Beleske Bagyt Foundation partner to provide support to children with special needs and their families. It's a holistic approach that offers children speech therapy, music and art programming, while providing their mothers with skills training, mental health support and pathways toward independence. In 2025, the program served more than 2,000 individuals directly and hosted more than 60 cultural events. Across the region, children found the support they needed, and family and community ties were strengthened.



EMPOWERMENT

**Expanding horizons in Brazil**

Amway is a proud partner of the Frutos do Bem Association, a nonprofit organization headquartered in Ubajara, Ceará, Brazil. The organization fosters social inclusion and community development by expanding access to technology, promoting environmental awareness and encouraging artistic expression. Projects include sustainable schools, percussion or flute lessons, sports and more. This year, nearly 1,500 students were supported through the Amway partnership. This support helps participants grow and reach their full potential.



# Creating collective impact

**We care for the communities we serve – and find joy and hope in supporting them.**

In 2025, we put our pillars into practice, supporting hundreds of nonprofits around the world through funding and service. It's the power of collective impact, with the care of a trusted partner.



**FEATURED STORY: AMWAY CARES**

**Community impact beyond numbers**

In August of 2025, more than 1,100 Ada-based employees volunteered their time to support over 35 community partners throughout West Michigan during the fourth annual Amway Cares Week of Service. Volunteers collectively contributed over 6,500 hours of service in just one week.

Amway teams supported a wide variety of initiatives focused on housing and food insecurity, fresh produce distribution, and creating safe environments for children to play and grow – all in service of a healthier, stronger West Michigan.

One of the week’s highlights included the annual playground build, now in its 21st year. Volunteers came together to create a dynamic play space and community park in collaboration with the local Parks and Recreation Department and Sinclair Recreation.

**Amway employees contributed over 6,500 volunteer hours in just one week during the Amway Cares Week of Service.**

**DISASTER RELIEF:**

In 2025, Amway responded to natural disasters across five countries globally: wildfires and flashfloods in the United States, severe flooding in Indonesia, earthquakes and typhoons in the Philippines, typhoons in Vietnam, and a hurricane in Jamaica. In every case, our focus was simple – respond quickly and support responsibly.

**\$220,000**  
in direct relief support

**This spirit of service extends far beyond West Michigan. In 2025, Amway employees and ABOs volunteered in communities around the world.**

**Engaged for good**

**One of our pillars – engagement – calls us to contribute authentically where we live and work.**

In 2025, Amway employees and ABOs showed up in big and small ways – volunteering at nonprofit organizations around the world and responding when disaster struck. Together we are a force for positive change, reflecting our Values and contributing thoughtfully to the communities we call home.



Volunteers in Iberia



Volunteers in Iberia



Volunteers in Italy



# Caring for the environment

**Amway’s approach to the environment is built on a legacy of care and accountability.**

We are committed to continuously reducing our footprint. Through our regenerative farming practices, efficient operations and consciously created products, we bring this commitment to life.

## SUSTAINABILITY STRIDES IN 2025:

### Regenerative farming practices

On Amway’s certified organic farms, our regenerative farming practices build up healthy soil, increase biodiversity, conserve water and manage carbon. Innovations like GPS improve tractor fuel efficiency while precision laser weeders minimize soil disturbance. We’re also improving soil health by enhancing our processes for composting, tree renewal and multi-species cover cropping.

### Efficient operations

Our world headquarters renovation includes sustainably-sourced timber construction, energy-efficient LED lighting with smart controls that maximize our use of natural light and low-emission materials with high recycled content. Many of our manufacturing facilities achieve high marks for thoughtful energy use, too. For example: In 2025, the vast majority of power used in our Maduri, India, facility came from renewable sources.



### Consciously-created products

For decades, Amway products have been made with care – because what we create matters, today and for generations to come. Our eSpring™ Water Purifier uses 25% less energy (when in active use) and filters the equivalent of 10,000 500 mL plastic water bottles each year.<sup>2</sup> Multiply that by the number of families using this solution for clean, better-tasting drinking water around the world!

# Business Ownership



# Offering opportunity, creating change

For 66 years, Amway has given people the chance to build a business that works for them – their goals, their lifestyle and their passions.

That opportunity is backed by experience. With nearly seven decades behind us, strong values that drive us and high-quality, in-demand products people trust, starting and growing a business can feel a little easier and more secure.

In 2025, ABOs around the world brought our opportunity to life in new and meaningful ways, adapting to the moment and meeting today’s needs.

Whether seeking greater income flexibility, building connections that foster personal growth, sharing trusted health + wellbeing solutions or supporting programs that encourage healthier habits, ABOs made a real difference.

**ABOs transformed not only their own lives, but also created lasting impact for the people and communities around them.**



#1

direct selling business in the world<sup>1</sup>

1M+

ABOs around the world

\$73B

paid globally in bonuses and incentives since 1959, more than any other direct sales company in history<sup>3</sup>

# A low-risk start, backed by the best

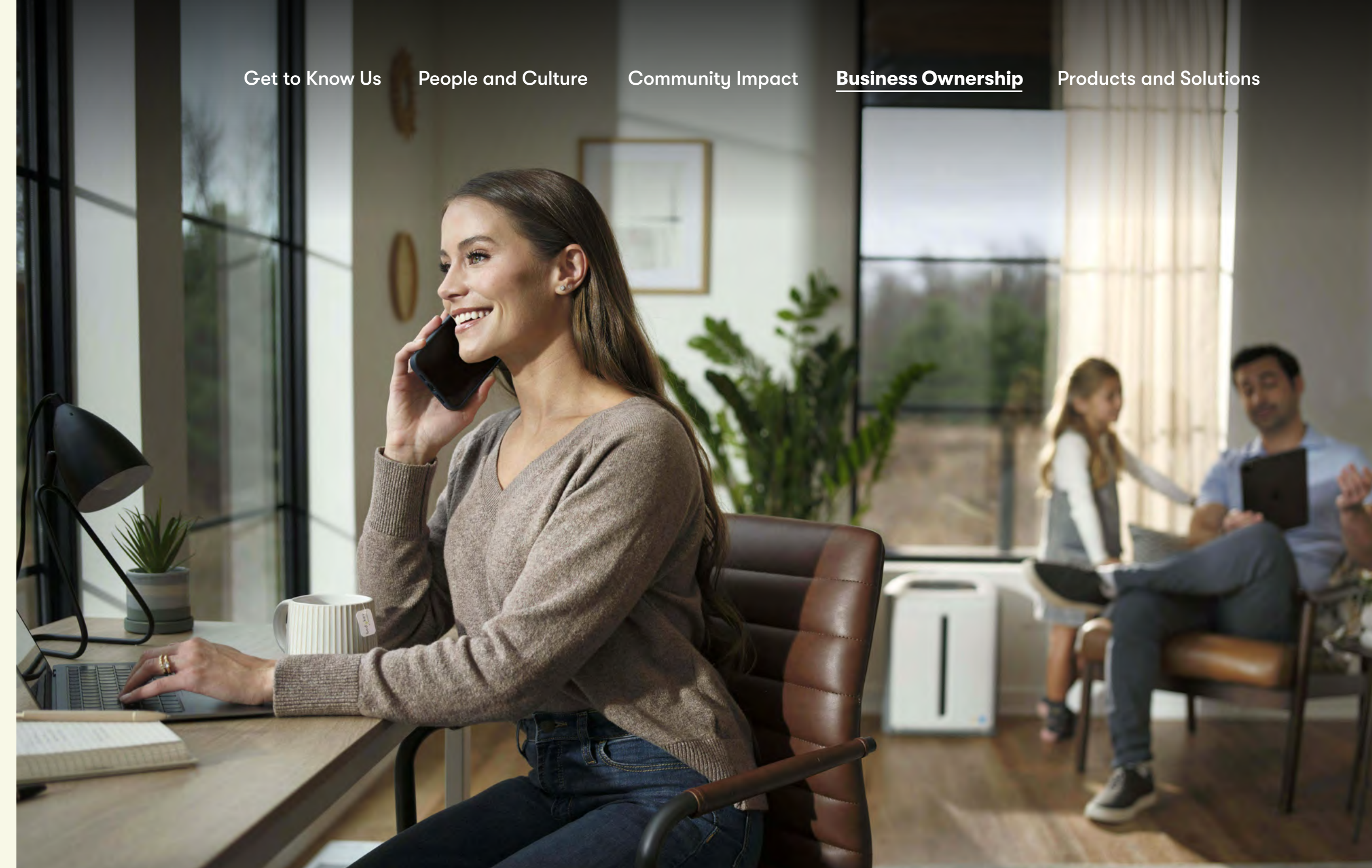
All over the world, people have a growing interest in starting their own business. The No. 1 thing that gets in the way? The initial capital required.<sup>4</sup> Through programs like the Amway Promise, we remove that obstacle. So you can invest your time and talent – not your capital.



In addition to being one of the most comprehensive consumer protection and customer service offerings in our industry, the Amway Promise program means you can start strong as an ABO with zero purchase requirements and minimal or no sign-up fees. Sell and buy confidently. Grow into the future you want. With Amway, you're free to focus on what really matters – like building a business that fits your life and priorities and finding products that support healthy choices for you and those around you.



AMWAY PROMISE™



## INSIDE THE AMWAY PROMISE PROGRAM



Low cost, low risk



100% satisfaction guarantee



Warranty programs



Customer service



Data protection



Right to know

Learn more at:  
[amwayglobal.com/how-amway-works/#amway\\_promise](https://amwayglobal.com/how-amway-works/#amway_promise)



## Building community for better businesses

**Community is at our core – from the connections ABOs build with each other to how they bring people together around better health + wellbeing.**

Many Amway products and solutions are designed to spark community connections that make business, and life, more rewarding.

### Going for gut health together

In 2025, Amway continued to focus on delivering Gut Health solutions. With plant protein, fiber and probiotic products, these solutions are a great foundation to support a total health + wellbeing journey. ABOs championed personalized support through engaged communities and tools that make starting, and sticking to, healthier habits a little easier.



In Korea, ABOs are helping people take charge of their wellbeing while building stronger businesses at the same time. The successful “Gut Morning” challenge inspires families to begin each day with a gut-supporting start by mixing Nutrilite™ Balance Within™ probiotic into a cold beverage or yogurt.

They are then encouraged to connect with other families through regular group chats and track their progress in a web-based tool, helping them stay inspired, supported and moving confidently toward their goals. Through it all, ABOs are there to cheer them on and provide guidance. It’s a meaningful boost toward healthy living and an authentic way to connect with people – sharing the joy of products and practices that matter.



Learn more about gut programs on page 20!

# Products and Solutions

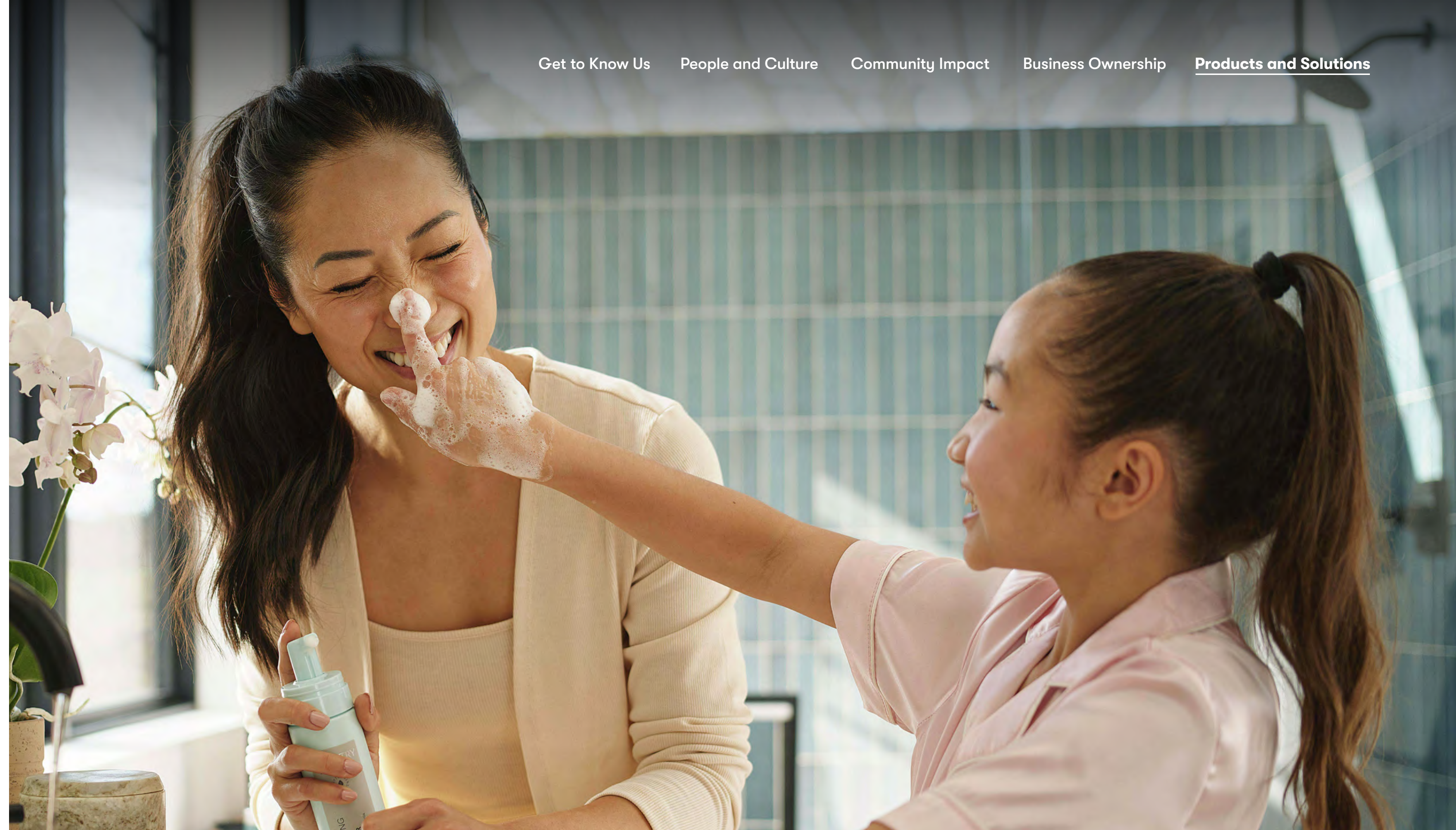


# Products for living better

Your health + wellbeing is shaped by everything you put in, on and around you. From the supplements you take, to the water you drink, to the products you use on your skin and throughout your home.

That's why Amway has a whole-self, whole-health approach to our product portfolio. You get total health + wellbeing support all from one trusted source, and the confidence of knowing where your products come from and how they're made. Plus, you have a dedicated ABO ready to help you choose the options that are right for your goals. Whether you're tackling a certain health need, building better habits or finding your new favorite product, we've got what you need for today and all your tomorrows.

**In 2025, we sharpened our focus on healthspan – the number of years you are healthy and living well. Everyone deserves to feel good, stay active and do what they love at every stage of life. You can trust Amway to bring the science, solutions and support to help you get there.**



450+

science-backed health + wellbeing products and solutions

750+

patents and patents pending globally

800+

Amway scientists, engineers and technicians

14

industry-leading experts form our Amway Scientific Advisory Board



# Making more of every year

INNOVATION SPOTLIGHT

**Aging confidently and well can feel complex. Amway offers a simple, holistic approach – bringing trusted solutions together in one place.**

In 2025, our focal point became where overall health + wellbeing begins: the cell. Building on decades of innovation, we introduced a supplement and skin care collection that both focus on the cellular level to complement the healthy choices you make every day. After all, cells are the building blocks of your body and your health.

## FEATURED PRODUCTS: NEW IN 2025!

### Nutriline iCell | AmCell

**See youth, not years.** Amway’s first cellular health product builds on our leading botanical science to support cell function and healthy aging. We screened over 600 types of plants and more than 50,000 plant ingredients through the Amway exclusive Nutrilite Intelligent Botanical System, carefully selecting five powerful, potent plants – Pagoda Tree Flower, Gooseberry, Chokeberry, Pomegranate and Dendrobium Orchid to create the “golden regeneration combination” – a phytonutrient blend, bATmm-5™ – to target aging at the cellular level. All this expertise comes together to support how you live today while nourishing your body from within for the years ahead.

LAUNCHED IN

**3 markets**

in 2025



### Artistry LongXevity skin care collection

**The future of your skin.** The new Artistry LongXevity™ collection is a breakthrough innovation that improves the appearance of skin where it matters most: at the cellular level. The collection introduces a toner essence, a rich cream, a soft cream and an eye cream to help skin look more resilient. The rich and soft creams empower skin to act up to 17 years younger and are clinically proven to improve the appearance of 12 signs of aging. Powered by a potent combination of botanical and science-backed ingredients, these formulas help reveal beautiful skin – now and into the future.

LAUNCHED IN

**7 markets/regions**

in 2025





# Nutrition

PLANT. GROW. THRIVE.

**Nutrilite is the world’s No. 1 selling vitamin and dietary supplements brand.<sup>5</sup> Our goal is to help people live in good health for longer.**

Backed by decades of scientific research, we carefully select nutrient-rich botanicals grown on our own certified organic farms and trusted partner farms to craft plant-based products. Each one is designed to support your healthspan — the years you live healthy, active and well.

We know health isn’t a fixed state. It changes with the choices we make and the support we have along the way. Nutrilite helps make that journey more achievable by combining our botanical science expertise with holistic product solutions and healthy habit guidance.

In 2025, we launched new products and programs powered by our cutting-edge scientific research. It’s yet another way we’re bringing the best of nature and science together, so you can live well for as long as possible.



## FEATURED PROGRAM: NEW IN 2025!

### Nutrilite Begin 30 Holistic Wellness Program

**Gut with the program.** Emerging science suggests that a balanced gut microbiome is the foundation of overall wellbeing. Good news: Nutrilite Begin 30 has you covered!

This 30-day program launched in select markets to support healthy habits across nutrition, hydration, exercise and mindfulness. Nutrilite Begin 30 incorporates three gut-loving supplements: Nutrilite Begin™ Daily GI Primer, Nutrilite Balance Within Probiotic and Nutrilite Organics Plant Protein Powder. Plus a free interactive app, program guides and a supportive ABO community to help you stay on track. Science, support and practical tools – everything you need to help reach your goals.



### AND IT’S WORKING!

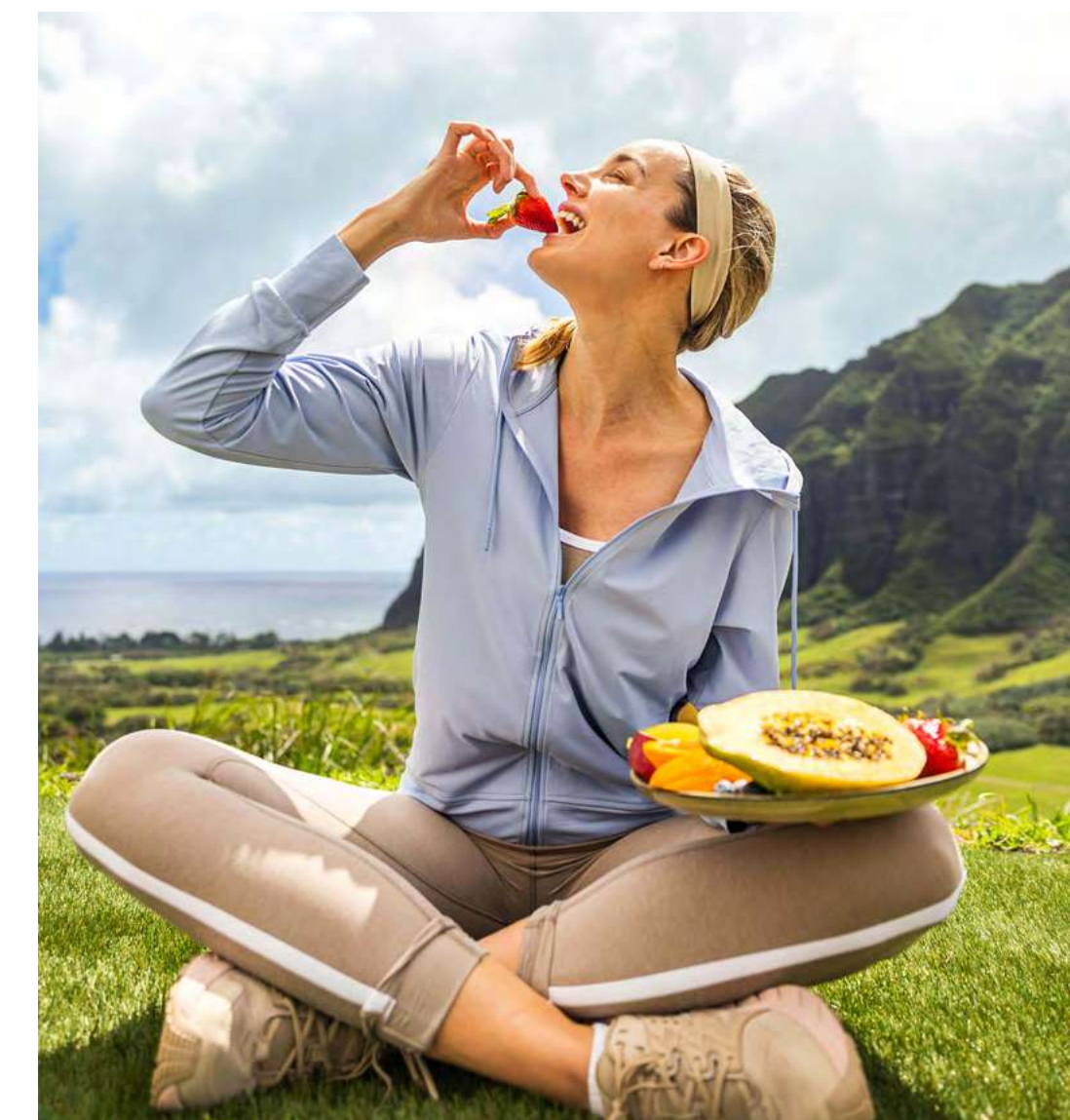
At the end of a small use study:

**75%**

of participants reported feeling less fatigue.<sup>6</sup>

**70%**

of participants who committed to making healthy lifestyle changes for 30 days lost weight.<sup>7</sup>





# Sports nutrition and energy

LIFE IS AN ADVENTURE, FUEL ACCORDINGLY

**From the start, XS™ has been dedicated to cultivating a community built at the crossroads of movement and opportunity. Everything is designed with you in mind – supporting your journey to live healthier, better and stronger through the power of movement.**

Choose XS products to energize your day, hydrate and replenish your body, ignite the burn of a healthy metabolism, and strengthen yourself with essentials before, during and after workouts.

Our aim is to make fitness easier – with our products, and by bringing people together through meaningful, motivating, shared experiences.



## FEATURED PRODUCT:

### XS Grass-Fed Whey

**Find your power.** Fuel your fitness with this creamy whey protein made to build and repair lean muscle mass – a key to good health. XS Grass-Fed Whey delivers 30 grams of protein per serving, sourced from milk from grass-fed cows that are humanely raised and not treated with rGBH growth hormones. No artificial colors, flavors or sweeteners. Real ingredients taste better!



## SPECIAL EVENT:

52 SUPER SERIES Game Changer

**Spirit of adventure and sustainability.** In 2025, Amway’s XS and eSpring brands joined forces to support the world’s premier grand prix monohull sailboat racing circuit. While XS celebrated its ninth year as the circuit’s exclusive Energy Drink and Sports Nutrition sponsor, eSpring stepped into a new role as the official Sustainability Partner. Highlighting this commitment, the first-ever eSpring Game Changer Award was presented to American Magic Quantum Racing for their measurable steps toward a more sustainable racing future.

Our sponsorship also included a partnership with Kick Out Plastic, an international nonprofit focused on fighting pollution with beach and marina cleanups and regatta stations that promote recycling and water filtration.





**FEATURED PRODUCT:**

**eSpring Water Purifier**

**Clearly better.** You deserve peace of mind that your water is clean and tastes great every time you drink it. The state-of-the-art eSpring Water Purifier removes more than 170 contaminants<sup>8</sup> while retaining beneficial minerals such as calcium and magnesium. New in 2025, our eSpring Water Purifier uses 25% less energy (when in active use) and filters the equivalent of 10,000 500 mL plastic water bottles each year.<sup>9</sup> eSpring systems provide water as it should be – clearly better for your home, your life and everyone you care about.

**170+**

contaminants removed



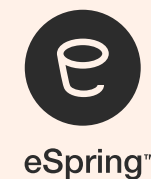
# Home

MAKE A HOME FOR LIVING WELL

**Home is where life happens – where you rest, connect and nurture the people you love. But that’s not all: your home shapes your wellbeing. Today, and far into the future.**

Amway makes clean living at home more meaningful with products that purify your air and water, and that enhance how you cook, clean and care for every surface you touch.

Our products rely on leading botanical science and advanced technologies. And we develop them with care and heart. So your home can be a haven, your choices can be confident and your love can shine through in everything you do.





# Beauty and personal care

HEALTHY BEAUTY FOR A BETTER LIFE

**In a world where beauty narratives are constantly evolving, we return to one simple truth: healthy is beautiful. True beauty goes beyond the surface. It's built through thoughtful choices and a complete routine that helps you look, feel and age well.**

Amway beauty and personal care products are designed to work together. Grounded in science and powered by plant-based innovation, our skin, hair and body products support a holistic approach to everyday care.

By keeping healthy beauty at the heart of everything we do, we help people look radiant and feel confident through every phase of life.

ARTISTRY™ g&h glister satinique™

## FEATURED PRODUCTS: NEW IN 2025!

### Satinique Hair Care

**A refresh that gets at the root of beauty.** In 2025, we introduced a new take on hair care and a fresh look for the long-loved Satinique™ brand. The key to healthy-looking hair is to nurture it from root to tip. Six new Satinique curated collections balance plant-based goodness, skin science, and advanced hair and scalp technology to help strengthen and revitalize hair, fortifying each strand and restoring its beauty from the inside out. Specially formulated products target unique hair and scalp needs – whether to tame frizz, restore moisture, boost shine or hydrate the scalp. Plus, bottles are made with 30% post-consumer recycled plastic!<sup>10</sup> It's hair care for all, for lasting confidence and long-term wellbeing.



### Artistry Labs Illuminating System

**Reveal brighter, younger looking skin.** The Artistry Labs™ Illuminating System four-week treatment is a breakthrough innovation. It's our strongest product yet to address dark spots, clinically proven to reduce the appearance of dark spots for brighter-looking skin at brilliant speed. Two powerhouse products – the Artistry Labs Illuminating Serum and Spot Corrector – are formulated with extract from the Iris Florentina root grown on our Nutrilite Trout Lake East Farm. Inspired by professional skin care, powered by plant-based goodness and delivered with advanced technology, Artistry Labs products give you a more youthful appearance with accelerated results, all from the comfort of your own home.



### Artistry Derma-Architect

**Advanced, at-home beauty.** This next-generation, handheld beauty device combines radio frequency, ultrasound, LED and other cutting-edge technologies to enhance your skin care routine and promote healthy-looking skin. Choose from two modes – Skin Fitness and Skin Nutrition – to deliver custom, powerful results anytime, anywhere.





# Where promise meets proof


To support your health + wellbeing, you need products you can trust to be safe, effective and responsibly made. The Amway Traceable Promise provides proof that the products you use in, on and around your body will meet your expectations for quality and safety.

That means we carefully trace each step of product creation – from science to sourcing, production to packaging and every safety test and quality check – to verify our high standards.


# It starts with a seed

Every step of the way, Amway products are made to meet our high standards and provide you peace of mind. It's goodness you can trust – and trace – all the way back to the source. For many of our botanical ingredients, that source is the soil beneath our Amway-owned farms.


**Nearly 6,000 acres** of certified organic farmland are cultivated with restorative, environmentally-conscious practices.



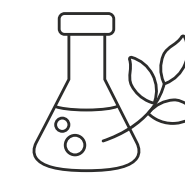
**Selecting the seed**  
 Specific **nutrient profiles** are defined to provide real benefits  
**1,800+ botanicals** are analyzed by scientists and characteristics “fingerprinted” for reference throughout our process  
**Organic seeds** are selected for quality, purity and potential

**Growing**  
 Ideal conditions unlock **botanical power identified by Amway researchers**  
 Crops and soil are **monitored closely** throughout the growing season  
 Plants are nourished with **fresh, clean water** from nearby sources

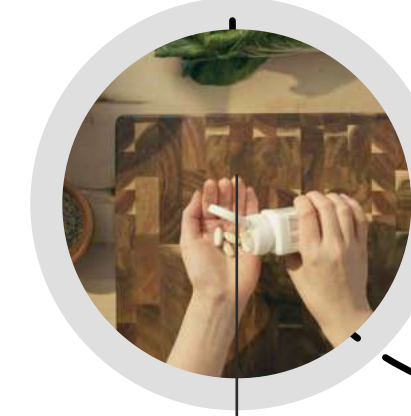
**Harvesting**  
 Harvest methods are **customized to the plants'** unique needs, such as field-drying, hand-harvesting or timing for peak nutrient value  
 Harvested botanicals are moved for processing quickly to **maximize potency**  
 Botanicals from each harvest season are issued a unique **birth certificate** documenting key dates and details



**Extracting**  
 Valuable nutrients are extracted through **chopping, milling, drying, blending** and other techniques  
 The extraction **process is tightly controlled** on-site at the farm and at specialized Amway-owned facilities  
 Tests confirm and document **safety and nutrient levels**



**Formulating**  
 Ingredients are **rigorously tested**, at the farm and in the labs, for real benefits  
 Every ingredient made from a plant grown on our farms is **confirmed for quality and safety** before being used in an Amway product



**Providing peace of mind**  
 You can rest easy because we've **traced, tested and checked every step** of our botanical ingredients' journeys; Amway farms are just one piece of our commitment to traceability  
 Use the [Amway Tracing Tool](#) to explore the full product creation process – from the science and ingredients to manufacturing, packaging and more

# A better future, for all

**Amway's impact has been significant. 450 products, 1 million ABOs and in 2025 alone, nearly \$17 million dollars donated.**

Yet the numbers are only part of the story. Behind each one are lives made better – goals reached, businesses built, relationships strengthened, healthier habits formed.

This is our vision: to help people live better lives. Since 1959, it has been our aim. Big and bold, it serves as our purpose and our passion.

As we embark on the year ahead, that vision calls us to work in new and different ways. For ABOs, that means strengthening the Amway opportunity to make business ownership more rewarding and accessible. For customers, developing new and integrated solutions that make living well for as long as possible a little simpler. And for the communities we call home, honoring an enduring commitment to giving our time and resources where they are needed most.

**With clarity in our purpose and confidence in our path, we move forward. For better lives and brighter futures for all.**



# Endnotes

- 1 Ranked by the DSN Global 100 2025 edition, based on 2024 revenue.
- 2 Based on average filter life. Actual filter life depends on water quality and usage.
- 3 Euromonitor International Limited.
- 4 Amway Global Entrepreneurship Report 2023.
- 5 GlobalData, [www.gdretail.net/amway-claims](http://www.gdretail.net/amway-claims).
- 6 Based on self-reported survey results compared to baseline after four weeks. There was no change in participants' reported sleep score (quality of sleep). Participants were instructed to follow a Mediterranean diet, take at least 7,000 steps per day with a minimum of 75 minutes of cardio or strength exercise per week, drink at least half their weight (lbs) in ounces of water per day and practice mindfulness one to two times daily. Participants also consumed Nutrilite supplements during the study, including Nutrilite Balance Within Probiotic and Nutrilite Begin Daily GI Primer.
- 7 Participants were instructed to follow a Mediterranean diet, take at least 7,000 steps per day with a minimum of 75 minutes of cardio or strength exercise per week, drink at least half their weight (lbs) in ounces of water per day and practice mindfulness one to two times daily. Some participants reported losing no weight, so there is no guarantee that you will experience similar results. The Nutrilite Begin 30 Holistic Wellness Program is designed and intended to promote healthy lifestyle changes, many of which are conducive to safely losing weight or maintaining a healthy weight. The program is not designed or intended for long-term weight loss or weight management.
- 8 The eSpring water treatment system is designed and intended for use only with potable water deemed safe to drink by local public health authorities.
- 9 Based on average filter life. Actual filter life depends on water quality and usage.
- 10 Does not apply to products packaged in tubes.



# Amway

[amwayglobal.com](https://amwayglobal.com)

