


Amway Founders' Fundamentals and Values

Amway





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



Rich and Jay established
the Founders' Fundamentals

WHEN TRANSITIONING THE
BUSINESS TO THEIR CHILDREN



The Founding Families' second
generation put the Values to paper
TO INFORM OUR FUTURE



Founders' Fundamentals

represent who we are

A

TIMELESS
TRUTHS

AT THE HEART
OF AMWAY

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.

“We know the Founders’ Fundamentals have never really just belonged to the Founder. They’ve always belonged to all of us.”

RICH DEVOS



Values are how we act

Partnership

Amway was built on a lifelong friendship, a bond that still guides our relationships today. We trust and respect each other, and we recognize the complementary skills necessary to achieve shared success. This is the cornerstone of our enduring legacy and the key to our future.

Personal Worth

Every person is created with innate value that cannot be given or taken away. That's why we treat everyone with dignity and respect, and why we believe all people deserve an opportunity to achieve their full potential.

Responsibility

It is up to us to seize the opportunities we are given. We are accountable for the actions we take and the results we achieve for ourselves, each other and the communities we serve.

Integrity

We live out our Values every day, even when it is difficult or unpopular. Our character sets us apart. It calls us to be honest, courageous and consistent in our words and actions. It makes us worthy of the trust others place in us. Together, we create something of which future generations can be proud.



PEOPLE CAN
**COUNT
ON US**

**“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

The Founders' Fundamentals and Values are the right thing to do – and **right for your business.**



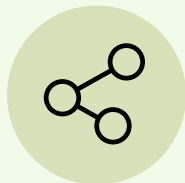
Make a **good impression**
with customers and prospects



Show **65 years**
of success



Set yourself apart from
the competition



Connect with others who
believe in the same



Hold yourself to
these standards.

Use them to help make decisions

+

Share them with new team members





You represent Amway!

**Act and lead
with character.**

Amway

The Amway logo is centered on a dark gray background. It features the word "Amway" in a bold, white, sans-serif typeface. A thin, white, curved line sweeps underneath the text, starting from the left and ending under the 'y'.