

Healthy Water for Healthy Living

New eSpring™
Water Treatment System

Clearly Better



eSpring™

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

And we made it even better.

world's

#1

The eSpring™ Legacy

- 40 years of science & innovation
- Sustainable technology, advanced design & top-level performance
- People-centered solutions
- 3rd party testing, review and certification
- Over 10 million units sold globally (as of 2024)*



OUR OPPORTUNITY

In **2023** the European Residential Water Treatment Market* was over **\$4.5 Billion**

It is expected to hit

\$7.5 Billion in 2027 and continue to accelerate!

*Source: 2023 2023 MarkNtel Advisors Report

THE NEED

**Everything starts
with water.**

Clean, safe water is the
foundation for your...

Life

Family

Community



Water is essential for the Health & Wellbeing

How do our bodies use water?

Water is essential for our survival!

We can go a maximum of 3 days without water because our bodies depend on water for many things.

* Variation in human water turnover associated with environmental and lifestyle factors, available in PMC: 2022 Dec 20

<https://pmc.ncbi.nlm.nih.gov/articles/PMC9764345/>

**<https://www.medicalnewstoday.com/articles/benefits-of-drinking-water-in-the-morning#mood>

***<https://www.mayoclinichealthsystem.org/hometown-health/speaking-of-health/water-essential-to-your-body-video>

****<https://www.betterhealth.vic.gov.au/health/healthyliving/water-a-vital-nutrient>

BRAIN*
Helps prevent dehydration

JOINTS***
Helps keep lubrication

ENERGY****
Fuels your performance

WEIGHT**
Helps to feel full for longer

MOOD**
Natural mood booster

SKIN**
Hydrates and helps keep skin moisturized

DIGESTION***
Promotes gut smooth functioning and wellness



THE PROBLEM

Is your drinking water safe?*

Here's what you can commonly find in drinking water:

- **Viruses,**
- **Cysts,**
- **Contaminants**:**
 - Pesticides, herbicides,
 - Disinfection by-products,
 - Incidental Pharmaceuticals,
 - Endocrine disruptors,
 - Particles,
 - Microorganisms,
 - Heavy metals,
 - Volatile organic compounds (VOCs),
 - Microplastics,
 - PFOA/PFOS,
 - Lead.

Most of these you cannot see, taste or smell!

*According to South African National Standards (SANS) 241 as guided by World Health Organization, drinking water meet the minimum requirements for safe for human consumption.

**Reports: New eSpring Performance Data Sheet_Nov2024, New eSpring Contaminant Reduction List Nov 2024

Where do contaminants come from?

49% of European drink tap water, which can come in contact with*:

- Groundwater contaminants
- Ageing water infrastructures
- Poor infrastructure maintenance
- Excess Chlorine
- Unknown contaminants from wells

*Source: European Commission website



THE SOLUTION

New eSpring™: Clearly Better



Removes the bad

- Reduces 170+ contaminants, including over 145 incidental contaminants
- Destroys up to 99.9% of bacteria, viruses and cysts
- Reduces particulate down to 0.2 microns, including microplastics and cysts

Leaves the good

- Retains beneficial minerals, such as Calcium and Magnesium

User-friendly

- Change filter in as little as 2 minutes
- New Amway Healthy Home app: monitor system and updates, order filters, get product information and more

Better for the environment

- Less electronic waste
- No need to buy single-use plastic bottles

New eSpring™: from Good to Great!



Enhanced Performance

NEW e3 Carbon Filter
NEW UV-C LED technology

- Removes +170 contaminants
- Reduction in microplastics
- Reduction in PFOA/PFOS
- 99.9% bacterial, virus deactivation
- Eliminates 19 new pharmaceuticals
- Triple filter cartridge



Improved Usability

NEW Amway
Healthy Home APP

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



Increased Reliability

NSF & WQA certification
5-year warranty

- Certifications in NSF/ANSI Standards 42, 53, 55 and 401.
- Water Quality Association (WQA) Gold Seal for superb consumer water treatment products

eSpring™ e3 Carbon Filter

Three powerful layers of premium filtration!

1. Pre-filter

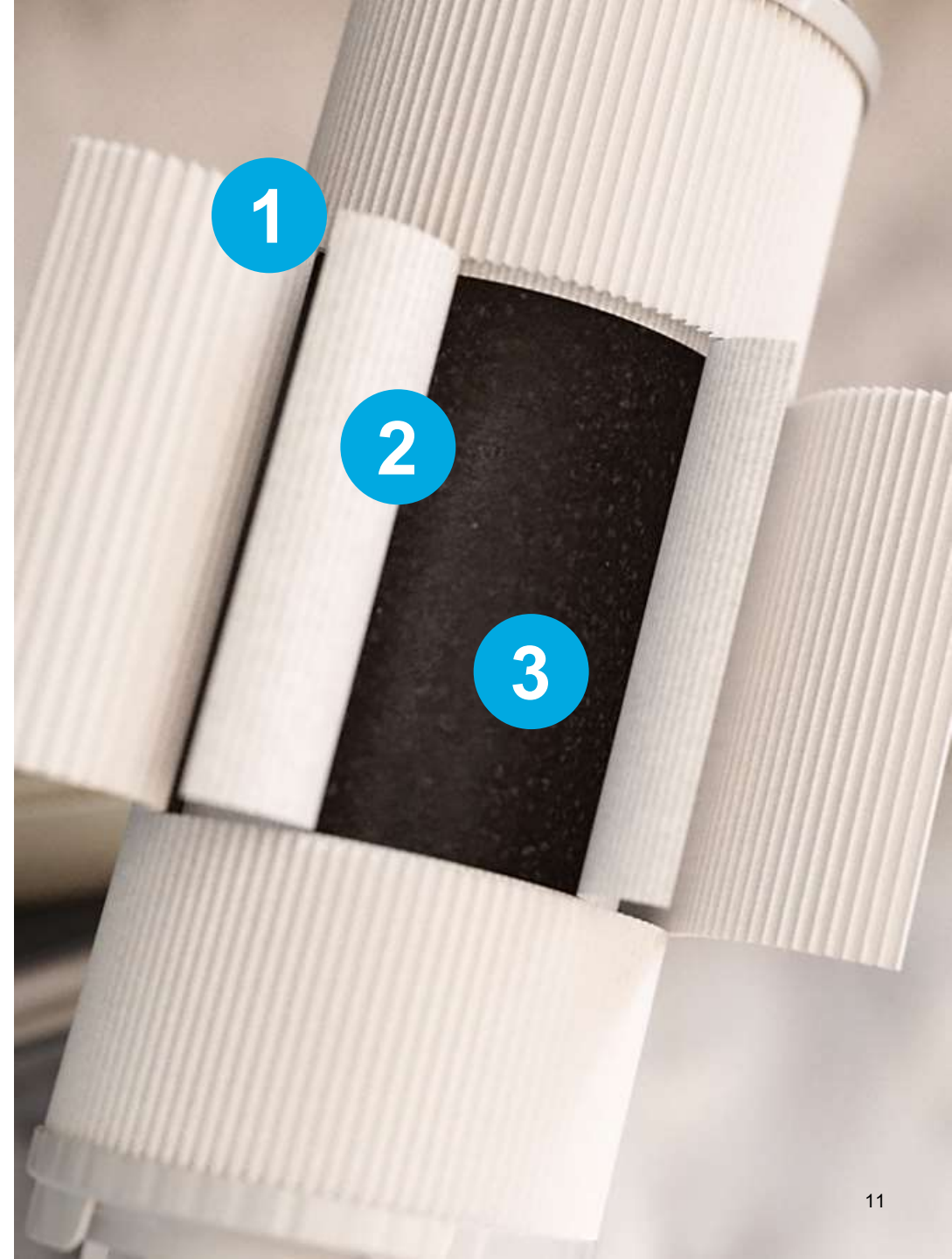
Captures larger particulates such as sediment, scale precipitate, dirt and sand.

2. Defense Guard

Captures fine particles, such as micro-plastics, asbestos, and waterborne pathogens. Improves water clarity.

3. Carbon Block

Effectively reduces pharmaceuticals, lead, mercury, VOCs, PFOA and PFOS, pesticides, herbicides, and more.



Layer #1

Pre-filter

- Traps larger particulate and sediment.
- Preps water for the next layers of filtration and helps keep e3 Carbon Filter working for up to 5000L.



Layer #2

Defense Guard

- Membrane around the Carbon Block.
- Reduces fine particles: micro-plastics, asbestos, pathogens.
- Captures cysts, removing them entirely from the water.
- Improves water clarity.



Layer #3

Carbon Block

- Made of activated carbon powder bound in polymer.
- Four functions: adsorption, absorption, chemisorption and size exclusion.
- Reduces 170+ contaminants.



From Coconut Shells to Activated Carbon Block to Contaminant Reduction



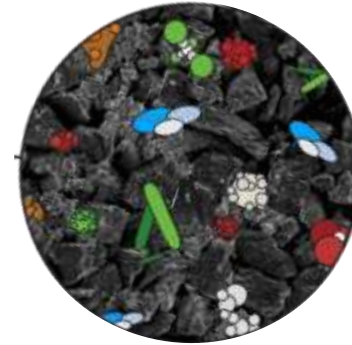
Coconut Shell



Activated Carbon



Pressed Activated
Carbon Block



Contaminant Capture

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.



eSpring

One e3 Carbon Filter **treats up to
5,000L of water per year.***

That's **equal to 10,000 500mL single-use
plastic water bottles** that would
otherwise be discarded!

*Actual filter life depends on water quality and usage.

UV-C LED Technology

eSpring™ scientists **helped pioneer UV-C LED technology** for the New eSpring Water Treatment System.



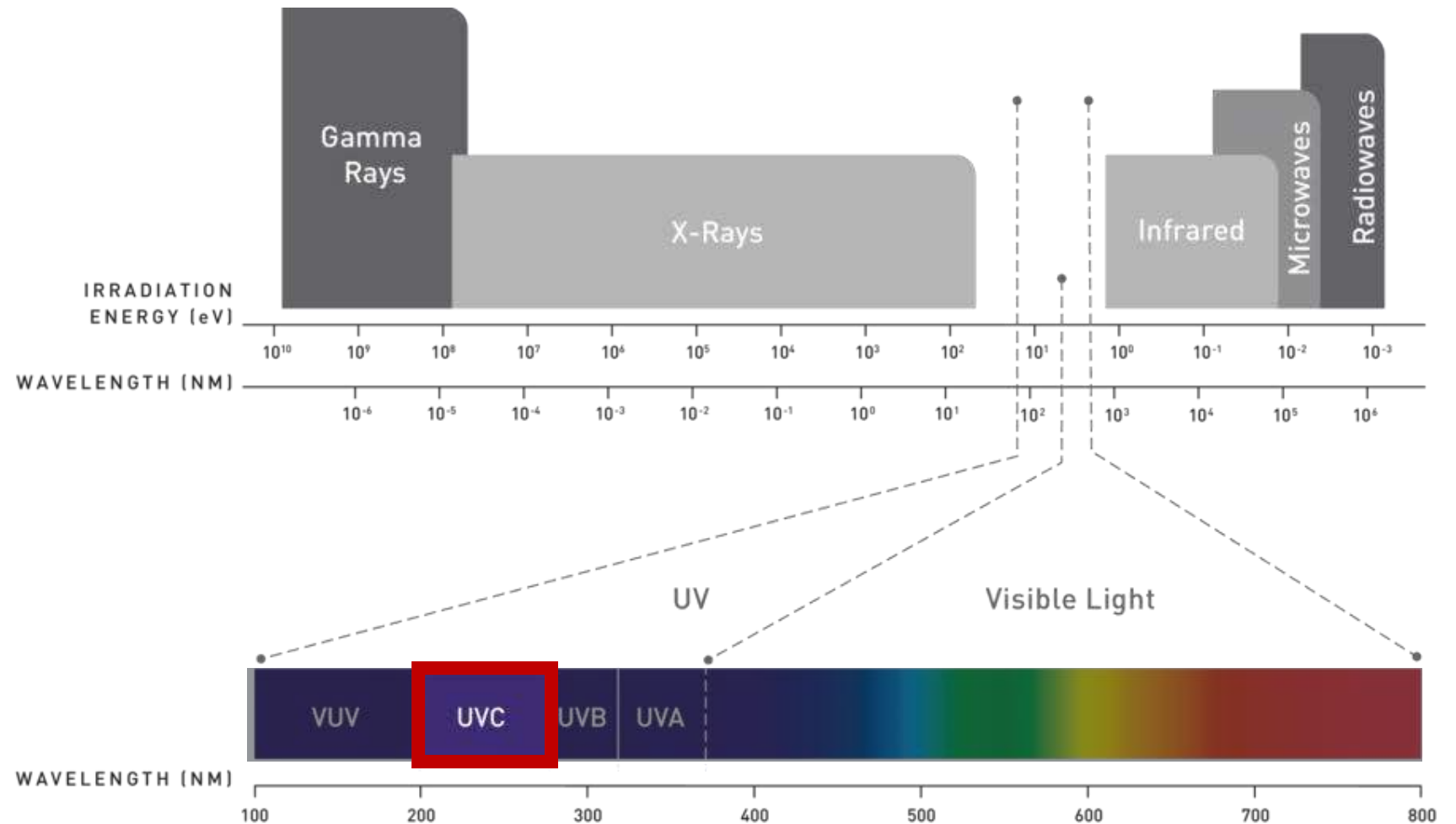


The **UV-C LED technology** in the New eSpring™ Water Treatment System effectively destroys up to:

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

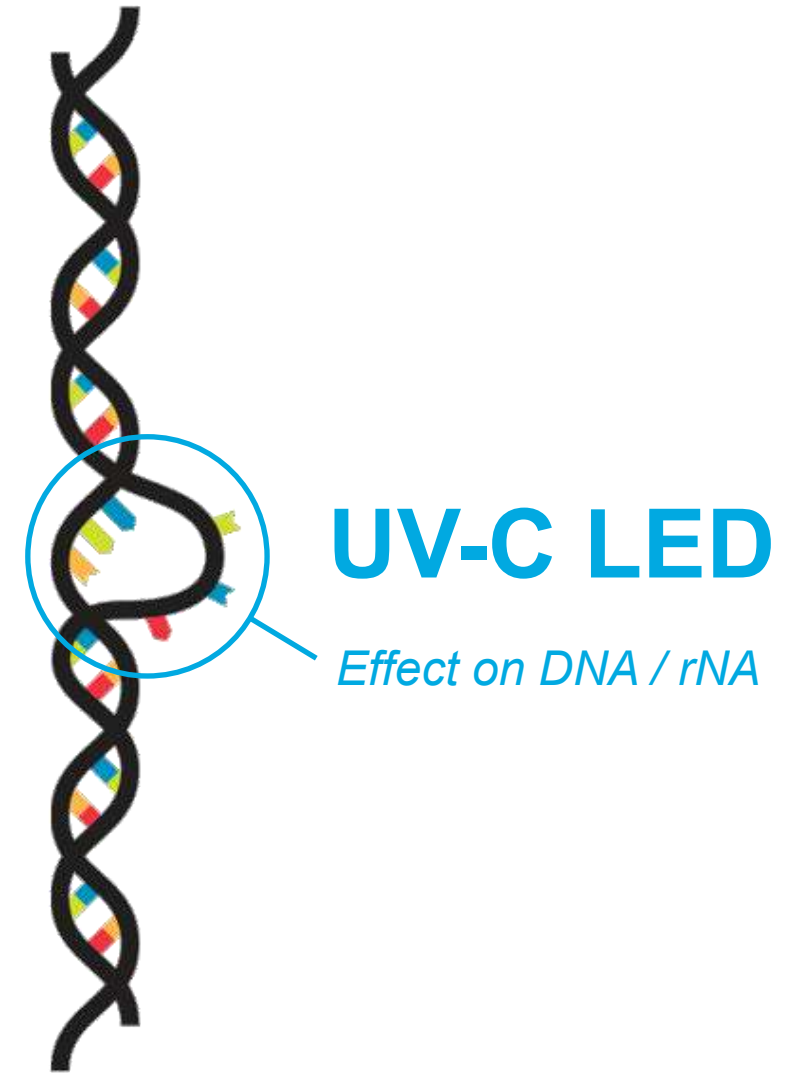
UV Light spectrum

UV-C is ideal to destroy microorganisms in water.



Impact of UV-C LED light on microorganisms:

- It destroys the DNA and rRNA of microorganisms so they cannot reproduce and become harmless.
- UV-C LEDs are a chemical-free, low-maintenance way to provide microorganisms treatment.





UV-C LED Advantages

- 25% energy saving
- Instant-on, maximum output
- Designed to last up to 10 years
 - *The lamp indicator will turn to red when the lifetime of the lamp is over*
- More environmentally friendly
- The future of UV water treatment



Current eSpring™ UV Lamp:

- Needs to be replaced annually
- More electronic waste
- Uses more energy



Third-party certified

About NSF

- Developed more than 85 national standards & 62 published protocols
- Serves 119,000 manufacturers in 2022
- More than 657,000 products certified
- Internationally recognized

Proven Performance

To all four NSF/ANSI Standards:

Standard **42**

Aesthetic Contaminants (taste, odour, appearance)

Standard **53**

Health-Effect Contaminants (lead, organic contaminants)

Standard **55**

Ultraviolet Microbiological (requirements for UV based water treatment)

Standard **401**

Emerging Compounds / Incidental Contaminants (including pharmaceuticals, pesticides and herbicides)



Amway is the first company to have a water treatment system* with UV-C LED technology certified by NSF to NSF/ANSI Standard 55 for Class B microbial reduction.

*<https://www.frost.com/news/press-releases/amway-applauded-by-frost-sullivan-for-its-industry-leading-home-water-treatment-solutions-and-competitive-strategies/>





Tested and Certified

Amway was granted
the **Water Quality
Association Gold Seal**
for superb consumer water
treatment products.

This sign confirms that claims on the
packaging are valid and that the water filter is
made from safe, durable materials.



New eSpring™ Water Treatment System

Clearly Better

See the difference for yourself!



New eSpring Water Treatment System

Reduces:

- Micro-plastics, PFOA & PFOS
- 19 Pharmaceuticals
- 170+ contaminants (145+ with health effects)

UV-C LEDs lasts up to 10 years, and destroys up to:

- 99.9999% of bacteria
- 99.99% of viruses
- 99.9% of waterborne cysts

- 5,000L or One Year Life (average)
- Prefilter included in All Markets

- Filter changes in 2-1-0: 2 minutes, 1 time per year, 0 tools needed
- No tubing disconnection



Current eSpring Water Treatment System

Reduces:

- UV-Susceptible Cyst (Only Giardia & Cryptosporidium)
- 9 Pharmaceuticals
- 160+ contaminants (140+ with health effects)

UV lamp last up to 1 year (average) and destroys up to:

- 99.9999% of bacteria
- 99.99% of viruses
- 99.9% of waterborne cysts

- 5,000L or One Year Life
- Prefilter only in Select Markets

- Requires tubing disconnection
- Filter requires specific orientation
- Tube removal tool needed



Contaminant Claims

UV-C LED / UV Light Claims

eSpring e3 Carbon Filter

Filter Change Experience

New eSpring™ Water Treatment System

Clearly Better

See the difference for yourself!



New eSpring Water Treatment System



Current eSpring Water Treatment System



Connectivity - Amway™ Healthy Home app

- Filter change alerts & order from app
- Water usage stats
- Product information & videos

- Not connected
- No app available

Environmental Benefits

- One e3 Carbon Filter = 10,000 500ml plastic bottles
- Less electronic waste: no annual UV lamp disposal

One filter cartridge = 10,000 500ml plastic bottles

Footprint (with tubing)

16% Smaller Footprint
25.5 cm (L) x 14 cm (D), 357 sq. cm

17 cm (L) x 25 cm (D), 425 sq. cm

Power Consumption During Operation

45W - Consumes 25% Less Power

60W

Display

Illuminates only as water is flowing

Bright Blue/Red Lights (Always On)

RFID System

Latest Technology + Optimised Position
(avoids RFID issues)

Older technology + Non-Standard Application

UV Status Monitoring

Direct monitoring of UV-C LED status

Optical Sensor Detects UV Lamp Operation

New eSpring™ Water Treatment System

Clearly Better

See the difference for yourself!

Connectivity - Amway™ Healthy Home app



New eSpring Water Treatment System

- Filter change alerts
- Order filters directly from the app
- Water usage stats
- Automated software updates
- Product information & registration
- How-to videos



Current eSpring Water Treatment System

- Not connected
- No app available

Total Health Effect Contaminant Claims	145+	140+
Rated Water Temperature	4.4 C – 30 C	4.4 C – 30 C
UV Light	<ul style="list-style-type: none">• Powered by UV-C LED Technology• Up to 10 year life• Amway first with UV-C LED water treatment system certified by NSF Int’l. to NSF/ANSI Standard 55 for Class B microbial reduction.	<ul style="list-style-type: none">• Lasts up to 1 year (average)• Annual UV lamp disposal



New eSpring™ Water Treatment System

Clearly Better

See the difference for yourself!



New eSpring Water Treatment System



Current eSpring Water Treatment System



Footprint (with tubing)	16% Smaller Footprint 25.5 cm (L) x 14 cm (D), 357 sq. cm	17 cm (L) x 25 cm (D), 425 sq. cm
Installation Options	<ul style="list-style-type: none">• Auxiliary Faucet or Diverter• Improved Tubing Management	Auxiliary Faucet or Diverter
Power Consumption During Operation	45W - Consumes 25% Less Power	60W
Display	Display illuminates only as water is flowing	Bright Blue/Red Lights (Always On)
RFID System	<ul style="list-style-type: none">• Latest technology• Optimised Design Position (avoids RFID issues)	<ul style="list-style-type: none">• Older technology• Non-Standard Application
UV Status Monitoring	Electrical power measurement directly monitors status of UV-C LED (avoids red phone red cup issues)	Optical Sensor Detects UV Lamp Operation
Rated Pressure	15 – 100 PSI	15 – 125 PSI
Limited Warranty	Up to 5 Year Warranty	Standard 2 Year Warranty



Clearly Better Digital Experience: New Amway™ Healthy Home App



Healthy Home App Integration



Convenient and Connected

- Order filters directly from the app
- Monitor home water quality from anywhere
- Online CS support and troubleshooting diagnostics.
- One Click Registration
- Optimized Performance
- Access videos, manuals, and other resources



Download the Amway Healthy Home App
from the App Store® or Google Play store.*



*Internet connection required. It will be available starting at the new eSpring Market Launch.

The New eSpring™ Water Treatment System: Clearly Better Competitive Advantages



The New eSpring™ vs the Competition

- ✓ Doesn't waste water during filtration
- ✓ Retains beneficial minerals such as calcium and magnesium
- ✓ No storage tank required

New eSpring Water Treatment System



Source: https://www.amway.com/en_US/espring/technology-comparison

The competition:

Reverse Osmosis



- ✗ Wastes up to 80% of influent water during treatment
- ✗ Removes beneficial minerals in water
- ✗ Storage tank requires extra space in home

The New eSpring™ vs the Competition

- ✓ Reduces up to 170+ contaminants
- ✓ Destroys up to 99.9% of bacteria, viruses and cysts
- ✓ e3 Carbon Filter lasts up to 5000L/year

New eSpring Water Treatment System



Source: https://www.amway.com/en_US/espring/technology-comparison

The competition:

Faucet Mount Filter



- ✗ Not as many contaminants reduced
- ✗ Microbial destruction unknown
- ✗ Filter replacement needed every 3-4 months

The New eSpring™ vs the Competition

- ✓ More eco-friendly – no more throw-away plastic bottles
- ✓ Clean water right from the tap
- ✓ Reduces 170+ contaminants
- ✓ Retains calcium & magnesium

New eSpring Water Treatment System



Source: https://www.amway.com/en_US/espring/technology-comparison

The competition: Bottled Water



- ✗ Usually sold in single-use plastic bottles that may be discarded
- ✗ Inconvenient – need to carry heavy bottles home and to have storage space
- ✗ Contaminant reduction may be unknown
- ✗ Water source may not have beneficial minerals
- ✗ minerals

Elevate your business with new eSpring

ELEVATE your H&W community, celebrate their success, and help them to do the same. With 10 new eSprings in the Platinum group, you can earn more than **€ 1.600** in a month on top of what you earn in a Qualified month (21%).

20% Retail Margin (eSpring)	€ 207
21% Performance Bonus (eSpring sale)	€ 1.492
Monthly¹ (eSpring sale)	€ 1.699

¹This is on top of your regular monthly earnings at 21% Performance Bonus level with 10 new eSprings in the group in the launch month.

21% Performance Bonus (excl. eSpring)	€ 1.031
Performance Plus Incentive+	€ 1.009
Total Monthly	€ 3.740

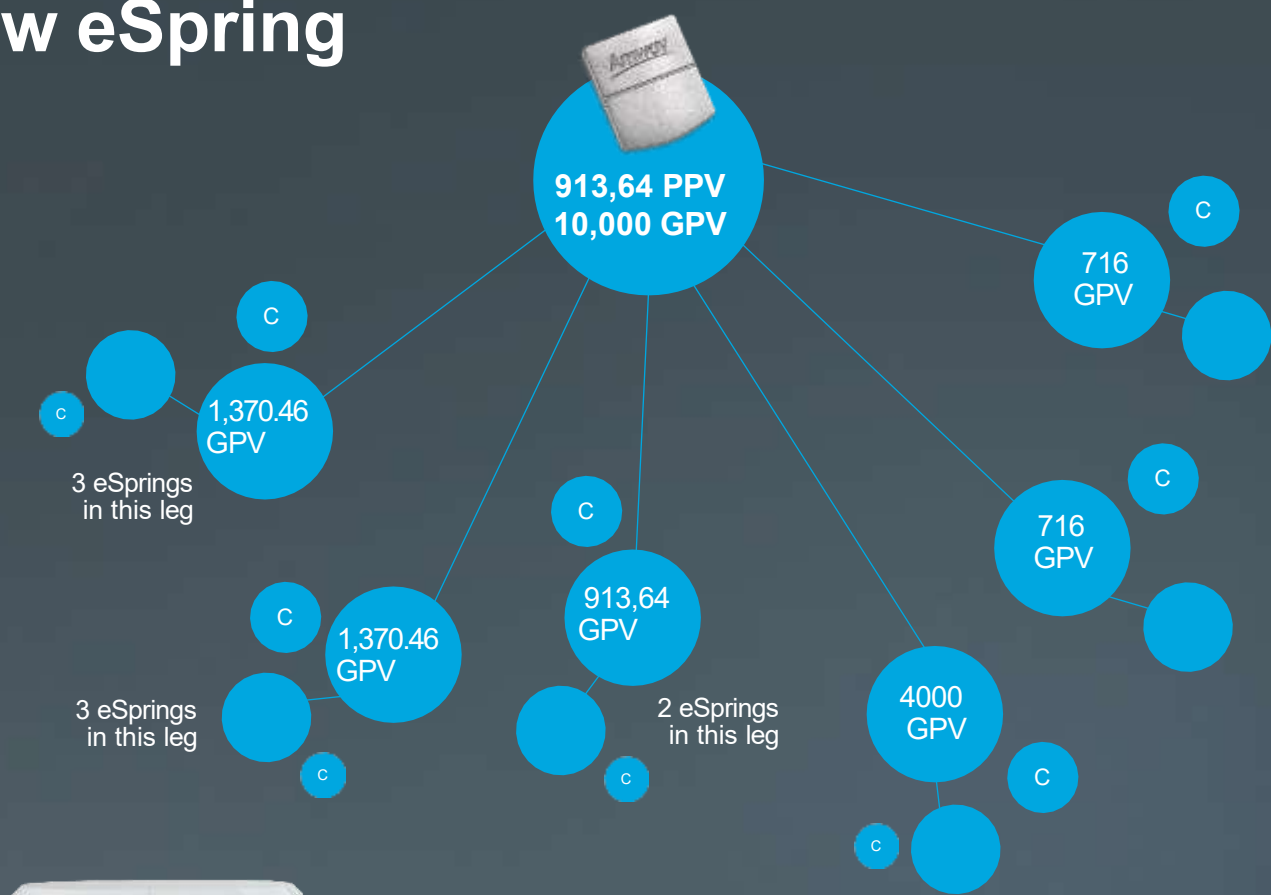
*Core Plus discretionary incentives program

913,64 Personal PV (456,82 PV incl. Customer order)

456,82 PV from Registered Customer
4,568.20 Group PV (coming from 10 new eSpring in the group either bought by ABOs or customers)

c = Registered customer

**The PV/BV ratio of "2,26795" is used as an example only, and the PV values and ABO income are valid for Germany. Income and sales figures are rounded for ease of reference..



10 eSprings
in the Platinum group
including **2 eSprings**
(1 for Platinum personal use
1 from Platinum's registered



The New eSpring™ Powers Every Wellness Choice

"Water does more than sustain life. It can actually improve our health, fitness and even our appearance."

Dr. Sam Rehnborg
President, Nutrilite Health Institute



eSpring + Nutrilite Supplements

Pairing the **new eSpring and Nutrilite** supplements, helps support your wellness journey and an overall **healthy diet**. For a happy family and a happy home.



eSpring + Daily Skincare Routine

Healthy skin starts from within. Hydrate from the inside out by **drinking plenty of water** from your new eSpring Water Treatment System.



eSpring + Active Lifestyle

Sweating can cause us to lose electrolytes. Replace them effectively with fluids like coconut water, low-sugar sports drinks, or oral **electrolyte solutions to mix in clean eSpring water**.



The New eSpring™ Powers Every Wellness Choice

“Your health is everything. Get into what’s involved in optimal health – eat right, rest right, exercise, get medical check-ups.”

Dr. Sam Rehnborg
President, Nutrilite Health Institute



eSpring + Healthy Eating

Using filtered water for cooking helps reduce exposure to chemicals and enhances the natural flavour of food.

Pair it with iCook™ cookware, featuring multi-ply stainless steel, VITALOK™ technology, and stack cooking.

For healthier, more efficient meals every day.



eSpring + Healthy Home

Cleaning is essential for removing dust, allergens, and germs to keep your home environment healthy. Choose non-toxic, safe products to avoid exposure to harmful chemicals and combine them with clean eSpring water for even better results.

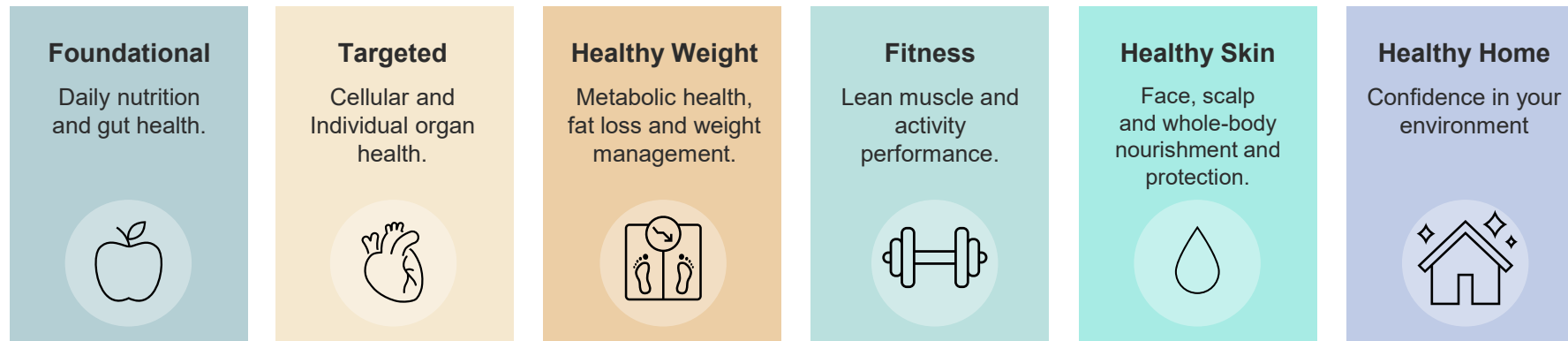
And don't forget — a truly healthy home also means clean air, made possible with the **Atmosphere Sky™ Air Treatment System**, helping you and your family breathe easier every day.

Innovation Strategy

Building Blocks

OUR GOAL: HEALTH & WELLBEING

Helping people live better lives
by delivering products and solutions that
support overall health & wellbeing



Prioritized health platforms: Amway wins by providing products and solutions for Health & Wellbeing in, on and around you

Built on our responsible product design philosophy

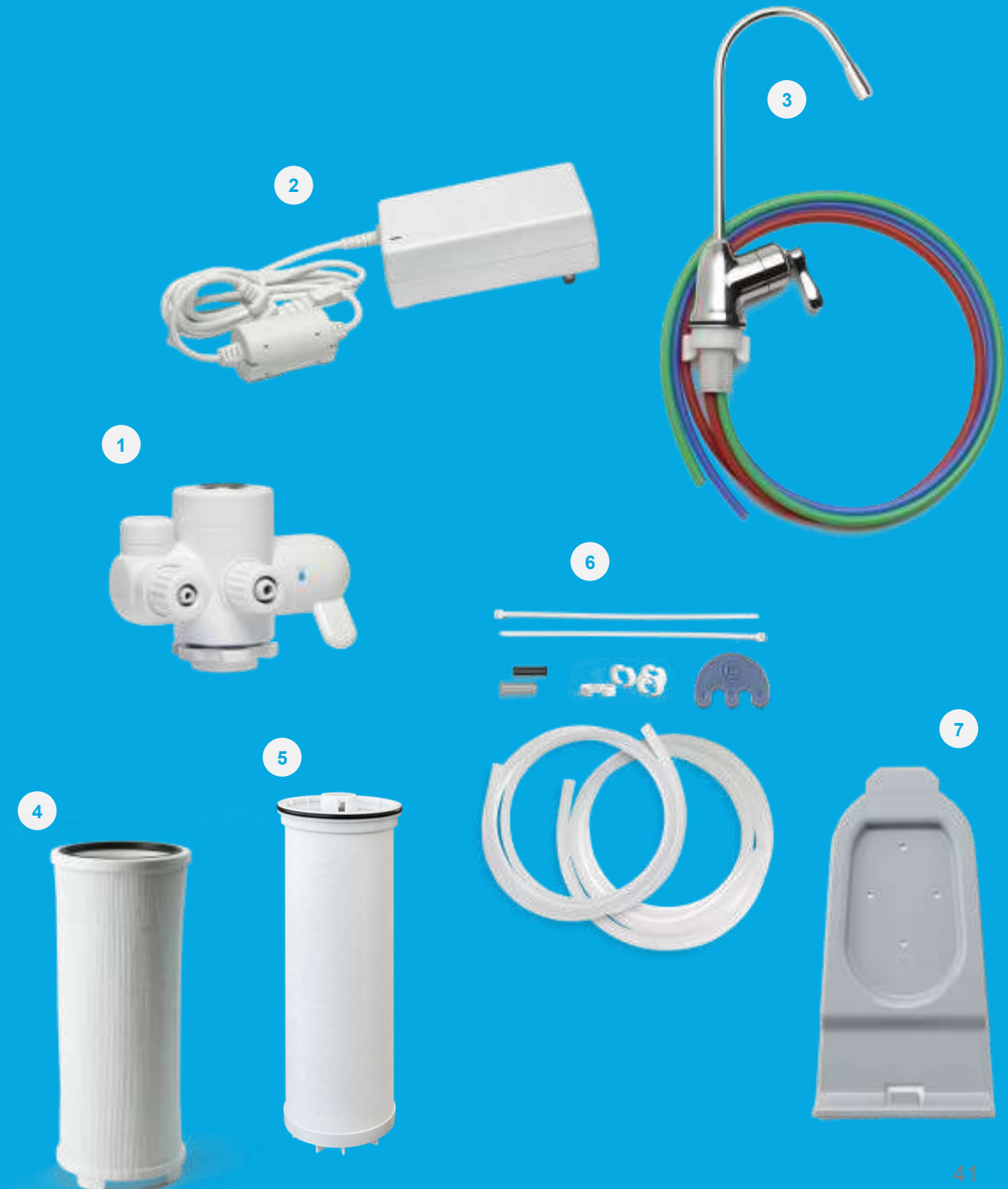
Fueled by strong leadership in botanical science

How Amway Contributes to an Optimized Healthspan



Replacement Parts available on our website

1. 127065 – eSpring™ Replacement Diverter
2. WTI1109 – eSpring™ Power Adapter
3. 125627 – eSpring™ Auxiliary Faucet Replacement Kit
4. 127063 – eSpring™ Pre-Filter
5. 122943 – eSpring™ e3 Carbon Filter (Replacement Cartridge with Pre-Filter)
6. 127064 – eSpring™ Replacement Tubing Set
7. 127068 – eSpring™ Mount wall Installation Kit



New eSpring™ Bottle



**your convenient and reliable
hydration partner**



**never miss your daily intake of
Nutrilite™ and XS™**

