

 NUTRILITE™

 **Less Stress,  
More Yes**

 **A SOLUTION FOR EVERY YOU!**






# There is a solution for every YOU!

**The Nutrilite™ brand launches a range of solutions for Millennial Mums and Women.**

Today's pressures, obligations and opportunities mean you are having to do and be more than ever before.

Life is better with a balanced diet, however sustaining one can be a challenge. **The Nutrilite brand introduces a new set of products with a great taste and convenient format** that can be easily incorporated into your daily regime.

With nutrients and carefully selected ingredients to maintain your overall well-being.

A large teal circle with a thick black border, containing white text. The circle is surrounded by faint, light grey line-art icons including a baby bottle, a pair of shoes, a leaf, a musical note, and a cloud.

**Nutrilite is the world's No. 1 selling vitamins and dietary supplements brand<sup>[1]</sup>**



<sup>[1]</sup>Source: Euromonitor International Limited; Vitamins and Dietary Supplements category, % retail value share, 2020 data.

# Why Nutrilite™ Less Stress, More Yes?



*“1 in 3 millennial women in Europe, aged between 25-40, struggles with everyday stress.<sup>[2]</sup>”*



1

Stress Management is among the **top needs and trends amongst Millennial Mums and Women** with a high growth opportunity and a high share of the supplement sector<sup>[3]</sup>.

2

**Instagenic-looking products**, appealing names and eye-catching and **modern packaging design** that can be easily shared on social media is becoming increasingly relevant for Millennial Mums and Women.

3

There is a high demand for alternative supplement formats<sup>[4]</sup>. Exciting formats such as powder are becoming more desirable.

4

Millennial Mums account for **up to 13% of total economically active population in Europe**. Very economically stable, oriented to self and ready to spend more on high quality products<sup>[4]</sup>.



[2] Source: Ipsos health concerns

[3] Source: Euromonitor: Dietary Supplements & Vitamins by solution, EU, VDS Industry share & growth, CAGR 2019-2020, Industry Share 2020

[4] Source: Nutrition U&A study GIM. N=289 Women 28/38 with Kids from IT, PL, UA 2020

“Did you know?”

## Key facts about Millennials Mums and Women

61% of Millennial Mums and Women take a daily supplement to support their overall health and help bridge nutritional gaps in their diet.<sup>[5]</sup>

Limited time, endless To-Do lists and family and professional commitments can be overwhelming. This may lead to feelings of stress, tiredness and failing energy levels. Hardworking Millennial Mums and Women need extra support to help bring balance back into their lives.

Two thirds of Millennial Mums have continued to work after becoming a mother<sup>[5]</sup>, so their lives are busier than ever! This is why Nutrilite™ Less Stress, More Yes has been formulated to be **quick, easy and convenient to take.**

Millennial Mums and Women are looking for formats other than pills. Nutrilite Less Stress, More Yes is a **tasty stick that you stir into water.**

Price and convenience are so important, as is ensuring that supplements are of **high quality, natural and safe products.**<sup>[6]</sup>



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[5] Source: Nutrition U&A study GIM, N=289 Women 28-38 with Kids from IT, PL, UA 2020

[6] Source: CAFTO, N=133 Women 28-38 with Kids from DE, IT, TR, UA 2020

*“Lack of time and endless To Do lists are making me feel stressed, tired and lacking energy. I need to bring more balance back into my life.”*

## A closer look

### Nutriline™ Less Stress, More Yes

*Feel relaxed & re-energised any time, any place!*

**Apricot and orange flavoured sticks** containing **iodine, folic acid, vitamin B2** and **magnesium**. Additionally, **Lemon Balm Extract** provides a relaxing effect and helps to support cognitive and mental wellbeing. Just stir into the water and find your balance.

30 sticks per pack, drink one stick stirred into water per day

With Lemon balm extract from European sources



#### RELAX\*\*

Includes Lemon Balm Extract, Magnesium, Vitamin B2, Folic Acid and Iodine. Orange & Apricot Flavour.

#### ONTSPAN\*\*

Bevat Suurlemoen balsem ekstrakt, Magnesium, Foliensuur en Jodium. Lemoen & Appelkoos smaak.

## Our ingredients

# Vitamins and minerals combined with a western traditional herbal extract

### Iodine

Contributes to the normal functioning of the nervous system and supports cognitive function.

### Lemon Balm Extract

A perennial herbaceous plant that has long-standing use as western traditional herbal medicine for its relaxing effect and calming support.

### Vitamin B2 & Magnesium

Contribute to the normal function of the nervous system while reducing tiredness and fatigue.

# What makes Nutrilite™ Less Stress, More Yes **so great?**



## Oh, So Tasty

Mouthwatering **apricot and orange flavour**



## A Trusted Brand

Nutrilite is the world's No. 1 selling vitamins and dietary supplements brand.<sup>[7]</sup>

With a proud history of making food supplements for 85 years, the Nutrilite brand combines science and nature in perfect harmony.



## On-the-go

**Convenient** and easy to grab **on the go**. **Nutrilite Less Stress, More Yes** can be taken anytime in your busy day; in the office or at home.



## Looking Good

Vibrant **Instagenic packaging** offers a modern look and feel that women will want to share via Social Media.

**Vegetarian - No Artificial Colours and No Preservatives<sup>[8]</sup> - Gluten Free - Lactose Free**

<sup>[7]</sup> Source: Euromonitor International Limited; Vitamins and Dietary Supplements category, % retail value share, 2020 data.

<sup>[8]</sup> No preservatives as per legal provisions



With Lemon balm  
extract from European  
sources.

# Adhering to Nutrilite™ exacting standards...

## Quality Ingredients

Contains plant-based herbal extract from Lemon Balm, with vitamins and minerals to support cognitive functions, reduce tiredness and fatigue.

## Excellence at every step

If we can't manufacture supplements at our own facilities we ensure that our partner manufacturers live up to our **rigorous Nutrilite manufacturing standards and traceability practices.**



# Cross-Selling Opportunities **Nutriline™** Less Stress, More Yes



**Women:**  
Nutrilite Biotin C and  
Nutrilite Iron Folic Plus



**Artistry Signature Select™**  
Purifying Mask

**NUTRITION**



**BEAUTY**



**Family:**  
Nutrilite Chewable Multivitamin  
Nutrilite Chewable C  
Nutrilite Kids Omega-3



**Artistry Studio™** Cleanser + Exfoliator  
**Artistry Studio™** Rosé All Day Anti-Acne Toner + Pore Refresher  
**Artistry Studio™** Glow + Moisture Ampoule



**Stay tuned for more to come!**

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There is a Solution for Every YOU...



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#NutriliteForYou  
#NutriliteMoreYes  
#NutriliteMillennial

For more information please visit  
[www.amway.co.za](http://www.amway.co.za)



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