

SO LESS STRESS, MORE YES

FREQUENTLY ASKED QUESTIONS



NUTRILITE™
SO LESS STRESS, MORE YES
LEMON BALM AND APRICOT & ORANGE FLAVOUR
SUURLEMOEN BALSEM EN APPELKOOS & LEMOENGEUR

RELAX**
Inhoud: Lemon Balm Extract, Magnesium, Folic Acid and Iodine, Orange & Apricot E

ONTSPAN**
Bevat Suurlemoen balsem extract, Magnesium, Jodium, Limoen & Appel

FORMULA ENRICHED WITH LEMON BALM

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PRODUCT

1) What is Nutrilite™ Less Stress, More Yes and how does it differ from current Nutrilite products?

Nutrilite Less Stress, More Yes was developed specially as a calming and relaxation support. Managing Stress has been identified as one of the key needs of Millennial Mums and Women. New **Nutrilite Less Stress, More Yes** has the following points of differentiation vs the Nutrilite Core line Products:

- It has Stick on-the-go format that's dissolved in a glass of water (cold or room temperature) and can be consumed any time any place during the day.
- Like all Nutrilite products, **Nutrilite Less Stress, More Yes** meets our quality and safety standards.
- It has an Instagenic packaging design that's easy to share and place in social media channels.
- It offers a delicious Apricot and Orange taste experience once stirred into water.

2) What are the main benefits of Nutrilite Less Stress, More Yes?

Nutrilite Less Stress, More Yes helps you to feel relaxed and re-energised any time, any place. It contains:

- Vitamin B2, Iodine and Magnesium which contribute to the normal functioning of the nervous system.
- Vitamin B2 & Magnesium which contribute to a reduced feeling of tiredness and fatigue.
- Iodine contributes to normal cognitive function.
- Lemon Balm has a relaxing effect and may help temporary relieve mild symptoms of stress. This is exclusively based on use as a long-standing western traditional herbal medicine.

3) Who is the main target group for this product?

Nutrilite Less Stress, More Yes was developed for Millennial Women, it can however be recommended for and taken by any adult, regardless of gender or age. 61% of **Millennial Women** take a daily supplement to support their overall health and help bridge nutritional gaps in their diet*. We are focusing on Millennials in order to attract U40 year old ABOs and customers and build a new generation of leaders.*

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



4) What are the Key Needs addressed by Nutrilite Less Stress, More Yes?

Nutrilite Less Stress, More Yes helps soothe symptoms of stress. Stress -Management is a recognised key need of Millennials Women. 1 in 3 millennial women in Europe, aged 25-40**, struggles with everyday stress. Supporting them in their on-the-go lifestyle, **Nutrilite Less Stress, More Yes** is a convenient and tasty way to relax and re-energise.

Source: **IPSOS Amway Brand Tracking Top 15 Health Concerns EU Markets: Austria, Germany, Italy, Spain, Poland, Romania, Turkey. 2021, Women aged 18+.

INGREDIENTS AND NUTRIENT REFERENCE VALUES

5) What are the key ingredients in Nutrilite Less Stress, More Yes?

- Vitamin B2 and Magnesium contribute to the normal functioning of the nervous system.
- Vitamin B2 and Magnesium contribute to a reduced feeling of tiredness and fatigue.
- Iodine contributes to normal cognitive function.
- Lemon Balm has a relaxing effect and may help temporarily relieve mild symptoms of stress. This is exclusively based on use as a long-standing western traditional herbal medicine.

6) Where have you sourced the flavouring for Nutrilite Less Stress, More Yes?

Nutrilite Less Stress, More Yes is flavoured by a mixture of ingredients that provide a taste like apricot and orange.



7) Why does Nutrilite Less Stress, More Yes contain silicon dioxide?

The silicon dioxide is used in **Nutrilite Less Stress, More Yes** has the ability to prevent moisture absorption, ingredients from clumping and caking together.



8) What is pteroylmonoglutamic and why is it in Nutrilite Less Stress, More Yes?

Pteroylmonoglutamic Acid is the technical name for folic acid.



9) **How much of my daily recommended intake of Vitamin B2 does Nutrilite Less Stress, More Yes provide?**

Nutrilite Less Stress, More Yes provides vitamin B2 within the recommended daily dose for health supplements.

10) **How much of my daily recommended intake of Iodine does Nutrilite Less Stress, More Yes provide?**

Nutrilite Less Stress, More Yes provides Iodine within the recommended daily dose for health supplements.

11) **How much of my recommended daily intake of Magnesium does Nutrilite Less Stress, More Yes provide?**

Nutrilite Less Stress, More Yes provides Magnesium within the recommended daily dose for health supplements.

12) **How much of my recommended daily intake of Folic Acid does Nutrilite Less Stress, More Yes provide?**

Nutrilite Less Stress, More Yes provides folic acid within the recommended daily dose for health supplements.

CONSUMPTION

13) **How often should I take Nutrilite™ Less Stress, More Yes?**

We recommend that you take one stick per day.

14) **Should I take Nutrilite Less Stress, More Yes in the morning or evening?**

We recommend making **Nutrilite Less Stress, More Yes** part of your daily dietary supplement routine. It does not matter if you take it in the morning or in the evening.

15) **Should it be taken on an empty stomach or with food?**

We recommend you don't take **Nutrilite Less Stress, More Yes** at the same time as food.



16) **How should I take Nutrilite Less Stress, More Yes?**

Nutrilite Less Stress, More Yes can be stirred into cold or room temperature water. If preferred, contents may be mixed with cold non-carbonated beverages, such as juice. Due to the nature of the product, consumption with hot foods and beverages should be avoided.

17) **Can my children take Nutrilite Less Stress, More Yes too?**

In general, no safety risk, however these products contain sugar and not recommended to be consumed by children.

18) **From what age is Nutrilite Less Stress, More Yes suitable?**

Nutrilite Less Stress, More Yes is suitable for children 12 years and over. **Nonetheless, we recommend seeking the advice of personal doctor prior to use, in case of any question.**

19) **What will happen if I consume the entire box at once?**

Do not exceed the recommended dose. Recommended dose for adults and children 12 years and over is taking only 1 stick per day. **Do not exceed the recommended daily dose without consulting a relevant healthcare provider.**

20) **For what period of time should I take Nutrilite Less Stress, More Yes?**

We recommend taking **Nutrilite Less Stress, More Yes** daily, making it a part of a healthy and well-balanced diet.

21) **Can I mix Nutrilite Less Stress, More Yes with drinks other than water?**



Yes but you should be aware that mixing it with drinks such as orange juice, soft drinks and sports drinks may affect its flavour.

22) **What drinks should I *not* mix Nutrilite Less Stress, More Yes with?**



This product should not be mixed with hot foods or hot beverages.

23) **Can I take Nutrilite Less Stress, More Yes, Nutrilite Immuno and Nutrilite In Focus together?**

Yes, you can take all three products together during the day.



24) **Can I take Nutrilite Less Stress, More Yes if I am pregnant or nursing?**

Safety in pregnancy and breastfeeding has not been established.

If you are pregnant or breastfeeding, think you may be pregnant or are planning to have a baby, please consult your doctor, pharmacist, or other health care provider for advice before taking this complementary medicine.

25) **Can I take Nutrilite Less Stress, More Yes with other Nutrilite products? Does it replace my previous or other Nutrilite products?**

There is no need to replace the previous or other Nutrilite Products with Nutrilite Less Stress, More Yes; it can be taken additionally to the current or other supplement. Always read your product leaflet carefully because it contains important information for you.

26) **Are there any side effects when taking this product for longer than a 1-month period?**

Always read your product leaflet carefully because it contains important information on for you.

There is no risk for the prolonged consumption of **Nutrilite Less Stress, More Yes**, however we strongly recommended consuming only 1 stick per day.

Consult your relevant healthcare provider if symptoms of stress persist for more than 2 weeks or worsen.

27) **How do our bodies absorb nutrients efficiently with Millennial products being recommended for consumption at “any time of the day” when for most Nutrilite supplements, taking them together with a meal for better absorption is recommended?**

Certain nutrients are better absorbed during digestion and others not. **Nonetheless, we recommend seeking the advice of your relevant healthcare provider prior to use, in case of any question.**



PACKAGING

28) Is the packaging childproof?

The packaging is not childproof and should be kept out of reach of children. Always read your product leaflet carefully because it contains important storage information.

29) Why is there no visualisation of the flavour on the packaging?

Due to regulation we cannot represent the flavour with images. This is because **Nutriline™ Less Stress, More Yes** is not flavoured with actual apricots and oranges, but with a mixture of flavouring ingredients that provide an apricot and orange taste.

PRODUCTION

30) Where is Nutrilite™ Less Stress, More Yes made?

Nutriline Less Stress, More Yes is manufactured by our supplier Thompson & Capper Ltd and the supplier is based in the UK. Nutrilite holds our partner manufacturers to our rigorous Nutrilite manufacturing standards and traceability practices, from the moment they receive raw ingredients, to the moment the finished shipment leaves their doors and products are checked and tested over and over for safety and effectiveness. Our suppliers are based in Europe in order to: overcome the lack of gummy format capabilities in Ada; maximise supply chain effectiveness by minimising TNA and transport costs and lead-time and support sustainability by reducing the environmental cost of shipping from the US vs shipping from Europe.

31) Is the raw material provided by a supplier and the final product manufactured by the Nutrilite team?

No, **Nutriline Less Stress, More Yes** is manufactured by our supplier Thompson & Capper Ltd and the supplier is based in the UK. Nutrilite holds our partner manufacturers to our rigorous Nutrilite manufacturing standards and traceability practices from the moment they receive raw ingredients to the moment the finished shipment leaves their doors, and products are checked and tested over and over for safety and effectiveness. Our suppliers are based in Europe in order to: overcome the lack of gummy format capabilities in Ada; maximise supply chain effectiveness by minimising TNA



and transport costs and lead-time and support sustainability by reducing the environmental cost of shipping from the US vs shipping from Europe.

32) Does the Nutrilite Less Stress, More Yes team manufacture all of its products itself?

Nutrilite holds our partner manufacturers to our rigorous Nutrilite manufacturing standards and traceability practices from the moment they receive raw ingredients to the moment the finished shipment leaves their doors, and products are checked and tested over and over for safety and effectiveness. Our suppliers are based in Europe in order to: overcome the lack of gummy format capabilities in Ada; maximise supply chain effectiveness by minimising TNA and transport costs and lead-time and support sustainability by reducing the environmental cost of shipping from the US vs shipping from Europe.

33) What key ingredients originate from Nutrilite farms?

Nutrilite Less Stress, More Yes does not contain any ingredients sourced from Nutrilite farms. We hold our partner manufacturers to our rigorous Nutrilite manufacturing standards and traceability practices from the moment they receive raw ingredients to when the finished shipment leaves their doors, and products are checked and tested over and over for safety and effectiveness. In addition, all of our Nutrilite products not produced at Amway facilities at any time fulfill our Nutrilite Product criteria, a promise guarded through our local Innovation & Science scientists who work in close relation to our Innovation & Science Center of Excellence at Buena Park.

CLAIMS

34) What is the RDI (Reference Daily Intake) or NRV (Nutrient Reference Value) for Nutrilite™ Less Stress, More Yes?

This information is available in the nutritional table on the label.

35) Is Nutrilite Less Stress, More Yes vegetarian?

Yes, this product is suitable for vegetarians.



36) **Is Nutrilite Less Stress, More Yes Halal?**

No, this product is not Halal.

37) **Is Nutrilite Less Stress, More Yes organic?**

No, this product is not organic.

38) **Is Nutrilite Less Stress, More Yes sugar free?**

Yes, this product is sugar free.

39) **Is Nutrilite Less Stress, More Yes lactose free?**

Yes, this product is lactose free.

40) **Is Nutrilite Less Stress, More Yes gluten free?**

Yes, this product is gluten free.

41) **Does Nutrilite Less Stress, More Yes contain caffeine?**

This product does not contain any caffeine.

42) **Are there any artificial colours or dyes?**

Nutrilite Less Stress, More Yes does not contain any artificial colours or dyes.

43) **Are there any artificial preservatives?**

No. **Nutrilite Less Stress, More Yes** does not contain any artificial preservatives.

44) **Is Nutrilite Less Stress, More Yes all natural?**

The Nutrilite brand offers plant-based supplements. Nature and Science are at the core of the Nutrilite brand. This supplement does not contain artificial flavours or preservatives, but they may include synthetic ingredients when they enable us to achieve the quality you trust. In addition to plant extracts, synthetic vitamins and minerals are used to help deliver target nutrient levels and ensure consistency throughout the product's shelf-life.

In many cases, delivering optimal levels of nutrients without synthetic ingredients would require tablets far too large for human consumption.



MARKETS

45) Will Nutrilite™ Less Stress, More Yes be available in launching European countries with the same ingredients?

Yes, **Nutrilite Less Stress, More Yes** will be available in launching European countries with the same amount of ingredients.

46) Does the formula differ by country within the EU?

No, **Nutrilite™ Less Stress, More Yes** has the same formula (same ingredient levels) in all European countries where it is available / launching.

47) Will Products for Millennials also be available in other markets and when?

This question is currently under investigation.

OTHER

48) Why is Nutrilite™ Less Stress, More Yes in a stick format?

Studies*** show that more and more people are using supplements on-the-go and are demanding more convenient formats. Convenient and alternative formats such as gummies are in high demand — and have great potential — amongst the Millennial target audience. Millennials (20-39 y.o. which equals to 170 million people in Europe) are looking for formats other than tablets and capsules. That is why alternative formats such as powders are relevant and requested.

Alternative formats such as powders are easy and practical to consume at any time of the day. The immediate taste experience with this format, provides a pleasant organoleptic feature to the consumers.

This product has been developed and launched to act as a bridge to other Nutrilite products from our Portfolio. The



convenient format is a great conversation starter that was developed to ensure we have a door-opener proposition.

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

49) Why is the product branded Nutrilite and not n* by Nutrilite?

All n* by Nutrilite products will migrate globally under Nutrilite branding within the next few years.

50) How should I store Nutrilite Less Stress, More Yes? What environmental conditions may adversely affect this product?

Nutrilite Less Stress, More Yes should be stored in a cool (25° C and below), dry place. No refrigeration is needed. Avoid heat and excessive humidity. Individual stick packs should be opened just prior to use. Mix with cold or room temperature beverages immediately prior to consumption.

