

**Amway**

# HEALTHSPAN

THE DAILY CHOICES  
THAT SHAPE YOUR FUTURE

Because living longer only matters if you live well



# WHAT IS **HEALTHSPAN**?



While **lifespan** is the number of years you live, **Healthspan** is the number of years you live well - feeling strong, independent, and able to do the things you love.

Living well isn't just about adding years - it's about adding quality to every year.



**Typical Healthspan**

Declining Capacities

**Optimal Healthspan**

# HEALTHSPAN IS GAINING MOMENTUM AS PEOPLE SEEK TO LIVE LONGER AND HEALTHIER

This opportunity aligns directly with Amway's mission to **help people live better lives**. And with deep expertise in foundational and targeted nutrition, botanical science, skin care and home products, we are well placed to lead in this space.

That's why supporting Healthspan sits at the heart of our innovation strategy.

\*Peterson, 2017

## DID YOU KNOW?

The average person spends about **17 years** living with reduced vitality and quality of life.\*



# WHY **EVERYDAY CHOICES** MATTER

The lifestyle you lead today influences your Healthspan - how well you feel and function tomorrow. Because small, consistent choices can have measurable biological effects.



**Healthy  
Food**



**Community**



**Daily  
Movement**



**Mindfulness**



**Quality  
Sleep**



**Hydration**

# THE AMWAY HEALTHSPAN **INNOVATION** **OPPORTUNITY**

When people nourish their bodies, stay active, get quality sleep and stay connected, they build strength and energy for daily life.

Amway brings all of this together, with decades of scientific expertise, a wide portfolio of products and solutions, and a community that supports people at every step.

# THE SCIENCE THAT MAKES IT POSSIBLE

Science and research sit at the heart of everything we create to support your healthspan – backed by decades of global expertise in botanical science.



**Global locations of  
Worldwide Research  
Partnerships**



**Amway scientists,  
engineers and  
technicians**



**of certified  
organic  
farmland\***

\*Under US law.



**Experts of Scientific  
Advisory Board**

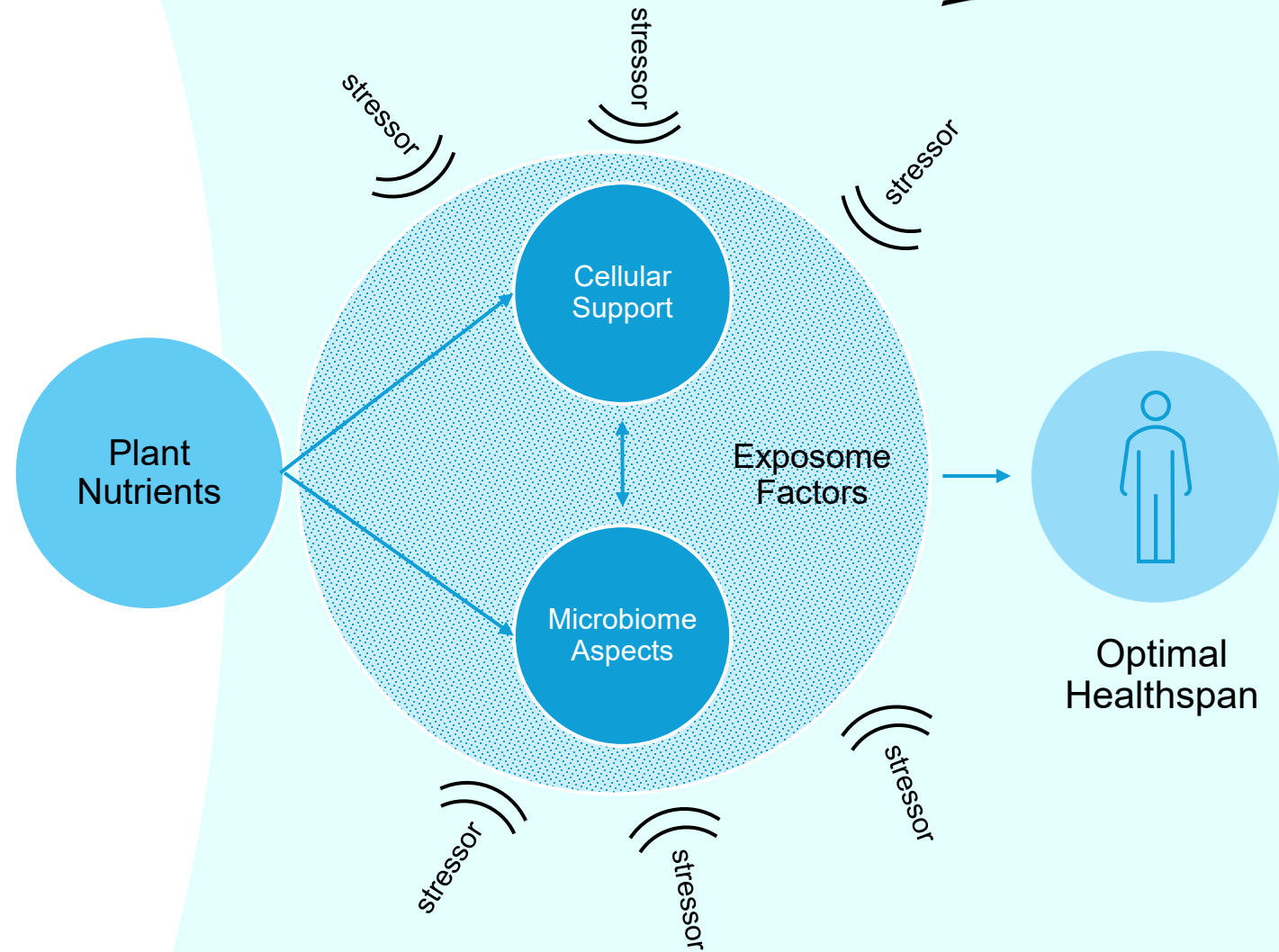


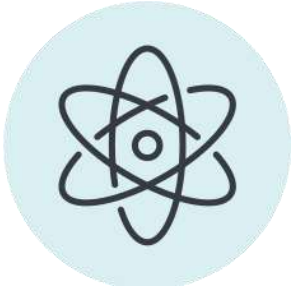
**Patents or patents  
pending worldwide**

# THE INVISIBLE FOUNDATION: **HEALTHSPAN DRIVERS**

Researchers at Amway have identified **4 key drivers** that help support Healthspan:

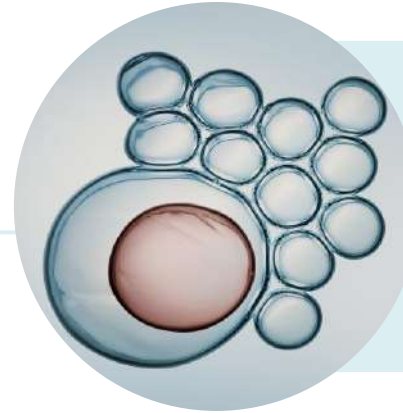
- Cellular Support
- Plant Nutrients
- Microbiome Aspects
- Exposome Factors





# Cellular Support

Amway's targeted products and solutions support cellular function and provide antioxidant protection against cell-damaging free radicals.



Cells are the body's tiny **building blocks** constantly producing energy and keeping your body fully functional.



**Lifestyle choices** influence how the body functions over time and how people experience ageing.



Building healthspan starts with **supporting cellular support** through healthy daily habits.



# Plant Nutrients

Phytonutrients are key! They can help support our cells and microbiome and have powerful benefits for the Healthspan.



**Phytonutrients** help support cell function and provide anti-oxidant protection against free radicals.



**We use the right plant parts**, carefully selected to support people, digestion and the planet.



Fill potential nutritional gaps with foundational and targeted **supplements derived from plant goodness**.



# Microbiome

The human body is home to trillions of beneficial microbes. Together, they form the microbiome - a living system that plays an essential role in how the body functions.



**In the gut**, it supports the absorption of key nutrients and influences metabolism and immune response.



**On the skin**, maintains the natural barrier, moisture levels, and natural pH balance, protecting it from environmental stressors.



**In the mouth**, supports oral health, connecting dental health with wider body systems.



# Exposome

The factors your body is exposed to every day make up your exposome. By making choices about what goes in, on and around you can positively impact your Healthspan.



**Lifestyle** - exercise, sleep, habits, hygiene



**Environment** - air quality, water, light, toxins



**Stress** - emotional pressure and recovery



**Diet** - nutrient quality and food choices



**Chemicals** - what comes into contact with your skin and home

# TRANSLATING HEALTHSPAN INTO **BUSINESS GROWTH**

Healthspan gives every conversation a deeper purpose, opening the door to meaningful discussions about the future people want and the quality of life they care about.



**Start  
meaningful  
conversations**



**Build trust  
and long-term  
relationships**



**From product  
recommendations  
to ongoing support**



**Grow a business  
that lasts  
step by step**





# BUILDING A **SUCCESSFUL BUSINESS** STEP-BY-STEP

Healthspan provides a clear structure for building a sustainable business over time.



It's not a quick win. It's a lasting journey.

**Start Your  
Healthspan  
Journey  
and  
Help People  
Live Better  
Lives!**



**Amway**