

AMWAY HOME™ Toilet Bowl Cleaner

KEY PRODUCT MESSAGE

Fast-acting and powerful toilet bowl cleaner, guaranteed to remove limescale. Will power away the toughest stains and unpleasant odours, all without harming plumbing and septic systems.

PRODUCT OVERVIEW

- Exclusive biodegradable BIOQUEST FORMULA™ technology uses ingredients and natural acids derived from plants to eliminate odours and dissolve stubborn stains, all without harmful chemicals and abrasives
- Safe for septic systems and plumbing; it keeps toilets clean, safely, with regular use of just a small amount
- This is the toilet bowl cleaner that does it all; its surfactant and organic acid system removes 100% of limescale, guaranteed
- Recognised for safer chemistry in the US Environmental Protection Agency's Design for the Environment programme

TARGET CUSTOMERS

Conscientious customers who prefer:

- A safe and effective high performing toilet bowl cleaner
- Effective removal of limescale and unpleasant odours
- A cleaner that is safe for the environment as well as septic systems and plumbing; when used as directed



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FEATURES / BENEFITS

FEATURE	BENEFIT
Biodegradable BIOQUEST FORMULA™ technology includes natural acids derived from plants	Will not damage clothing (if splashes accidentally) and is safe for septic system and plumbing
No phosphates, harsh acids/alkalis, chlorine or abrasives	Safe and effective cleaning Leaves fresh scent
Effective surfactant and organic acid system, unpleasant odours, and stubborn stains	Gets below waterline to remove hard-water mineral stains and deposits, including 100% of lime scale, guaranteed

CONVERSATION STARTERS

- Here are some key things to consider and discuss with your customers when talking about AMWAY HOME™ Toilet Bowl Cleaner
 - Explore whether or not they have interest in products that are environmentally friendly and offer a high value for their money.
 - Ask about the other products they typically purchase, and discuss earth-sensitive issues.
 - Determine whether or not they have a family, particularly young children.



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PRODUCT USAGE

HOW TO USE: Use to clean toilet bowl and to prevent build-up of grime and limescale

- With toilet seat up, hold the bottle to apply product directly and evenly around the rim of bowl
- Wait 30 minutes then flush
- Repeat every other day, for best results
- For heavier build-up of lime scale, allow to work overnight and/or scrub with a brush

DEMONSTRATION “Hard Water Deposit Demonstration”

Demonstrate how quickly AMWAY HOME™ Toilet Bowl Cleaner reacts with inorganic deposits similar to hard water scale found in most toilets.

DEMONSTRATION

- **Purpose:** Baking soda is composed of sodium bicarbonate, chemically similar to the lime scale buildup found in many bathrooms. This demonstration shows the power of the cleaning acid used in Toilet Bowl Cleaner to attack this type of deposit.
- **Materials needed:** baking soda (bicarbonate of soda), ½ teaspoon (2.5ml), tap water, one glass measuring cup, AMWAY HOME™ Toilet Bowl Cleaner

Instructions:

1. Add ½ teaspoon (2.5 ml) of baking soda to the measuring cup
2. Pour in 30 ml of tap water into the measuring cup
3. Immediately squirt 30 ml of Toilet Bowl cleaner into the measuring cup and gently swirl for a few seconds
4. Watch as the Toilet Bowl cleaner attacks the baking soda, causing foaming to occur



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CROSS-SELLING PRODUCTS

Use these selling techniques when planning a conversation or during a sales meeting. Cross-selling other products shows customers you're concerned about all of their needs and empowers them to make an informed choice about the best products.

Specific Cross Selling Opportunities:

- **AMWAY HOME™ L.O.C.™ Bathroom Cleaner:** Safely and effectively eliminates even the toughest bathroom stains, including soap scum and limescale deposits, while preventing grime build-up. Does so with naturally based ingredients and no harmful abrasives, so bathroom surfaces are shiny and residue-free.
- **AMWAY HOME™ L.O.C.™ Glass Cleaner:** Effectively uses natural ingredients and safely cleans virtually all glass surfaces, leaving behind a brilliant shine without unsightly streaks and marks, when used as directed.

FOLLOW-UP

Within 1 Week:

- Follow up with your customer to see if they need any information on how to use the product
- Remind your customer that, when used as directed, the AMWAY HOME™ Toilet Bowl Cleaner is safe for septic systems and plumbing

1 Month:

- Your customer has had time to use the product and at one month it is a great time to get feedback on their product satisfaction
- Make sure to ask your customer questions about how they are using the product and how often they are using it to get an indication of when they may need to re-order
- Since it is regularly used, a good recommendation would be for the customer with more than one bathroom to order multiple quantities to keep in each bathroom

3 – 6 Months:

- Follow up with your customer after 3 – 6 months to see if the product needs to be re-ordered.
- You may also want to take the opportunity to cross-sell with additional surface products within the category or newly launched product offerings

