

50 YEARS OF CREATING CHANGE

Through a universal business opportunity

Caring leads to success

The Amway business provides hope and opportunity for everyone, everywhere in the world. Amway Distributors usually achieve their own “personal best” when they care about helping others do well in the business. That’s because other Distributors aren’t rivals. They are vital to your business, just as you are to theirs.

Rich DeVos put it best when he said, “When you help others succeed, you succeed.” At an early Amway convention, Amway co-founder Jay Van Andel described the Amway business as being “easy to start, easy to sell, and easy to grow.”

Ten little words that still ring true today – fifty years later.

Today’s independent Amway business is still *easy to start* – open to anyone interested in working toward a better life. As Amway co-founder Rich DeVos once said, “Everyone in the world has the chance to become a Distributor.”

“A business for generations” is how Amway President Doug DeVos describes it. “You can create a business for you, your children, and for generations to come.”

One reason for our long-term success is that Amway products are *easy to sell*.

After all, our exclusive, competitive brands meet proven customer needs around the world.

Sales of NUTRILITE™ products reached a record \$3.1 billion in 2008

NUTRILITE™ is the World’s leading brand of Vitamin, Mineral and Dietary Supplements*.

The ARTISTRY™ brand is among the world’s top five largest-selling, prestige brands of facial skin care and color cosmetics.**

And, because the appeal of the business opportunity is universal, it’s *easy to grow* your Amway business, too.

“The Amway opportunity clearly has deep appeal across all cultures, countries, and beliefs,” Amway Chairman Steve Van Andel says. “People find something very attractive in controlling their destiny.”

No wonder Amway has grown from a two-person company in an Ada, Michigan garage, to a global business with over three million Distributors operating an independent Amway business in more than 80 countries and territories around the world.

* Based on 2008 sales, as supported by research conducted by Euromonitor International.

**Based on a Euromonitor study of 2007 global retail sales.

Others in this distinguished group include Clinique™, Estée Lauder™, Lancôme™ and Shiseido™.