

Quality Assurance Standards – Content Standards for Independent Business Owners and Approved Providers

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I. INTRODUCTION TO THE QUALITY ASSURANCE STANDARDS FOR CONTENT

This document sets forth the Quality Assurance Standards (“QAS”) for Content (“QAS Content Standards” or “Content Standards”). The QAS Content Standards prescribe requirements for Independent Business Owners (“IBOs”) and Approved Providers (“APs”) for messaging and content creation.

This document also serves as the QAS Content Standards portion of the Uniform Accreditation Plus Approved Provider Agreement (“A+ Agreement”), which is the agreement pursuant to which Amway licenses APs to provide value-added training, education and support, including to offer Business Support Materials (“BSM”) and to make statements about the Amway business that are consistent with the QAS Content Standards.

Along with applicable portions of the [Rules of Conduct \(“Rules”\)](#), the QAS Content Standards apply to all messaging and content creation related to products, services, and the Amway business, even if the Amway business is not stated by name but can be reasonably implied, and to all BSM as defined in Rule 7, including:

- Live and in-person messaging at events, person-to-person, and in public and private social media groups;
- Video or audio recordings provided to Prospects or IBOs;
- Messaging intended to solicit and/or educate Prospects as defined by [Rule 2.10](#), Customers as defined by [Rule 2.3](#), or prospective Customers of Amway products or services; and
- Messaging to support, train, educate and/or motivate IBOs. [Rule 7](#).

For purposes of the QAS Content Standards, “Prospects” include potential customers and potential IBOs.

A. General Requirements

1. Truthful, Accurate, Realistic, and Not Misleading

All messaging must be truthful, accurate, and not misleading. Messaging must account for the target audience and convey realistic expectations about the results that can be achieved by that audience through the Amway business and use of products. This includes but is not limited to express and implied earnings claims, lifestyle representations, product claims, and descriptions of the business.

2. Net Impression

When creating any content, the totality of the claim, including words, images, context, and target audience, must be considered to determine the “net impression” or message conveyed. In other words, you must consider not just the express statements made, but what impression stays in the minds of the audience, including

as a result of certain content being emphasized, highlighted, or repeated. The net impression of any message must be truthful, accurate, and not misleading, and must convey realistic expectations to the target audience about the Amway business and benefits of Amway products.

II. EARNINGS CLAIMS

A. Overview

1. What is an “Earnings Claim”?

An earnings claim is any express or implied representation that conveys actual or potential earnings that an IBO has earned or may earn, or a lifestyle that may be achieved through the Amway business, including but not limited to:

- a.** Any presentation of the Amway IBO Compensation Plan (“Plan”), including through discussion of the operation of hypothetical sales or sponsorship to illustrate potential earnings or bonuses;
- b.** Express or implied representations about actual earnings, profits, or bonuses achieved in connection with the Amway business, including but not limited to testimonials about one’s own experience;
- c.** Express or implied representations about potential earnings, profits, or bonuses achieved or achievable in connection with the Amway business;
- d.** Messaging that describes or depicts potential income that IBOs could earn through the Amway business, even if conveyed as a hypothetical;
- e.** Claims that portray certain lifestyles enabled by participation in the Amway business or that suggest the ability to make certain purchases, such as homes, vehicles, vacations, jewelry, handbags, or any other item; and
- f.** Claims regarding Amway incentive trips or other rewards.

2. Organization

The Content Standards set forth the requirements for all earnings claims (Section II(B)(1)); certain categories of claims that are prohibited regardless of audience (Section II(B)(2)); and prohibited claims based on target audience (Section II(B)(3)). The Content Standards provide additional requirements for personal testimonials and claims related to the presentation of the Plan in Sections II(B)(4) and II(B)(5). Finally, all earnings claims must include the mandatory disclosures set forth in Section II(B)(6).

B. Requirements

1. Truthful, Accurate, Realistic, and Not Misleading

All earnings claims must be truthful, accurate, and not misleading, and must convey realistic expectations regarding potential earnings related to the Amway business. Earnings claims must be based on earnings made through the Amway business. You must have a reasonable basis to support any earnings claim at the time of the claim. Earnings claims must be accompanied by the mandatory Amway Income Disclosure in accordance with the “Disclosures” section below. Notwithstanding the obligation to disclose any financial interest in the sale of BSM as required under Section II(B)(2)(c), earnings claims related to any AP business or the sale of BSM are prohibited as set forth below in Section II(B)(2)(c).

2. Prohibited Claims

The following types of claims are prohibited regardless of medium or platform – whether made in BSM, on stage, in personal discussions, or on social media – and regardless of whether made to Prospects, new IBOs, or experienced IBOs.

- a. **Extraordinary Earnings or Lifestyle Claims:** Extraordinary earnings or lifestyle claims are those representing earnings or a lifestyle that only a very small percentage of IBOs attain through the business. An extraordinary earnings or lifestyle claim is one that expressly or impliedly conveys an ability to achieve wealth or exceptional earnings, or a lavish or extravagant lifestyle. This may include the use of images such as opulent mansions, yachts, luxury vehicles, private jets, exotic vacations, high-end jewelry and handbags, and similar items in a manner that suggests the ability to achieve a lavish or extravagant lifestyle through the opportunity. Extraordinary earnings and lifestyle claims are always prohibited.
- b. **Words and Phrases:** Some words and phrases are always prohibited, including but not limited to: “quit your job,” “be set for life,” “make more money than you ever have imagined or thought possible,” “unlimited income,” “full-time income,” “residual income,” “career-level income,” “financial freedom,” “financial independence,” and “passive income,” or any substantially similar statements or representations. APs and IBOs are also prohibited from representing that income is guaranteed or assured.
- c. **Earnings Claims Based on Sale of BSM:** Any earnings claims must reflect earnings achieved through the sale of Amway products and participation in the Amway business. You may not make any earnings claims based on amounts earned from sources other than the Amway business, such as through the sale of BSM or participation in AP compensation programs. You must disclose to a

potential purchaser of BSM if you earn income or otherwise make money through the sale or promotion of BSM.

3. Prohibited Claims Based on Target Audience

- a. Earnings claims targeted to a particular audience must only reference income that is reasonably attainable for that audience and convey realistic expectations about potential earnings related to the Amway business. Irrespective of the target audience, earnings claims must meet the requirements of these Content Standards and be accompanied by the mandatory disclosures set forth below. When considering whether the income referenced is reasonably attainable for the target audience, you should consider the current businesses of the IBOs in the audience and the relevant earnings thresholds set forth in the then-current Income Disclosure Statement (Section II(B)(6)(a)).
- b. For earnings claims made to any audience that includes Prospects or IBOs in their first contract year, the “reasonably attainable” standard means that you must avoid references to wealth or replacement or career-level income and must not state or imply that the Amway business can replace a Prospect’s or an IBO’s full-time job. When speaking to a general or unknown audience, it must be assumed that the audience includes Prospects or IBOs in their first contract year.

4. Personal Testimonials

Personal testimonials must meet all requirements for earnings claims. This means that they must not make extraordinary earnings or lavish lifestyle claims, even if the IBOs providing the testimonials have actually achieved those results. In addition, testimonial earnings claims must be truthful, accurate, and not misleading, and must convey realistic expectations about what the IBO can earn. They must also be tailored to the target audience and not exceed the levels described above, and include appropriate disclosures, as described below.

5. Presentation of the Plan and any Discretionary Incentives

Claims involving the explanation, operation, or presentation of the Plan and any discretionary incentives offered by Amway are types of earnings claims. These include, but are not limited to, any presentation of potential earnings or bonuses based on hypothetical sales or sponsorship activity, visuals intended to show how to achieve certain bonuses, and visuals intended to show how to advance in the Plan or incentives programs. Such claims are subject to the same requirements as other earnings claims and must be truthful, accurate, and not misleading, and must convey realistic expectations about potential earnings related to the Amway business. Hypothetical sales and sponsorship activity should be realistic based on the target audience of the claim and must convey a truthful and non-misleading net impression

regarding earnings that IBOs can expect to achieve. Claims related to the Plan or incentives programs must be accompanied by appropriate disclosures as described below.

6. Disclosures: Disclosures are required when making any express or implied earnings claim to any audience and when promoting the Plan or the Amway business to a Prospect for the first time

a. Referencing the Current Income Disclosure Statement: All earnings claims must include the disclosure below and link to the current Income Disclosure Statement for the applicable region. Current Income Disclosure Statements are available at www.amway.com/income-disclosure (US), www.amway.ca/income-disclosure (CA), www.amway.com.do/income-disclosure (DR). These disclosures may be updated from time to time so the website must be consulted for the most up-to-date information.

b. Required Disclosure Language for Earnings Claims: The following disclosure must be used whenever an earnings claim is made – with the year and average amount being filled in based on the current Income Disclosure Statement.

US: *For the calendar year [year], the average income from Amway for all U.S. registered IBOs at the Founders Platinum level and below was [\$___] before expenses. See www.amway.com/income-disclosure for details and the most up-to-date information. Earnings depend on many factors, including customer base, business experience, effort, dedication, and quality and performance of the downline sales team.*

Canada: *For the calendar [year], typical IBOs in Canada earned up to [\$___] before expenses. See www.amway.ca/income-disclosure for details and the most up-to-date information. Earnings depend on many factors, including customer base, business experience, effort, dedication, and quality and performance of the downline sales team.*

c. Required Disclosure Language for Incentive Reward Trips: When making any claim or reference to an incentive trip, the percent of IBOs that earned the trip must be disclosed:

The top [x]% of IBOs achieved this incentive trip in [specify year].

IBOs will be provided with disclosure information when an incentive trip is earned.

d. How to Disclose: IBOs must follow the following requirements when making disclosures.

bottom of each page, webpage, email, or slide containing an income representation.

C. Examples

1. **Permitted:** The following are examples of permissible claims when used in a manner that otherwise meets the Content Standards.

a. Messaging that describes generally how an IBO may earn income under the Plan or any discretionary incentives that Amway offers, such as discussing how an IBO may achieve the following, provided the amounts used comply with the above requirements and appropriate disclosures are used:

- i Retail Margin
- ii Performance Bonus Income
- iii Personal Bonus income
- iv Group Bonus income
- v Discretionary Incentives

b. Discussing the Plan offered by Amway

c. When addressing Prospects or IBOs, and accompanied by appropriate income disclosures, providing examples of what an IBO has the potential, not guaranteed, to earn, such as:

- i When speaking to a Prospect or IBO in their first contract year: “Becoming an IBO was the best decision I ever made. By selling high-quality products and creating a sales team, I was able to start earning a couple hundred dollars a month. It really made a difference in my life and I’ve been able to earn more over time through hard work building a retail sales business and a team of sellers.” This representation is acceptable, assuming the individual is provided with Amway’s Income Disclosure Statement, because it does not reference income that likely represents replacement-level income to the audience and emphasizes hard work and commitment to earn. **II(B)(3); II(B)(4); II(B)(6).** [Income Disclosure](#)
- ii When speaking to a Prospect or IBO in their first contract year: “As an IBO just starting out, focusing on making retail sales and building a team is a great way to earn supplemental income. I was able to earn [\$X] in my first year and [\$Y] in my second year. Those amounts aren’t typical. The average income from Amway for all U.S. registered IBOs at the Founders Platinum level and below was [\$___] before expenses for [insert year]. But through hard work and dedication to building a business, I was able to achieve these

amounts.” This representation is acceptable, assuming the individual is provided with Amway’s Income Disclosure Statement, and assuming the earnings represented in the statement do not likely represent replacement-level income to the audience. **II(B)(3); II(B)(4); II(B)(6).** [Income Disclosure](#)

iii When speaking to an IBO beyond their first contract year but who has not reached Platinum: “It’s great to see that you’re doing the work to build a team to sell our amazing products. Now that you’ve started building your business, it’s important to know what more is possible if you keep at it. Over time and through hard work, I was able to reach Emerald and start making enough money to really make a difference in my day-to-day. It doesn’t happen for everyone, but it did for me. You can learn more about typical income through Amway’s Income Disclosure Statement.” This representation is acceptable provided that reaching Emerald status is reasonably attainable for the IBO audience because the claim also references the Amway Income Disclosure Statement and avoids promising results.

d. Terms that can be used if it clearly states income is based on continuing product sales, not guaranteed, and not likely to continue indefinitely. For example, “if you build and maintain a strong IBO organization, you can receive maintainable income based on the group’s continued focus on selling, and you as a leader can set that example every month by building a strong base of Customers. As you build your business, and grow your sales volume each month, that business will become more sustainable and profitability may increase.” **II(B)(1); II(B)(2).**

- i** Maintainable income/bonuses
- ii** Ongoing income/bonuses
- iii** Sustainable income/bonuses
- iv** Continuing income/bonuses
- v** Long-term income/bonus

2. Not Permitted: The following are examples of prohibited claims.

- a.** Risk-free **II(B)(1)**
- b.** Success or profit guaranteed or assured **II(B)(1)**
- c.** Representing time frames on income **II(B)(1)**
- d.** The business as a tax shelter **II(B)(1)**
- e.** Residual, passive income or other terms that give the same impression **II(B)(1)**

- f. Royalties, endorsements, or rebates **(II)(B)(1)**
- g. Never work again **(II)(B)(1)**
- h. Money saved in personal use is income or is treated as income **(II)(B)(1)**
- i. Permanent income **(II)(B)(1)**
- j. Terminology that does not accurately depict or describe the income earned through Amway **(II)(B)(1)**
- k. "...and then we bought a 10,000 square foot house when we went Double Diamond. And we transformed that house, put a pool in the back, put brick walls around it, built a car garage that held 20 cars, bought the house behind us, and put another driveway up through the back. We had the biggest house in the neighborhood when we moved into it." **(II)(B)(2)**
- l. "For our 5th anniversary, I was able to surprise my wife with diamond earrings and some cash for her to take her friends to NY and go shopping. She had a private jet pick her up, then a private photographer and, of course, the pilot because she can't fly the plane." **(II)(B)(2)**

III. TIME AND EFFORT

A. Overview

You are prohibited from making any express or implied guarantees of income or financial success based on the time or effort expended by an IBO. Each IBO has complete freedom in determining the number of hours they expend on the business and in scheduling those hours. APs and IBOs must not demand or pressure IBOs to make time or financial commitments. IBOs can and should be encouraged to spend their time where they believe they will get the most benefit, realizing that they are independent business owners. It is appropriate for IBOs to share personal stories about how they manage their time to help them achieve their goals.

B. General Requirements

1. **When you choose to make representations regarding time and effort to build a business as an IBO, the following are things an AP/IBO must always do:**
 - a. Use the same terminology Amway uses to describe the Plan in the Content Standards or Business Reference Guide.
 - b. Focus on one's own personal story and reason for starting a business.

- c. Share stories as a source of inspiration without making guarantees of income, lifestyle, or financial success.
 - d. Describe the business-building practices used when developing a business.
 - e. Share the steps taken to obtain new Customers, increase customer retention rates, and increase customer sales.
 - f. Focus on business-building and ongoing effort.
 - g. Be transparent.
 - h. Set realistic expectations both in terms of earnings and the time and effort it will take to get there.
- 2. Things an AP/IBO must never do:**
- a. Set unrealistic expectations.
 - b. Use misleading or novel terminology to explain the Plan.
 - c. Minimize the time and effort that it takes to achieve results or imply success can occur only through duplication.
 - d. Set mandatory quotas of appointments, calls, or meetings.
 - e. Simplify the Plan, resulting in misleading information.
 - f. Assume the audience is an expert in the Amway business and withhold vital information or simplify it to the extent of saying it is a way to make easy money.

C. Examples

1. Permitted

- a. “I try to focus on creating healthy habits - show the business plan, expand my customer base, stay updated on all the new products and incentives, and encourage my team to engage in these practices and more. I like to lead by example, and trust that actions speak louder than words.” **(III)(B)(1)(d), (III)(B)(1)(f), (III)(B)(1)(g)**
- b. “We had an end goal, but the most important thing was the steps we took each day toward that goal. Each day, we focused on growing our business through developing our customer base and telling others about the business. This is how we got to the next level. By putting in the effort each day, our actions slowly

accumulated and helped us grow.” (III)(B)(1)(b), (III)(B)(1)(c), (III)(B)(1)(d), (III)(B)(1)(f), (III)(B)(1)(g), (III)(B)(1)(h)

- c. “We started slow. We were obsessed with focusing on our immediate business actions. There were many hardships we had to overcome. We stayed committed. We stayed focused. We were very responsible.” (III)(B)(1)(b), (III)(B)(1)(c), (III)(B)(1)(g)

2. Not Permitted

- a. “Every IBO should commit to showing the Plan ten times per week and host ten open meetings.” (III)(B)(2)(e)
- b. “In this business, duplication pays. You create your lifestyle by duplication because it duplicates your effort.” (III)(B)(2)(a), (III)(B)(2)(b), (III)(B)(2)(d)
- c. “All you need to go Diamond is find six leaders. All you need is six people to go Platinum to be the next Diamond and be set for life!” (III)(B)(2)(a), (III)(B)(2)(d), (III)(B)(2)(g)
- d. “The important thing is to stay in this business no matter what, and you will eventually get there. Trust your upline and show up to every event. Diamond is a 2–5-year process.” (III)(B)(2)(a), (III)(B)(2)(d), (III)(B)(2)(g)

IV. POSITIONING THE AMWAY BUSINESS

A. Overview

Amway provides the opportunity to own your own business to sell products offered by Amway, as well as to sponsor and teach others to sell products as well. Positioning the Amway business must be done in a manner that is truthful, accurate, realistic, and not misleading.

B. General Requirements

1. Determining Interest/Prospecting

Messaging in this category refers to content designed to determine the level of interest in the Amway business, but is not messaging used to show or explain the Plan.

An AP/IBO may show an AP name and/or logo or Amway name and/or logo provided that if you use any logo, an AP must also include the Amway logo, in compliance with [Use of Logos on BSM Packaging and Labeling](#).

An AP/IBO must always respond truthfully to any questions about the Amway business or the business they are in.

- a. Things an AP/IBO must never do:
 - i Show an AP name and/or logo without also showing the Amway logo or name.
 - ii State, imply, or suggest the opportunity being promoted or described is anything other than the Amway opportunity.

2. Describing the Amway Opportunity

- a. Things an AP/IBO must always do:
 - i When promoting the Plan for the first time with a Prospect or when discussing earnings, provide the mandatory income disclosure set forth in Section **(II)(B)(6)** above. [Income Disclosure](#).
 - ii Be clear that the AP does not supply or offer the business itself, but rather is authorized by Amway to provide optional value-added training, education and motivation to support the Amway business. It must be clear that Amway provides the following:
 - 1 The IBO Contract (rights and responsibilities)
 - 2 The Plan compensation, rewards, and recognition
 - 3 Products and product support
 - 4 Access to education, training, and business tools at no additional cost
 - iii Be clear that what is being described or offered is the Amway business.
 - iv Be clear that Amway, and not the IBO or the AP, offers the Amway business.
 - v Be clear that the Amway business is a direct selling opportunity that involves the sale of products to Customers (as defined by [Rule 2.3](#)) and that income is generated through product sales and not through sponsoring. Income is not earned by the act of sponsoring; the sales of products to Customers by an IBO and those an IBO sponsors generate income.
- b. Things an AP/IBO must never do:
 - i Refer to the Amway business as anything other than the Amway business. Amway provides the opportunity to own your own business to sell products offered by Amway, as well as to sponsor and teach others to sell products as well.

- ii Use a deceptive synonym, confusing word(s), or a description for Amway that does not accurately portray the Amway business, how it operates, the relationship between the AP and Amway, or what is expected of IBOs.
- iii Use language that states or indicates that success or income is guaranteed.
- iv Mischaracterize or describe the Amway business in a way that would mislead a reasonable listener into believing it is anything other than a direct selling opportunity offered by Amway to persons who enter into an agreement with Amway as independent contractors.

3. Retirement

- a. IBOs can build their businesses to a certain level and decide to leave their traditional occupation to operate their businesses full time. It must be clear that generating income through the Plan requires time and effort. IBOs must focus on business building and ongoing effort, and any claims and representations must comply with the Content Standards, including but not limited to the section related to Earnings Claims.
- b. The Amway business does not guarantee income for life. Any business requires ongoing effort. The potential for income must be discussed in the context of ongoing effort.

4. Inheritance

An Amway Independent Business may be designated to an heir in a will, but the contract with Amway can only be transferred / assigned to an heir according to the Rules of Conduct. [Rule 3.10.3](#). It is not permitted to state or imply that income or earnings may be inheritable without also stating that the heir or other beneficiary must be an IBO, registered with and under contract with Amway, in compliance with the Rules of Conduct, and that ongoing effort in the business is required. Plan income and discretionary incentives each have different requirements for payment and require ongoing effort.

5. Tax Benefits

Stating or implying that the Plan and/or Amway business is a method of tax reduction or tax relief is not allowed.

6. AP Costs

- a. Things an AP/IBO must never do:
 - i Present costs associated with AP-provided products, services, and support in such a way that they could be confused with the registration process associated with the Amway business.

- ii Register someone into the AP or generate the purchase of AP-provided products, services, and support in the same transaction as registering into the Amway business, even if they are clearly positioned and separated by the sponsoring IBO.
- iii Bundle or promote AP-provided products, services, or support together with Amway products or materials in a way that suggests, implies, or conveys the impression that the AP-provided products, services, or support are necessary or required by Amway or that participation in or the costs for AP-provided products, services, or support are necessary or required as part of the Amway business.

C. Examples

1. Permitted

- a. An AP/IBO is always allowed to reference these things:
 - i The Amway business
 - ii The Amway IBO Compensation Plan
 - iii The recommended AP approach to the Plan **(IV)(B)(2)**
 - iv Amway provides the opportunity to achieve extra income, business skills, and flexibility. **(IV)(B)(2)**
- b. "Switching from products I was using to products offered by Amway gave me personal stories and experiences to share with others." **(IV)(B)(2)**
- c. "We offer products that everybody uses! As we use them and get to know them, we can promote them for others to purchase. As a result of selling products, there are bonuses and retail margin you can earn!" **(IV)(B)(2)**
- d. "Amway is a direct selling company which offers a great range of products in the nutrition, beauty, personal care, and home category. If you're interested in learning more about how to start your own independent business, this could be the right opportunity for you." **(IV)(B)(2)**
- e. "This business gives you the opportunity to build something of your own. With dedication, ongoing effort, and hard work, if you lay a strong foundation and a solid structure, you may be able to build a successful business that produces ongoing income." **(IV)(B)(2)**
- f. "In the Amway business, mentors are leaders who have achieved a level of success; they have learned through trial and error to build a profitable and sustainable business." **(IV)(B)(2)**

2. Permitted with Appropriate Context or Description

An AP/IBO can use the following, but only in conjunction with “Amway business”:

- a. Independent commerce **(IV)(B)(2)**
- b. Personal commerce **(IV)(B)(2)**
- c. IBO business model **(IV)(B)(2)**
- d. Free enterprise opportunity **(IV)(B)(2)**
- e. Empowered entrepreneurs **(IV)(B)(2)**
- f. Empowered ownership **(IV)(B)(2)**
- g. Independent business **(IV)(B)(2)**
- h. Direct selling opportunity with low start-up cost **(IV)(B)(2)**

3. Not Permitted

- a. Private franchising **(IV)(B)(2)**
- b. Internship program **(IV)(B)(2)**
- c. Savings plan **(IV)(B)(2)**
- d. Tax shelter **(IV)(B)(5)**
- e. Wholesale buying club **(IV)(B)(2)**
- f. Franchise **(IV)(B)(2)**
- g. Virtual mall **(IV)(B)(2)**
- h. Sponsoring company **(IV)(B)(2)**
- i. Financial or investment seminar **(IV)(B)(2)**
- j. “I’ll hold a spot open.” **(IV)(B)(2)**
- k. Ground floor opportunity **(IV)(B)(2)**
- l. “If you don’t like selling, this business is for you.” **(IV)(B)(2)**

- m. Describing or positioning the business as a mentoring business or mentoring opportunity **(IV)(B)(2)**
- n. Any other word that implies a potential offer of employment **(IV)(B)(2)**
- o. Describing or implying that Amway is just a supplier or vendor **(IV)(B)(2)**
- p. Positioning Partner Stores, and the discounts from Partner Stores, as a main reason to register as an IBO **(IV)(B)(2)**
- q. "To go Diamond, all you have to do is find six people and sponsor them." **(IV)(B)(2)**
- r. "They will pay us for using these products!" **(IV)(B)(2)**
- s. "We are learning how to develop a business, thereby creating a financial asset of our own. This asset provides us with cash flow." **(IV)(B)(2)**
- t. "We're taking advantage of the shift in the marketplace where companies are streamlining their businesses by operating online like [well-known streaming entertainment service] to increase their profit margins and enterprising individuals are participating in the economy by cutting out the middleman like [ride sharing service] and [short-term home/lodging rental service]. Our business model is the same! We all know that the future is in online consumer goods. Just look at the success achieved by [popular online retailer]. We operate our Amway businesses exactly like these companies." **(IV)(B)(2)**
- u. "I'm part of a private mentorship group, which operates on a referral-only basis. I had to have a door opened to me by someone I know. I was accepted to join, and they extended an offer to be mentored." **(IV)(B)(2)**
- v. "I joined this business dreaming of retiring one day and now, here we are. We left our jobs and can finally decide when we wake up, what we do day to day, and spend time with our family. We are free to do whatever we want. It happened to us, and it can happen to you!" **(IV)(B)(3)**
- w. "You have been invited to this mentorship opportunity; take advantage of it." **(IV)(B)(2)**
- x. "This business is all about mentorship. Take that part away and you have no business." **(IV)(B)(2)**
- y. "We can give you direct access to our mentorship group, which is what will take you to the next level in this business." **(IV)(B)(2)**

- z. “My focus/passion is working with a mentorship group outside of my regular job.” (IV)(B)(2)

V. FACTS AND FIGURES

A. Overview

The goal of this section is to provide information on Amway, affiliate companies, and DeVos and Van Andel properties that can be shared by IBOs and APs.

B. General Requirements

Any information shared regarding Amway or the DeVos and Van Andel properties must be truthful, accurate, and not misleading. Statistics, ranges, and corporate information must be consistent with the information that Amway is sharing. The data must be recent and include a reference to the date and source. Any non-corporate statistical data must come from a current and reliable source and must be applicable to the intended market. Such sources can include the Amway Impact Report (www.Amwayglobal.com/impact-report) or Amway’s websites (www.Amway.com, www.Amway.ca, www.Amway.com.do, www.Amwayglobal.com). This information can be used in BSM.

When used with the appropriate context, information about Amway, its affiliates, and DeVos and Van Andel companies may be shared with IBOs and the general public. Below are some examples of how statements should and should not be used.

C. Examples

<i>Example of Accurate Statement</i>	<i>Example of Incorrect Statement</i>
According to [source], based on a [year] review of global vitamin and dietary supplement manufacturers, Nutrilite is the only global vitamin and dietary supplement brand to grow, harvest, and process plants on their own certified organic farms.	Nutrilite is the only vitamin company in the world with all organic products.
Amway manufactures and distributes nutrition, beauty, personal care and home products—which are exclusively sold in [number from official source] countries through Amway IBOs.	Amway is in every country in the world.
Amway is the world’s largest direct selling company* (\$[number] in reported sales, [year]).	Amway is always number one! It has always been the world’s biggest and most successful company in the world.

<i>Example of Accurate Statement</i>	<i>Example of Incorrect Statement</i>
*As ranked by [source], published in the [date] edition of [name of publication], based on [date] revenues.	

When used with the appropriate context, content may include information related to free enterprise and general information about entrepreneurship and business ownership. Below are some examples of how statements should and should not be used.

<i>Example of Accurate Statement</i>	<i>Example of Incorrect Statement</i>
According to [source], as of [date] the US unemployment rate is [number]%. The lowest recorded US unemployment rate was [number] % in [month, year].	The US unemployment rate is the lowest it has been in history.
According to data from [source], [number]% of people owned their own business in the United States in [year].	Over 50% of people in the US own their own business.

VI. INTELLECTUAL PROPERTY

A. Overview

Intellectual property is the original creative work of a person or company that requires permission or license from the author or owner prior to use. The types of intellectual property an IBO will typically be working with are trademarks and copyrights. Publicity rights are also often an issue pertaining to people within copyrighted works.

The Rules of Conduct require IBOs to comply with all laws that apply to their Amway businesses, which include copyright and trademark laws. [Rule 4.14](#), [Rule 7.1.9](#), [Rule 7.1.10](#), [Rule 8](#). To help IBOs comply with intellectual property laws, the Rules of Conduct require IBOs to submit to Amway for review and approval all materials that would be treated as BSM that IBOs intend to use in connection with their Amway business. [Rule 7](#), [Rule 7.1.1](#).

B. General Requirements and Examples

1. Copyrights

Copyrights are legal rights to control the use of original creative works of authorship that are fixed in media. Some examples of copyrightable works are books, poems, speeches, articles, sound recordings, music (musical composition and lyrics),

audiovisual works, graphics, illustrations, paintings, sculptures, drawings, brochures, catalogs, photographs, computer software, and websites.

IBOs and APs must ensure that they have appropriate licenses and permissions to use any copyrighted material. Otherwise, it can result in infringement.

IBOs and APs must assume that almost everything found on the Internet is protected by copyright law, and that downloading or uploading anything without the proper permissions will likely create an infringement issue. If Amway learns of a potential copyright infringement, it will take action.

a. Things an AP/IBO must always do:

- i** Use the Amway Signature Tracks music in videos, social media, meetings, events, open meetings, or other Amway business-related activity, including BSM (if the IBO or AP chooses to include music). Use of music must also be in compliance with the [Rules of Conduct](#), the QAS, and the [Social Media Guidelines](#) or [Digital Communications Standards](#) (whichever is applicable). If music other than Amway Signature Tracks is used, authorization will be delayed due to the need to verify the IBO or AP has rights (license) to use. The IBO or AP may be required to submit a legal opinion from an attorney and proof of indemnification of Amway.
- ii** Only use appropriately licensed music to be played, performed, recorded, or broadcast in connection with the development or use of BSM, and then only for the purposes allowed by Amway.
- iii** Retain and produce proof of all necessary licensing and authorization to Amway upon request.
- iv** Obtain Amway or Alticor corporate-owned trademark and logo artwork, product photos, and corporate-related images from approved corporate sources as specified by Amway.
- v** Include on tickets, flyers, electronic invitations, etc. for IBO and/or AP meetings and functions: “Recording of this event and presentations is prohibited.”
- vi** Prominently post signs at all Amway, IBO and/or AP meetings and functions that prohibit recording. For virtual meetings and functions, the notification must be prominently provided as written text on the screen.
- vii** Require moderators, presenters, facilitators and speakers at in-person or virtual meetings and functions to remind attendees that recording of the event and all presentations is prohibited.

viii Ask others to stop recording if it is observed that they are recording at an event.

b. Things an AP/IBO must never do:

- i Use copyrighted materials or other intellectual property, including but not limited to music, textual materials, graphics, photos, people or model imaging, logos, or trademarks, either from a third party or produced by Amway or Alticor Inc., without proper licensing, authorization, or permission by the owner.
- ii Use Amway or Alticor corporate-owned trademark and logo artwork, product photos, and corporate-related images, unless obtained from approved corporate sources as specified by Amway.
- iii Record (audio or video) IBO or AP meetings or functions without prior written authorization.
- iv Record (audio or video) Amway meetings or functions without prior authorization from Amway.
- v Use intellectual property of others in connection with an Amway business.
- vi Add music to any video, unless Amway provided the music or approved the source for the specific use, or the video is created by an AP that has followed AP requirements.
- vii Play videos at IBO and/or AP meetings or functions unless the appropriate permits exist.
- viii Send or forward videos or recordings of music (including those legally purchased) to anyone via email, text, or other means in conjunction with an Amway business, unless otherwise allowable under the [Rules of Conduct](#) and [Social Media Guidelines](#) or [Digital Communications Standards](#) (whichever is applicable).
- ix Use trademarks, including logos and words, of other companies.
- x Use images or names of celebrities.
- xi Copy, upload, or use any materials found on the Internet or elsewhere.

2. Trademarks

Trademarks are proper adjectives. A trademark is a proper adjective (never a noun), and it must be followed by the generic (or common descriptive) name of the product. The standard corporate style is to display trademarks in initial capital letters in text, or in stylized, bold, or distinctive type, followed by the “TM” symbol.

There may be exceptions to the initial caps rule if the mark itself uses all upper or all lower-case letters.

A few examples of things that can be protected by trademark or unfair competition law include the following: names, words, logos, slogans, images, letters, shapes, colors, or sounds, and combinations of these. Do not use names, likenesses, images, personal information, or audiovisual records without consent.

a. Things an AP/IBO must always do:

- i** Always include the trademark notice symbol (TM or R) after every use of the trademark.
- ii** In text or copy, always use a product descriptor or noun after the trademark. Generic product descriptors must have lowercase letters only.

b. Things an AP/IBO must never do:

- i** **Pluralize Trademarks.** Since trademarks cannot be nouns, do not use them in the plural form. Instead, pluralize the common nouns they describe.
- ii** **Use Trademarks in the Possessive Form.** Trademarks must never be used in the possessive form unless the trademark itself is possessive.
- iii** **Use Trademarks as Verbs.** You can “make six copies on the XEROX copier” or “make a photocopy,” but it is improper trademark usage to say, “XEROX the report.” To determine if you have used the trademark correctly, if you can insert the word “brand” after the trademark and the sentence still make sense, the trademark usage is correct.
- iv** **Confuse Trade Names and Trademarks.** Trademarks must not be confused with trade names, which are corporate or business names. Trade names are proper nouns. Trade names can be used in the possessive form and do not require a generic term. It is neither necessary nor appropriate to use a trademark notice symbol (™ or ®) after a trade name.

c. The following are examples of Amway trademarks and how they may be used appropriately:

- i** L.O.C.™
- ii** Nutrilite™
- iii** XS™
- iv** iCook™
- v** Artistry™ waterproof mascara
- vi** Artistry Signature Color™ Lipsticks

- vii We enjoy using Nutrilite™ products
 - viii Use the DITTO™ scheduled ordering program
 - ix “Amway makes great products”
 - x “I love Amway’s newest NUTRILITE probiotic supplement.”
- d. In contrast, the following are some examples of improper use of Amway trademarks:
- i Artistry Signature Colors
 - ii Nutrilite carb blocker
 - iii We enjoy using Nutrilite’s products
 - iv I love Nutrilite Vitamin D’s presentation
 - v DITTO your orders
 - vi Nutrilite your life

3. Third-Party Trademarks

Trademarks owned by third parties must not be used without written permission from the trademark owner. Unless there is a specific agreement with the trademark owner, third party trademarks must appear in initial capital letters, followed by the **TM** and dagger † footnote symbols.

4. Use of Corporate Information

Unless specifically authorized under the A+ Agreement, using, publishing, or disseminating proprietary and/or confidential Amway or Alticor Inc. information, including but not limited to Line of Sponsorship Information, in any form or medium is not allowed.

5. Rights of Publicity

The use of an individual’s likeness, including his or her name, photograph, image, or voice, may not be used without first obtaining written permission from that individual. Proof of written permission from the individual must be retained and produced to Amway upon request.

- a. Written permission from an individual must be obtained:
- i To use other people's writings or speeches.
 - ii To use the name, photograph, image, or voice of an individual.
 - iii From photographers, videographers, individuals in photographs, celebrity images, and celebrity names.

- iv Before quoting or reading from an author.

Permission to use an individual's likeness may be limited in several ways, including by time, manner of use, territory, or media. Therefore, permission to use a person's likeness in one situation may not permit the right to use the same image in another situation.

b. Things an AP/IBO must never do:

- i Assume that one can use materials available on the Internet without permission.
- ii Assume that one can use everything available through Amway's website in conjunction with an IBO's or AP's Amway business promotion.
- iii Assume that one can use music purchased from a music provider in conjunction with the promotion of an IBO's or AP's business.
- iv Assume that everything you find online (videos, images, music, etc.) can be used in conjunction with the promotion of an IBO's or AP's business.
- v Record a speaker at an event and post it on social media.
- vi Use or share personal information or imagery of someone else without their written permission.

6. Quality of Materials

All materials shall produce a professional and pleasant visual, tactile, and/or audio experience for the user. Any producer of BSM must endeavor to develop materials that will have a positive impact on the Amway business.

Any audio or visual materials that have such poor quality that portions are not able to be understood by the average listener must not be sold or distributed.

7. Amway-Produced Materials

All Amway-produced materials are protected by copyright and may not be used or reproduced in whole or in part without Amway's specific written authorization (which may be communicated in a general publication to IBOs and/or APs). To the extent that BSM incorporate Amway-produced materials, the notice "© (insert year of creation) Amway" must be maintained or added to that section of the BSM.

Amway-produced materials may not be altered, edited, or uploaded onto a different platform without Amway's prior written authorization.

8. Presentations by Amway Employees

Presentations by employees or representatives of Amway or Alticor Inc. may not be recorded, duplicated, used, distributed, or sold in whole or in part without Amway's

specific written authorization. [Rule 7.1.4](#). APs must obtain written permission from Amway Business Support Materials department prior to creating any recordings.

9. General Requirements for Partner Stores

Depending on the specifics of contracts that Amway has with Partner Stores, using Partner Store logos and product images may or may not be allowed. Approval must be given on behalf of the Partner Store through Amway. [Rule 7.1.9](#), [Rule 7.1.10](#), [Rule 8](#). Requests for approval can be submitted through wwbsm@amway.com.

10. Intellectual Property from Other Sources

Test results performed by respected publications in mass media (such as popular publications that independently evaluate consumer products and services) may be quoted only if written permission is obtained from the publisher. Results cannot be characterized as an endorsement of Amway or Amway products. [Rule 7.1.10](#). Health or medical associations or similar bodies must not be cited in BSM as a source in connection with Amway products. In addition to obtaining permission from the publisher, see Product Claims section below for additional requirements that may apply.

11. License: The following disclosure must appear in all printed pieces that include Amway IBO Compensation Plan information (e.g., Performance Bonus Schedule):

©20XX Amway Corp. All rights reserved. Reproduced under license from Amway Corp. Unauthorized duplication is prohibited.

C. Examples

1. Permitted

- a. An AP has a list of IBOs who are owed compensation under a compensation agreement. The AP safeguards this information by marking the file as “CONFIDENTIAL,” storing it in a password-protected file, and taking other measures to ensure it remains protected. This is permissible because the information is only used for allowable purposes and is protected with appropriate safeguards. See A+ Agreement for more information. **(VI)(B)(4)**
- b. An AP or IBO learns that a new product is launching next month, but it has not yet been announced by Amway. When asked at a meeting which new products will be launched soon, the individual responds that IBOs should watch for official Amway announcements and check the Amway website. **(VI)(B)(4)**
- c. An AP or IBO finds an image they like on the Amway Resource Center. They download the image and incorporate it into a flyer. The AP leaves the copyright notice on the image and submits it to Amway for BSM review. **(VI)(B)(7)**

- d. An IBO shares a link to the Partner Store page of Amway's website with a downline who wants to learn more about the Partner Store program. **(VI)(B)(9)**

2. Not Permitted

- a. An AP or IBO learns that a new product is launching next month, but it has not yet been announced by Amway. The AP or IBO discusses the new product at a meeting. **(VI)(B)(4)**
- b. An AP or IBO owns an auto insurance business. She sends an email blast out to all members of the AP offering discounted rates on auto insurance. **(VI)(B)(4)**
- c. An AP or IBO sends an email to all members of the AP taking a position on a recent political issue and offering a draft message they can share with others. **(VI)(B)(4)**
- d. An AP or IBO finds an image they like on Amway.com. They take a snip of the image and incorporate it into a flyer. This is not allowed because Amway.com is not an approved source for images. **(VI)(B)(7)**
- e. An IBO uses Partner Store logos in a presentation in an open meeting. **(VI)(B)(9)**
- f. A well-known medical association announces that taking a multivitamin daily is linked to a lower incidence of cancer. An AP or IBO includes this quote in a presentation next to a picture of Amway Nutrilite™ products, giving the appearance that the medical association endorses Amway Nutrilite™ products. **(VI)(B)(10)**

VII. PRODUCT CLAIMS

A. Overview

Amway manufactures high quality products for three key product areas: Nutrition, Home, and Beauty – all backed by a Satisfaction Guarantee.

When describing or making statements about product performance, an IBO/AP must be truthful, accurate, and not misleading. Only use claims that are approved by Amway so consumers can make an informed decision about whether to purchase or use the products. In addition, when talking about products, tell the audience you are an IBO and that you have a relationship with Amway. Not only is this a requirement, but it also helps build trust with potential Customers and allows them to be confident in their decision.

B. General Requirements

1. Product Claims

Amway makes product claims in marketing and advertising materials (e.g., product catalogs and its websites) and on product packaging (collectively, “Amway Claim Sources”). APs and IBOs may use claims for Amway products that appear in Amway Claim Sources. Product claims taken from Amway Claim Sources may not be altered or changed. Only product claims taken from Amway Claim Sources that are intended and approved for use in the applicable Region and/or market may be used.

2. Endorsements and Testimonials

Generally, an “endorsement” or “testimonial” is any statement about a product, brand, or company that readers are likely to believe reflects the opinion, belief, or experience of someone other than the advertiser. For purposes of the QAS Content Standards, endorsements and testimonials are treated as identical. The endorsement can take any form, including verbal statements, demonstrations, or even graphic depictions.

A statement qualifies as an endorsement even if the views expressed by the person giving the statement are identical to those of the advertiser.

Endorsements must reflect the honest opinion, finding, belief, or experience of the endorser. An endorsement may not convey any express or implied claim that would be deceptive or misleading if made directly by the advertiser. In other words, an endorsement cannot be used to make a claim that Amway could not legally make. APs and IBOs may not use endorsements to make unapproved product claims.

If a relationship or connection exists between the person providing the endorsement and the advertiser of the product, and that relationship or connection might materially affect the weight or credibility of the endorsement, then the relationship or connection must be disclosed. In other words, if the relationship or connection is not known by the audience, the relationship or connection must be disclosed. This principle applies to promoting the purchase of BSM: if IBOs will earn income as a result of the BSM purchase, that material connection must be disclosed to the potential customer.

Likewise, if an IBO’s family member provides a product endorsement, and the relationship between the IBO and the family member is not known by the audience who sees or hears the product endorsement, then the relationship must be disclosed.

IBOs may not provide any form of compensation, which can include free product or product samples, in exchange for an endorsement, testimonial or review on social media.

C. Examples

1. Permitted

- a. An IBO knows an existing customer follows a vegetarian diet and is interested in Nutrilite All Plant Protein Powder. The IBO verifies the product description on Amway’s website before telling the prospective customer that the product is “dairy free and lactose free.” This is allowed because the claim is from an Amway Claim Source and the IBO does not alter or change the claim in any way. **(VII)(B)(1)**
- b. In a product presentation, an IBO states, “Our Nutrilite farms follow sustainable farming principles with zero synthetic chemical pesticides or herbicides. Instead, we/they use good bugs, falcons and natural weed control to protect the plants.” This is allowed because the claim is from an Amway Claim Source and the IBO does not alter or change the claim in any way. **(VII)(B)(1)**
- c. In an open meeting, an IBO states, “We sell products people use every day. One of the things that sets Amway apart is the quality of the entire product line.” **(VII)(B)(1)**
- d. While meeting with a Prospect, an IBO states, “Unlike many other direct sellers, we are not limited to just one or two product types – rather, we have many types of products to meet your and your Customers’ needs. We have many products, which are backed with a Satisfaction Guarantee!” **(VII)(B)(1)**
- e. “After 3 days of using Artistry Hydra–V™ Replenishing Moisture Cream for Dry Skin, my skin looks and feels healthier, more supple, smoother, and fresher looking.” This is allowed because the testimonial aligns with an Amway Claim Source and the IBO does not alter or change the claim in any way. **(VII)(B)(1), (VII)(B)(2)**

2. Not Permitted

- a. An IBO is introducing products to a potential new customer: “I have been an IBO for 5 years and L.O.C. Multipurpose Cleaner is my favorite product. I love using it to bathe my puppy! It also gets rid of fleas and ticks.” This is not allowed because the claim is not one that Amway makes for the product, nor does the claim appear on any Amway Claim Source. **(VII)(B)(1)**
- b. Artistry products are hypoallergenic and anyone with pre-existing skin conditions can use them freely. This is not allowed because the claim is not one that Amway makes for the product, nor does the claim appear on any Amway Claim Source. **(VII)(B)(1)**

- c. Thanks to Nutrilite™ Fiber Powder, I am no longer constipated, and I even lost 5 pounds! This is not allowed because the testimonial is not supported by Amway, nor does the claim appear on any Amway Claim Source. **(VII)(B)(1), (VII)(B)(2)**
- d. Stating that Amway products are FDA approved. This is not allowed because the claim is not one that Amway makes for the product, nor does the claim appear on any Amway Claim Source. **(VII)(B)(1)**

VIII. POSITIONING THE AP

A. Overview

The primary purpose of the AP is to provide value-added optional training and motivation to Amway IBOs that supports them in building their Amway businesses. The AP supports IBOs building their Amway businesses, but is not responsible for business growth and cannot guarantee growth. Distinguishing the role, purpose, and cost of the AP versus the role, purpose, and cost of Amway is important, particularly to Prospects and new IBOs.

B. General Requirements

1. Role of the AP

When discussing the role of the AP, it is acceptable to speak generally about the advantages that participation with an AP has brought to the development of the IBO's Amway business, provided that such claims are truthful and non-misleading and otherwise comply with these Content Standards.

When discussing the role of the AP, an AP/IBO must always make it clear that the role of the AP is to provide optional training and motivation to support IBOs in growing their Amway businesses, in part through product sales to Customers.

- a. Things an AP/IBO must never do:
 - i State or imply that the AP is the only source of education, training, or support that is available to help IBOs grow their Amway businesses.
 - ii State or imply that Amway or the AP offers a mentoring business or mentoring opportunity.
 - iii State or imply that an AP or Amway IBOs offer marriage counseling, spiritual counseling, financial counseling, or life coaching as part of the Amway business.
 - iv Equate participation with the AP or purchasing BSM to a college degree or college education.

2. AP Training and Motivation

- a. When discussing AP training and motivation, the following are things an AP/IBO must always do:
 - i Refer to materials offered by an AP as Business Support Materials (BSM) as defined in [Rule 7](#) of the IBO [Rules of Conduct](#).
 - ii If an AP/IBO provides a product endorsement and the relationship between the AP/IBO and Amway or the AP is not known by the audience who sees or hears it, the relationship must be disclosed.
- b. When promoting or selling BSM, an AP/IBO having a financial interest in the sale or in the AP must disclose the existence of such interest.
- c. Things an AP/IBO must never do:
 - i Conceal their relationship to Amway and/or their relationship to an AP.
 - ii Conceal that they have a financial interest in the promotion and sale of BSM.

3. Participation and Purchase are Optional

It is acceptable to discuss the benefits of optional training to further education toward goals.

- a. When discussing participation and purchase, the following are things an AP/IBO must always do:
 - i Make it clear that participation with the AP and purchase of BSM are optional and are not a required component of building an Amway business. [Rule 7.1.3](#).
 - ii Make it clear that optional participation in an AP may assist an IBO in building a successful business but is not a guarantee of success.
- b. Things an AP/IBO must never do:
 - i Encourage or require IBOs, as a condition of receiving assistance in building their business after registration, to (a) purchase any specified amount of Amway or non-Amway products or services, or (b) maintain a specified inventory of Amway or non-Amway products or services.
 - ii Require an IBO or Prospect to budget or reserve funds for future purchase of BSM as a condition of being supported or sponsored by an IBO.
 - iii Suggest that an IBO must follow all the steps of the AP's system or purchase all recommended BSM to succeed in the Amway business.

- iv Present the purchase of BSM as an investment that will result in achieving a certain pin level or gaining a higher income.
- v Guarantee a specific result. It is acceptable to promote the AP and/or the AP's system and share how beneficial it has been in developing the IBO's own Amway business; however, cannot guarantee a specific result.

4. Financial Responsibility

An IBO may choose to speak of financially responsible practices that helped in the building of the IBO's Amway business.

It is acceptable to talk about the role of training in personal growth and how it relates to the growth of an Amway business.

- a. Things an AP/IBO must never do:
 - i Encourage IBOs to be financially irresponsible with business-related expenses.
 - ii Suggest that IBOs make financially irresponsible decisions or share stories of financially irresponsible decisions to encourage purchase of BSM or attend an event.
 - iii State or imply that money spent on BSM is an investment, which is expected to result in financial gain.
 - iv Group or bundle the cost of any type of BSM into the initial Amway business registration process. The cost of the optional training and motivation provided by an AP must be clearly separated from the process of joining the Amway business. They must be completed as two separate transactions. The transaction to register as an IBO must occur prior to the transaction to purchase of BSM.

C. Examples

1. Permitted

- a. "BSM System"
- b. "BSM Program/Materials"
- c. "Professional Development Program/Materials"
- d. "Business Support and Training System"
- e. "Business Development System"
- f. "Professional Training Organization/System"

- g. "Support System" or "Support Team"
- h. "Entrepreneurial Development Program"
- i. "Community"
- j. Referring to APs as "Approved Provider of Business Support Materials, "BSM Provider," or "BSM system/program/team" **(VIII)(B)(1)**
- k. Discussing the approved AP approach to the Plan **(VIII)(B)(1)**
- l. "IBOs powered by Amway and supported by [AP]" **(VIII)(B)(1)**
- m. "IBOs powered by Amway and affiliated with [AP]" **(VIII)(B)(1)**
- n. "APs provide training, education, motivation, development, support, and community." **(VIII)(B)(1)**
- o. "APs offer training, mentorship, and community support." **(VIII)(B)(1)**
- p. "APs offer an environment that can help you learn about and grow your independent business." **(VIII)(B)(1)**
- q. "APs offer mentorship from IBOs who can help you overcome challenges and persevere." **(VIII)(B)(1)**
- r. "You're in the business for yourself, not by yourself." **(VIII)(B)(1)**
- s. Being transparent about the other ways to get support at no added cost. **(VIII)(B)(1)**
- t. An IBO is meeting with a new IBO, who asks "what is an AP?" She explains, "Training is available from APs who are accredited by Amway. While this may be helpful in building your business, training is optional. It is important that you understand the scope and costs of all training options available to IBOs. The amount of materials you purchase must be commensurate with the size of your independent business, as well as the needs of your business. Consider how the purchase of materials aligns with the goals you have for your business. IBOs who offer these materials may profit from their sales." **(VIII)(B)(1), (VIII)(B)(2), (VIII)(B)(3)**
- u. An IBO is meeting with a new IBO, who asks, "What is an AP?" She explains to them, "APs provide optional Amway-authorized training, motivation, and

education to support IBOs in growing their Amway businesses.” **(VIII)(B)(1), (VIII)(B)(2)**

- v. An IBO is meeting with a new IBO, who asks, “Is the Amway opportunity a mentoring opportunity?” He responds, “No; it’s a direct selling business, but mentoring others is an important part of the Amway business. When you sponsor an IBO, you have an obligation to support the IBO by teaching them about the business, helping them to learn what they can and cannot do, and working alongside of them as they learn. Similarly, your upline may have valuable experience in the business. They can help you avoid common mistakes, provide you with valuable insights, share personal successes and challenges, help you develop new skills and positive habits, and support you as your business grows.” **(VIII)(B)(1)**
- w. “As an upline, I will provide you with basic training and motivation. If you choose to subscribe to the optional AP training program, you’ll receive additional training and mentoring from leaders who have achieved high levels of success in the business.” **(VIII)(B)(1), (VIII)(B)(2)**
- x. “I’m not sure if the fit between us is ideal. I know you are interested in the business, but I think it would be better to introduce you to someone who shares similar goals to you.” **(VIII)(B)(1)**
- y. “I attend as many events as I can. However, the important thing is to put into action what I have learned.” **(VIII)(B)(1)**
- z. “What did I gain from being a part of [AP]? I gained community, motivation, strength, and was constantly being reminded of my purpose and the skills I should develop to become a successful entrepreneur.” **(VIII)(B)(1)**
- aa. APs provide value-added training and support. Participation in an AP doesn’t itself produce success in the Amway business. **(VIII)(B)(1)**
- bb. “We all have choices about how to spend our money. You need to choose whether the cost of subscribing to the AP training makes sense to you.” **(VIII)(B)(3)**
- cc. When discussing budgeting, counsel the IBO how to keep good records, minimize business expenses, generate net income, and exercise financial discipline holistically in support of their business. **(VIII)(B)(3).**
- dd. “Ask yourself, what are those expenses I can live without?” **(VIII)(B)(3)**

- ee. “I’m happy to sit down with you and talk about what worked for me and how I took control of my budget.” **(VIII)(B)(3)**
- ff. “We want to get you to a point where you can earn enough money, to be able to put aside for business expenses, without needing to use any money you came into this business with.” **(VII)(B)(3)**

2. Not Permitted

- a. “IBOs must consult AP or uplines on life and financial decisions.” This is not permitted because every IBO has the freedom to make decisions in their business. **(VIII)(B)(1)**
- b. “Participating in events and the educational system is optional, but so is being successful.” This is not permitted because it positions the AP as not optional if an IBO seeks success. **(VIII)(B)(2)**
- c. “We (the AP) chose to partner with Amway.” This is not permitted because it misrepresents the role of the AP in the Amway business. **(VIII)(B)(1)**
- d. “You don’t need college if you subscribe to [AP]. The education you get from us is like getting a college degree, at a fraction of the cost.” **(VII)(B)(1)**
- e. “You will take different courses and keep moving up in levels; it’s just like college, but better!” **(VII)(B)(1)**
- f. “Platinum Pin is like getting an Associate’s degree, Emerald Pin is like a Bachelor’s degree, and at Diamond you have reached your Doctorate!” **(VII)(B)(1)**
- g. “Sorry, if you don’t intend to subscribe to the optional AP training program, you aren’t eligible to sign up with Amway.” This is not permitted because it positions the AP as not optional to build an Amway business **(VIII)(B)(2)**
- h. We have very limited spots, so let me see what I can work out in order to include you on our team.” This is not permitted because it is misleading since there are no limited spaces at Amway. **(VIII)(B)(1)**
- i. “I credit our success to our commitment to the system; connecting propelled our business to reach Diamond.” This is not permitted because it is misleading, as there are crucial business building actions that directly relate to Diamond Pin level achievement. **(VIII)(B)(1)**

- j. “You must be at the next event, you must sign up to your standing order, and you must listen to audios and read books. If you want to grow, this is the price you have to pay.” This is not permitted because using language implying these actions are mandatory positions the AP participation as non-optional. **(VIII)(B)(2)**
- k. “The growth of your business is proportionate to the number of people you have plugged into the educational system.” This is not permitted because it is an inaccurate statement. There are key business-building actions that impact the growth of an Amway business. **(VIII)(B)(1), (VIII)(B)(2)**
- l. “I sold my car so that I could pay for tickets to my first AP event.” **(VIII)(B)(3)**
- m. “I pulled my kids out of private school, so I could afford the first year’s subscription fees.” **(VIII)(B)(3)**
- n. “Taking on debt to pay for inventory or sales aids is just like taking on debt to invest in any business.” **(VIII)(B)(3)**
- o. “If you want to build this business seriously, you’re going to have to trust your upline with your money, don’t question them, and do everything they say.” **(VIII)(B)(1)**
- p. “If you care about your family’s future, you will commit to working with your upline in what your expenses are going to look like.” **(VIII)(B)(1)**

IX. AMWAY BUSINESS ENVIRONMENT

A. Overview

The purpose of this section is to provide IBOs and APs guidelines for any spiritual/religious, moral/social, and political communications and clearly describe what is and is not permitted.

Amway is a professional, ethical, and equal opportunity company. As an Independent Business Owner, it is expected that you positively represent Amway at all times. The Amway business environment must be a place of mutual respect where all IBOs feel valued and appreciated.

B. General Requirements

1. Equal Opportunity Business

The Amway business must be presented as an equal opportunity business. It must be made clear that the Amway business is open to all people from all backgrounds.

Amway does not discriminate for any reason. Amway does not tolerate discrimination from IBOs or APs.

2. Spiritual/Religious Communications

All Independent Business Owners have the right to practice his or her own religion, or no religion at all, as long as it does not interfere with others' equal rights.

Promoting or encouraging religious doctrine in the Amway business environment is strictly prohibited. Any spiritual or religious references must be personal and brief in nature and may not be the focus or main message of any communication.

Prayers or moments of silence are permitted, but not required. However, if a prayer is offered, it must be clear that joining the prayer is optional and a personal choice. There cannot be any actionable call outs, such as "everyone bow your head" or "everyone stand up."

Faith-based services following a business meeting, if offered, must be clearly optional and positioned as such in all communications, written or verbal, and must be separate from the Amway business. The event or service cannot be sponsored or promoted by Amway.

To the extent personal spiritual and/or religious beliefs are referenced, all references must be brief and speak to personal experiences/testimonies and they cannot be the focus of the message. It is permissible to share personal beliefs and their influence, without projecting or imposing them onto the others.

3. Moral/Social Communications

Public disparaging statements regarding Amway, Alticor Inc., any of their affiliates, employees, founders, IBOs, or other APs are not allowed.

Making demeaning, disparaging, or sarcastic statements, using derogatory slurs, or expressing hostility jeopardizes the reputation of Amway, APs, and/or IBOs, and is not allowed. Negative statements regarding a particular race, ethnicity, gender, lifestyle, people with disabilities, education, and traditional employment will not be tolerated. An IBO must not endorse or discredit a particular political or social cause. The focus must always be on the growth and development of an Amway business.

4. Political Communications

Amway encourages political freedom. Participating in any political activity must not occur during any Amway-related meeting or event.

Amway prohibits the display or distribution of political materials to IBOs. IBOs and APs must keep political affiliations private and keep public conversations neutral.

C. Examples

1. Permitted

- a. Equal opportunity business **(IX)(B)(1)**
- b. An opportunity for everyone **(IX)(B)(1)**
- c. Amway is open to all **(IX)(B)(1)**
- d. A business for everyone **(IX)(B)(1)**
- e. An inclusive opportunity **(IX)(B)(1)**
- f. Amway values diversity **(IX)(B)(1)**
- g. “Surround yourself with people who support your business.” **(IX)(B)(1)**
- h. “Starting a business with your spouse can provide a common purpose, goal, or activity.” **(IX)(B)(3)**
- i. Briefly sharing religious/spiritual references as a personal testimony and explaining how personal beliefs have impacted the journey of building of one’s Amway business **(IX)(B)(2)**
- j. Sharing personal beliefs with others, when building relationships with IBOs outside the Amway business **(IX)(B)(2)**
- k. Wearing religious clothing or jewelry, such as a head covering or cross necklace **(IX)(B)(2)**
- l. Supporting religious freedoms within APs **(IX)(B)(2)**
- m. Praying and practicing religious/spiritual beliefs outside of the Amway business environment **(IX)(B)(2)**
- n. Inviting audience members to participate in a short non-denominational prayer or moment of silence, but stating that participation is optional **(IX)(B)(2)**
- o. Offering optional faith-based services separate from the Amway event and without promoting them within the event **(IX)(B)(2)**
- p. Expressing views as a private citizen in a private setting outside of the Amway business environment **(IX)(B)(2)**

- q. Encouraging others to vote, regardless of their political affiliation **(IX)(B)(4)**
- r. Focusing on the positive traits of free enterprise or capitalism and how it relates to the building of an Amway business, without making it the focus of a talk **(IX)(B)(4)**
- s. Sharing statistics, if stated accurately and sourced from reliable sources **(IX)(B)(4)**
- t. Focusing on what unites people **(IX)(B)(2), (IX)(B)(3), (IX)(B)(4)**
- u. Staying positive **(IX)(B)(3)**
- v. Fostering inclusivity **(IX)(B)(3)**
- w. “I grew up praying, and I often resort to that for comfort in uncertain times. Find something that comforts you.” **(IX)(B)(2)**
- x. “I thank God for waking up every morning.” **(IX)(B)(2)**
- y. “Our faith has been such an important part of our lives.” **(IX)(B)(2)**
- z. “We believe in love, acceptance, forgiveness, and tolerance.” **(IX)(B)(2)**
- aa. “Voting is so important. Do your research, use reliable sources of information, and then go out and vote!” **(IX)(B)(3)**
- bb. “We are active members of our community. We like to fight for what we believe in. You can be the change you want to see.” **(IX)(B)(3)**
- cc. “Get informed and support policies that will benefit you as a business owner.” **(IX)(B)(3)**

2. Not Permitted

- a. Derogatory, ridiculing, mocking, or inflammatory statements or labels regarding race, ethnicity, color, national origin, gender, gender roles, sexual orientation, personal lifestyle, age, dress, physical, mental or other disability or other diversity **(IX)(B)(1), (IX)(B)(3)**
- b. Verbal abuse of anyone or any group for any reason. **(IX)(B)(1), (IX)(B)(2), (IX)(B)(3), (IX)(B)(4)**
- c. Stating or implying that someone is “too old” to start a business **(IX)(B)(1), (IX)(B)(3)**

- d. Insults, name-calling, or offensive language or gestures **(IX)(B)(1), (IX)(B)(3)**
- e. Inappropriate jokes of any kind **(IX)(B)(1), (IX)(B)(3)**
- f. References to success in the business based on anything other than hard work, determination, skills, and attitude **(IX)(B)(1), (IX)(B)(3)**
- g. Stating or implying that the business will make your marriage better or that the opportunity is a marriage-saving opportunity **(IX)(B)(3)**
- h. Promoting or encouraging religious/spiritual beliefs during a business meeting or any BSM (written or verbal communications) **(IX)(B)(2)**
- i. Endorsing a specific religion or system of belief as an element or requirement for success in the Amway business **(IX)(B)(2)**
- j. Harassing or pressuring someone to believe a certain way **(IX)(B)(2)**
- k. Leading people to mistake your private expressions of faith for Amway's views **(IX)(B)(2)**
- l. Denouncing or making demeaning, disparaging, or sarcastic remarks about any specific religion or system of belief **(IX)(B)(2)**
- m. Making religious/spiritual discussions the main topic in a speech within an Amway business meeting **(IX)(B)(2)**
- n. Discriminating based on religious/spiritual beliefs **(IX)(B)(2)**
- o. Faith-based services, if offered, must never (1) suggest that a particular religious viewpoint will enhance one's organizational standing or business, (2) include pressure to make a public commitment, or (3) include overt spiritual displays (e.g., baptism, anointing, etc.), or (4) be a part of a business meeting. **(IX)(B)(2)**
- p. Aggressive or abusive behavior, such as shouting or personal insults **(IX)(B)(3)**
- q. Spreading malicious rumors or gossip or insulting someone **(IX)(B)(3)**
- r. Offensive comments/jokes or body language **(IX)(B)(3)**
- s. Publishing, circulating, or displaying racist, disparaging, or otherwise offensive material or pictures **(IX)(B)(1), (IX)(B)(3)**
- t. Persistent and unreasonable business or personal criticism **(IX)(B)(3)**

- u. Unreasonable demands and impossible targets **(IX)(B)(3)**
- v. Coercion, such as pressure to subscribe to a political party, social justice organization, or religious belief **(IX)(B)(2), (IX)(B)(3), (IX)(B)(4)**
- w. Participating in political activity (such as campaigning, fundraising, canvassing, or poll watching) at any Amway meeting or event **(IX)(B)(4)**
- x. Encouraging or promoting any other IBO to contribute time, money, or services to a political candidate or campaign **(IX)(B)(4)**
- y. Using Amway or BSM communication tools to promote personal political beliefs **(IX)(B)(4)**
- z. Demonizing opposing views **(IX)(B)(4)**
- aa. Using social media to speak derogatorily of a specific political party, candidate, or economic system **(IX)(B)(4)**
- bb. Projecting or imposing political beliefs on others **(IX)(B)(4)**
- cc. Using profanity or vulgar language **(IX)(B)(3)**
- dd. “Prayer is the most important thing for a person. Without prayer there is no reward.” **(IX)(B)(2)**
- ee. “We are all God’s children, and we were all put on this earth to build the Amway business!” **(IX)(B)(2)**
- ff. “We knew the Lord would provide all of those frontline IBOs eventually. We had to keep praying” **(IX)(B)(2)**
- gg. “They become millionaires. Now they just have to worry about some leftist coming to steal their money.” **(IX)(B)(3)**
- hh. “Blue electoral college votes will go to their side. That’s evil. It’s wrong.” **(IX)(B)(3)**

X. THIRD-PARTY MATERIALS

A. Overview

The purpose of this section is to clarify how BSM developed by third parties must be handled.

B. General Requirements

Third-party general business materials may be offered for sale through the AP without prior review and approval by Amway. In whatever channel these items are offered for sale (e.g., website, application, event table), it must be made clear that the content of the items is neither reviewed nor endorsed by Amway.

Third-party materials that deal solely with non-business-related topics, such as spiritual, religious, political, moral, or social issues may be offered for sale through the AP only under the following conditions:

1. A list of materials being sold or promoted must be submitted to Amway.
2. Unless prior approval from the purchaser is obtained, these materials cannot be included in any standing-order programs.
3. If the materials are offered for sale on an AP digital channel, they must be grouped under a descriptive heading and not included in the section listing business-related materials.

In whatever channel these items are offered for sale (e.g., website, application, event table), it must be made clear that the content of the items is neither reviewed nor endorsed by Amway.

Any book written by an IBO that is not directly related to the Amway business must still be submitted to BSM, and it must comply with the Quality Assurance Standards. Similarly, any third-party speaker material being sold or distributed by an AP must comply with the Quality Assurance Standards, even when it is not required to be submitted for review before being used.

C. Examples

Third-Party materials that do not need BSM review:

1. Address general business topics that would be useful to IBOs in the operation of an Amway independent business
2. Do not reference or discuss Amway or a competitor company, network marketing or direct selling;
3. Are not produced or authored by any current or former IBO or AP;
4. Do not contain any information about Amway products or the Plan;
5. Do not deal primarily with spiritual, religious, political, moral, or social issues (see the “Third-Party Non-Business Materials” section for treatment of these types of materials);
6. Do not contain any statements that would violate the QAS or the [Rules of Conduct](#);

7. Are published through recognized commercial publishing houses (not “vanity press”) and are available through ordinary retail distribution outlets; and
8. Do not undermine or negatively affect the positioning or reputation of Amway, Amway brands, Amway products, IBOs, or APs.

Third party materials that require BSM review prior to use are:

1. Materials that contain content regarding the direct selling industry;
2. Materials created by an existing IBO; and
3. Materials that discuss Amway, Amway brands, or Amway products

XI. WEBSITES AND DIGITAL APPLICATIONS

A. Overview

Websites and mobile applications (“apps”) are BSM, which require authorization from Amway’s BSM department prior to distribution and use.

B. General Requirements

IBOs must not produce mobile apps and websites to promote their Amway business.

For any digital or mobile application, an AP must comply with the requirements outlined in the Quality Assurance Standards Program Standards.

XII. DEVICES/SALES AIDS

A. Overview

An AP or IBO may use or sell devices or sales aids that are designed to sell Amway products and services or are designed to train, educate, or motivate IBOs to build their Amway businesses. The purpose of this section is to clarify what types of devices and sales aids require prior authorization from Amway.

B. General Requirements

1. Prior authorization from Amway is required prior to the promotion, use, or sale of devices and other sales aids that are designed to directly support the sale of Amway products and services.
2. No prior authorization from Amway is required for the promotion, use, or sale of devices that are designed to build community or foster a sense of team.
3. No prior authorization from Amway is required for transportation, hotel rooms, and other accommodations related to AP or IBO meetings or events.

C. Examples

1. Amway Authorization is required for:

- a. New websites or new applications
- b. “Faces” machine to perform skin assessments
- c. Weight scales or health assessment devices

2. No prior Amway Authorization is required for:

- a. AP logo-wear, key chains, pens, and other similar items
- b. Transportation arrangements, hotel rooms, and other accommodations related to AP or IBO meetings or events

XIII. EVENTS AND FUNCTIONS

A. Overview

Events and functions, whether live or virtual, are considered BSM under [Rule 7](#). The purpose of this section is to ensure that events and functions are clearly promoted as optional and to emphasize that the host is responsible for all content delivered at the event or function.

B. General Requirements

It is the responsibility of the AP or IBO to make every effort to ensure that all speakers and third-party vendors comply with the QAS, the [Rules of Conduct](#), and the A+ Agreement. This responsibility applies even when IBO leaders from outside the Region speak at functions or events within the Region.

All event and function tickets must include the following:

1. “Purchase of this ticket is optional.”
2. “No audio or video recording is allowed.”
3. “There is no guarantee these techniques will work for you” or similar statement.
4. A refund policy consistent with [Rule 7.1.2](#).

C. Examples

“Purchase of this ticket is optional. No audio or video recording is allowed. While the techniques and approaches suggested have worked for others, no one can guarantee that these techniques will work for you. We hope, however, that the ideas presented

here will assist you in developing a strong and profitable business. During the first 90 days following your registration with Amway, you may receive a full refund of the price paid for this ticket. After the first 90 days following your registration with Amway, you may receive a full refund of the price paid for this ticket for your personal use for a period of 30 days after the event, provided you personally attended the event. Please contact [responsible person] regarding returns. Any dispute regarding a refund of this ticket shall be resolved under Rule 11 of the Amway Rules of Conduct.”

XIV. USE OF LOGOS ON BSM PACKAGING AND LABELING

A. Overview

When determining interest or sharing BSM with Prospects or other IBOs, there are important factors to take into consideration when using Amway’s or an AP’s logo in these materials.

B. General Requirements

All BSM must be transparent about the Amway opportunity. Amway and AP logos are not required on prospecting BSM labels or packaging, but if an AP chooses to use their name and/or logo, the Amway name and/or logo must also be used or promoted with at least equal prominence and size the first and last time the AP logo appears. For BSM shared with a Prospect, the Amway logo must be included, and the Prospect may not be charged for the BSM. Additionally, Amway’s logo may not be included on any third-party material.

1. Plan BSM

When promoting or sharing the Plan, an IBO or AP must include the Amway logo, the appropriate copyright notice, and all other required disclosures. It must be clear that the Plan is owned and provided by Amway. All content, including Plan BSM, must be truthful, accurate, realistic, and not misleading. There must always be PV/BV attached to a determined structure and the sale of products must always be included as part of a Plan presentation. All content must be clear, be descriptive, and focus on how to earn money in the business rather than how much money one can earn.

2. Product BSM

When creating BSM with mention of Amway brands, always use the appropriate trademark and copyright markings, along with the appropriate name display for each product or brand. The Amway, Artistry®, or Nutrilite® logo is required on product BSM labels or packaging. The corresponding Amway, Artistry®, or Nutrilite® website address is also required. The AP logo is optional.

3. IBO-Only BSM

Amway name and/or logo is not required on IBO-only BSM labels or packaging. If an AP chooses to use their name and/or logo, they must also use Amway's name and/or logo.

For the New IBO Foundational Education, as outlined in the QAS Program Standards, the Amway name and logo must always be used.

C. Examples

1. Permitted

- a. An AP or IBO creates a brochure for use with a Prospect. The Amway logo and AP or IBO logo are both included on the cover. **(XIV)(B)**

2. Not Permitted

- a. An AP or IBO creates a brochure for use with a Prospect. Only the AP logo is included on the cover. **(XIV)(B)**