



NUTRILITE™ POWER OF 5 CAMPAIGN

1000 DAYS INITIATIVE TOOLKIT 2016





1000 DAYS

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This guide is for internal use only. Please be sure that any public-facing materials are reviewed and approved by local Tech. Reg. and/or Legal.

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WELCOME

Dear Colleagues,

With your help, the Nutrilite™ Power of 5 Campaign has exceeded our 2016 goal of providing nutrition to more than 14,000 malnourished children by distributing more than 5 million servings of Nutrilite™ Little Bits™. This goal was part of our 2015 commitment to support the United Nations' "Every Woman Every Child" initiative to end preventable deaths, including those that come from malnutrition. Thank you for your contributions and continued support.

Now it's time to do more and meet the rest of our "Every Woman Every Child" commitment.

On October 16, World Food Day, Amway will announce a new goal. Over the next 1,000 days, we will work together to raise funds and awareness to provide nutrition to more than 500,000 malnourished children by the end of 2019. We will also expand the number of locations where Nutrilite™ Little Bits™ is distributed in partnership with local non-governmental organizations to improve the nutritional health of hundreds of thousands of children.

Why do we need the 1000 Days initiative?

Because the first 1,000 days of life are critical for survival. We want to increase awareness and understanding of childhood malnutrition.

From a global perspective, almost every country in the world, regardless of income, faces some form of malnutrition including undernutrition, overweight/obesity, or a combination of these conditions. The overlap of different types of malnutrition co-existing with increasing rates of overweight and obesity is known as the double burden of malnutrition. This condition presents enormous health, social and economic challenges to countries and action is needed now to address this growing problem.

Our goal is to save lives and help people around the world live better lives.

The 1000 Days initiative is a significant expansion of our current campaign and we'll need your help. Together, the people of Amway can make an important difference in the lives of malnourished children, their families and even their countries. As the manufacturer of Nutrilite™, the world's number one selling brand of vitamins and dietary supplements*, we are in the ideal position to help fight childhood malnutrition.



Please join us. The material in this toolkit has been customized for use in communications with customers, prospects and downlines. Additional information is available at powerof5.nutrilite.com and you can contact me with any questions.

We look forward to working with you to help 500,000 malnourished children survive, thrive and grow.

Best regards,

A handwritten signature in black ink, reading "Jeff Terry".

Jeff Terry
Manager, Global Corporate Social Responsibility

jeff.terry@amway.com

* Source: Euromonitor International Limited. euromonitor.com/amway-claims

1000
DAYS





1000 DAYS

ABOUT THE 1000 DAYS INITIATIVE

Over the next 1,000 days (33 months), the Nutrilite™ Power of 5 Campaign will continue to expand in size and scope. We will involve more countries, more partners and impact more children. This initiative provides an opportunity for ABOs and employees to help people live better lives, share our commitment to fighting childhood malnutrition and actively participate in this important program.

Proper nutrition is essential for healthy growth at all stages of life. For children, this starts at the moment of conception. The first 1,000 days of life and development have been found to be especially important for the formation of a child's ability to survive, grow and learn. Also, a person's lifelong health can be influenced by their nutrition during this time, including their predisposition to obesity and

certain chronic diseases. Long-term, this can have a significant impact on communities and countries in terms of health care costs and productivity.



An easy way to help is to commit to an ongoing donation of \$10 USD per month to ensure that a malnourished child receives Nutrilite™ Little Bits™ every day. Research has shown that this nutrition helps improve the physical and cognitive health of children who participate in the program. They become stronger, more active and more involved in school.

The 1000 Days initiative will culminate during Amway's 60th anniversary in 2019. [To make a donation or learn more, please visit powerof5.nutrilite.com.](https://powerof5.nutrilite.com)

NEWS RELEASE



NEWS RELEASE

Contact: PR Office
Phone Number:
Email Address:

SUCCESS IN ADDRESSING CHILDHOOD MALNUTRITION LEADS AMWAY TO SET NEW GOALS

World Food Day 2016 is the start of a new 1000 Days initiative
for Nutrilite™ Power of 5 Campaign

(October 16, 2016) – Amway announced today that the Nutrilite™ Power of 5 Campaign has exceed its 2016 goal of providing nutrition to more than 14,000 malnourished children by distributing more than 5 million servings of Nutrilite™ Little Bits™. By year's end, the campaign will have served 30,000 children in 15 countries around the globe.

Today, on World Food Day, Amway further announced a new goal – over the next 1,000 days the campaign will expand to provide nutrition to more than 500,000 malnourished children by the end of 2019. The first 1,000 days of development are most critical for the child's survival and ability to grow and learn. It's been proven that an individual's lifelong health is influenced by nutritional choices during this time, including a predisposition to obesity and certain chronic diseases.

"Over the course of the next 1,000 days, the Nutrilite™ Power of 5 Campaign will continue to expand in size and scope. We will involve more countries, more partners and more children," said Jeff Terry, Global Head of Corporate Social Responsibility at Amway. "We are thrilled with the support we've gotten so far. Our Amway Business Owners and employees are very involved in helping ensure that Nutrilite™ Little Bits™ micronutrient powder reaches as many malnourished children as possible."

Nutrilite™ Little Bits™ is a micronutrient powder enhanced with plant nutrients that provides 15 essential vitamins and minerals for children 6 months to 5 years old. The powder is delivered in a one-gram packet that families can mix into a child's food once a day.

"As the world's number one selling brand of vitamins and dietary supplements*, Nutrilite™ is in the ideal position to impact childhood malnutrition," said Terry.

"To help bring solutions to the issue, success hinges on effective partnerships – a combination of private sector expertise and innovation with nonprofit and government organizations."

###



ABOUT NUTRILITE™

Nutrilite™ exclusively by Amway is the world's #1 selling brand of vitamins and dietary supplements* developed for personal daily vitamin and mineral nutrition, heart health, strong bones and weight management. Backed by 80 years of science and research, the Nutrilite™ team has perfected a proprietary "Seed to Supplement" practice to preserve quality and maximize the consistency, efficacy and safety of its products. The Nutrilite™ brand is the only global vitamin and mineral brand to grow, harvest and process plants on its own certified organic farms*, located in the United States, Mexico and Brazil. The Nutrilite™ Global Phytonutrient Report, commissioned by the Nutrilite™ Health Institute, provides an examination of global fruit and vegetable intake, availability, and potential impacts on health. More information at: globalnews.amway.com/global-phytonutrient-report.

ABOUT THE NUTRILITE™ POWER OF 5 CAMPAIGN

Amway created the Nutrilite™ Power of 5 Campaign to build awareness of childhood malnutrition, the critical role nutrition plays in early childhood development and, ultimately, to help more children reach their 5th birthday, which is a critical milestone in human development. The campaign launched in May 2014 and has improved the daily nutritional value of thousands of malnourished children's diets.

The campaign also raises funds for the distribution of Nutrilite™ Little Bits™ micronutrient powder as part of established non-governmental organization programs that distribute food, provide education and measure children's growth. For additional information or to make a donation, please visit powerof5.nutrilite.com

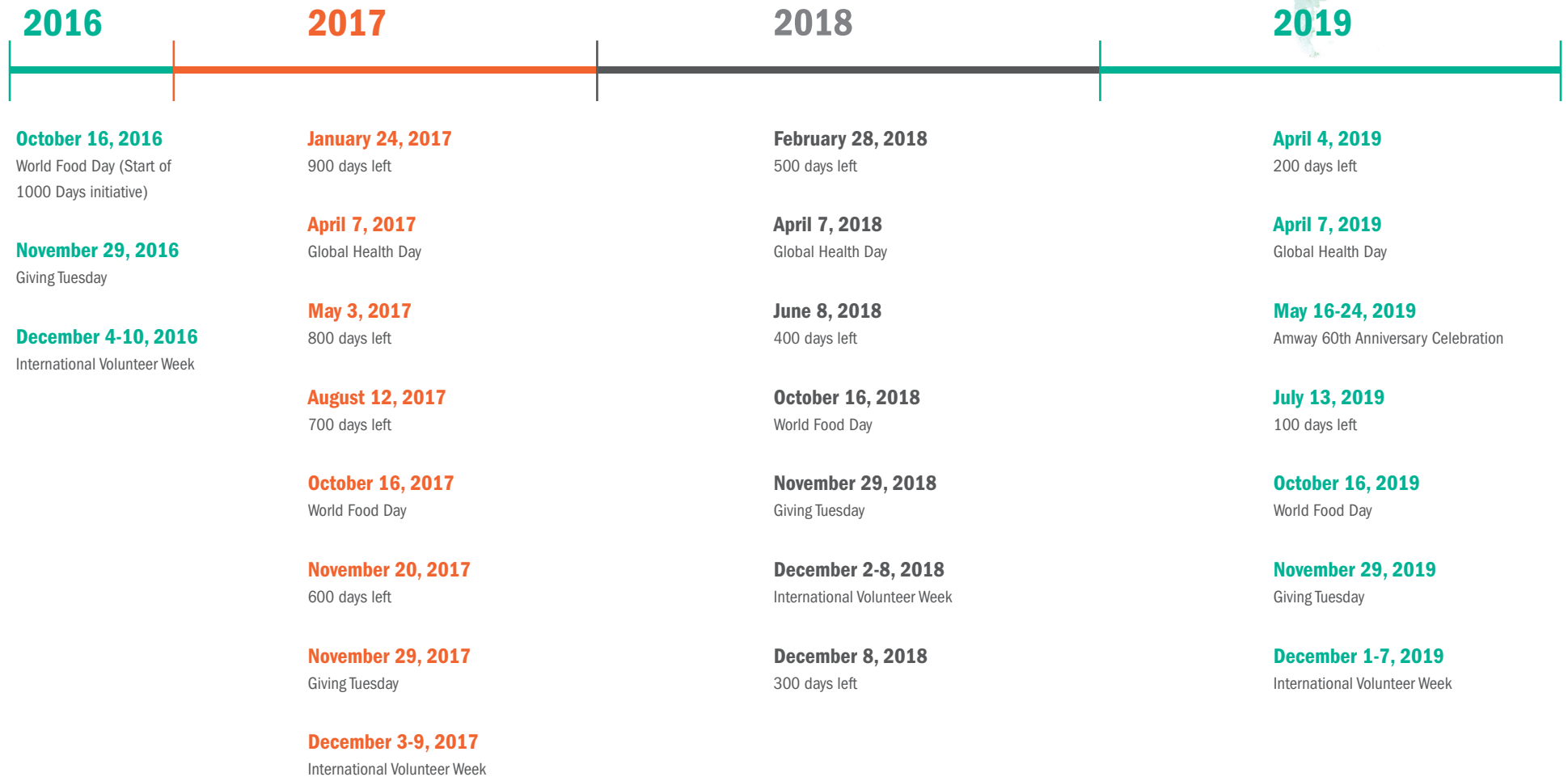
ABOUT AMWAY

Amway is a \$9.5 billion direct selling business based in Ada, Michigan, USA. Top-selling brands for Amway are Nutrilite™ vitamin, mineral and dietary supplements, Artistry™ skincare and color cosmetics and eSpring™ water treatment systems – all sold exclusively by Amway Business Owners. Global sales in 2014 made Amway the No. 1 direct selling business in the world, according to the Direct Selling News 2015 Global 100. The company's annual sales figure includes revenue from direct selling operations and other business holdings. For company news, visit globalnews.amway.com.

*Based on population data available about the specific markets and surveys conducted in China, India, Japan, Korea, Malaysia, Russia, Taiwan, Thailand, the United States and Vietnam between May 2013 - June 2014 by an independent research firm.

1000 DAYS INITIATIVE MILESTONES

1000
DAYS



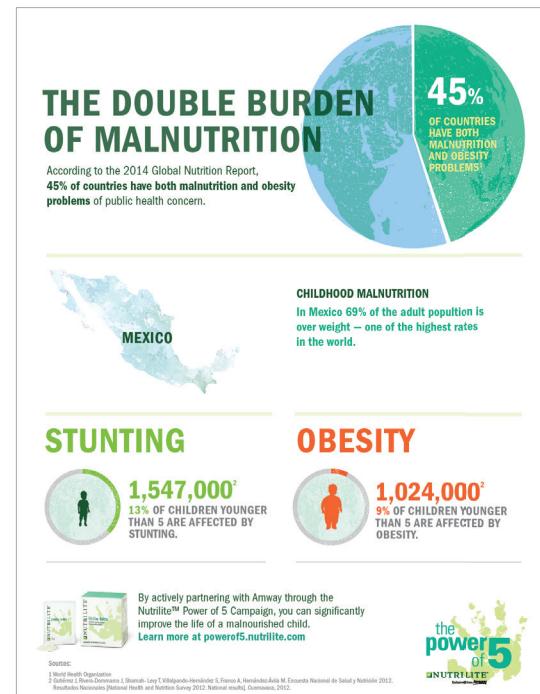
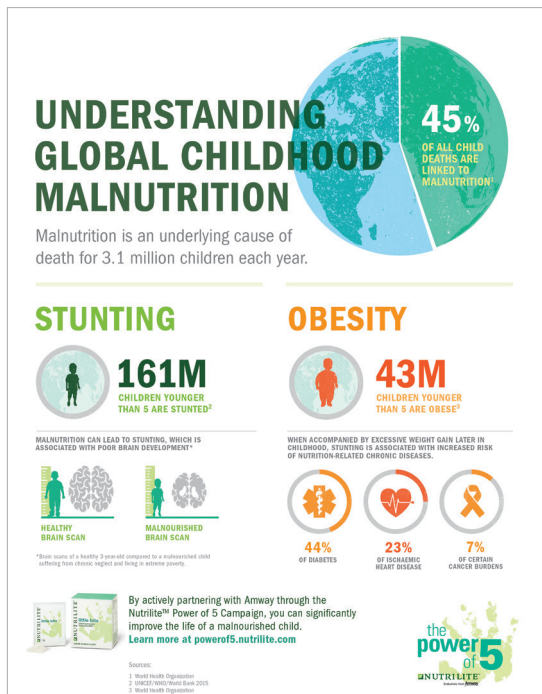


CREATIVE RESOURCES



INFOGRAPHICS

These new infographics should be used to share information about childhood malnutrition, the Nutrilite™ Power of 5 Campaign and the 1000 Days initiative.



For more country-specific and regional information, visit powerof5.nutrilite.com.

SOCIAL MEDIA MESSAGING

1000
DAYS

These messages and timeline are recommended to promote Amway's 1000 Days initiative that will be announced on World Food Day.

TWITTER

October 9:

World Food Day 2016 is one week away! Be a part of the solution, join the Nutrilite Power of 5 Campaign. **#powerof5** **#WFD2016**

October 16:

Celebrate World Food Day! Join the battle to end childhood malnutrition – experience the Nutrilite Power of 5 Campaign. **#powerof5**

Hunger doesn't discriminate. Partner now with the Nutrilite Power of 5 Campaign to reach 500,000 children by 2019. **#powerof5** **#WFD2016**

World Food Day starts a new 1000 Days initiative for the Nutrilite Power of 5 Campaign. Goal - Reach 500,000 children by 2019. **#powerof5**

October 17:

World Food Day was yesterday, but the battle to fight hunger is far from over. Join the Nutrilite Power of 5 Campaign today. **#powerof5**

GENERAL SOCIAL

October 9:

WORLD FOOD DAY: It's only one week away! Be a part of the solution, join the Nutrilite Power of 5 Campaign. **#powerof5** **#WFD2016**

October 16:

WORLD FOOD DAY: Join the battle to end childhood malnutrition – experience the Nutrilite Power of 5 Campaign. **#powerof5**

HUNGER: It doesn't discriminate. Partner now with the Nutrilite Power of 5 Campaign to reach 500,000 children by 2019. **#powerof5** **#WFD2016**

NEW GOAL: World Food Day starts a new 1000 Days initiative for the Nutrilite Power of 5 Campaign. Goal - Reach 500,000 children by 2019. **#powerof5**

October 17:

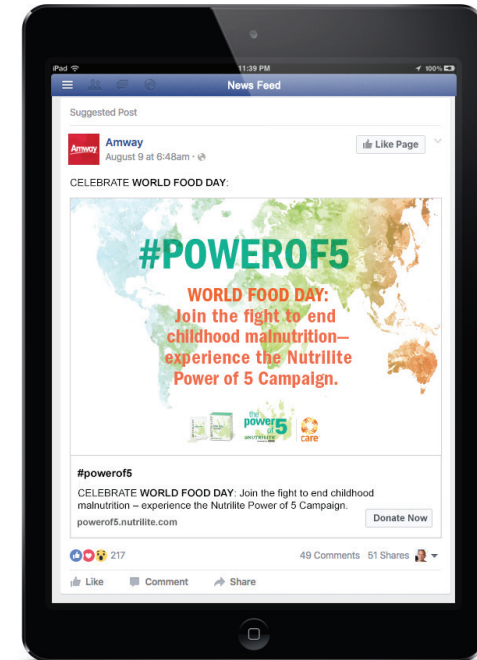
JOIN THE BATTLE: World Food Day was yesterday, but the battle to end childhood malnutrition is far from over. Join the Nutrilite Power of 5 Campaign today. **#powerof5**

RECOMMENDED HASHTAGS:

#powerof5 | **#WFD2016**

Copy Guidelines

Amway does not use trademarks in social media only. This includes all posts and blogs. Social media example: Nutrilite Little Bits helps malnourished children survive, thrive and grow.

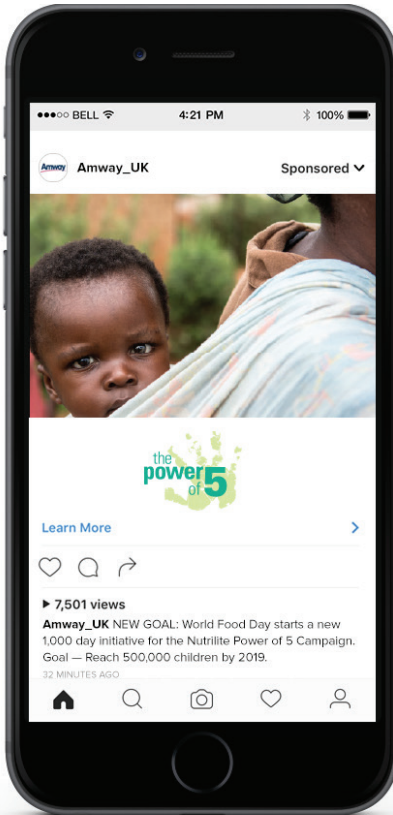


FACEBOOK

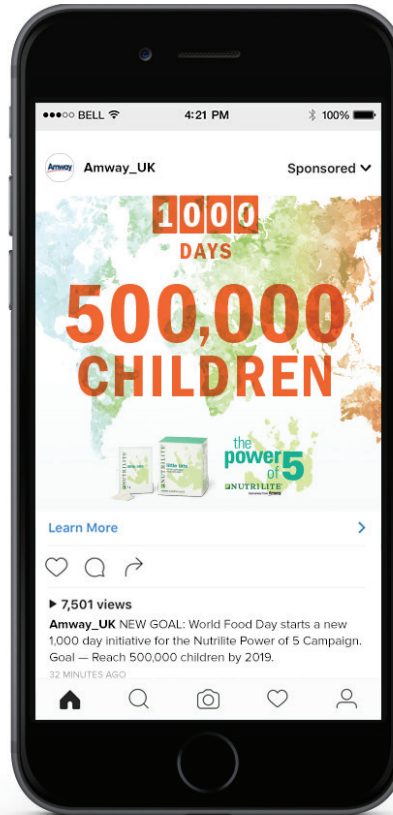


SOCIAL MEDIA ASSETS

1000
DAYS



INSTAGRAM



INSTAGRAM



TWITTER



FACEBOOK

RECOMMENDED HASHTAGS:

#powerof5 | #WFD2016



SOCIAL MEDIA ASSETS

EMOJIS

These fun emojis were created to represent children from around the world. Use them in social media to promote the campaign.



RECOMMENDED HASHTAGS:

#powerof5 | #WFD2016



THOUGHT LEADERSHIP

COLLECTION OF CSR ARTICLES/LINKS

One of our Nutrilite™ Power of 5 Campaign goals is to educate people about the issue of childhood malnutrition. This is a 4-part exclusive interview of Amway's Jeff Terry by Ideagen CEO George A. Sifakis. Use these articles to add credibility to our efforts and to explain this widespread growing issue.

PART 1

[View full article:](http://www.huffingtonpost.com/george-sifakis/an-exclusive-interview-wi_12_b_9518602.html) www.huffingtonpost.com/george-sifakis/an-exclusive-interview-wi_12_b_9518602.html

PART 2

[View full article:](http://www.huffingtonpost.com/george-sifakis/an-exclusive-interview-wi_b_10150174.html) www.huffingtonpost.com/george-sifakis/an-exclusive-interview-wi_b_10150174.html

PART 3

[View full article:](http://www.huffingtonpost.com/george-sifakis/part-iii-of-the-exclusive_b_11204328.html) http://www.huffingtonpost.com/george-sifakis/part-iii-of-the-exclusive_b_11204328.html

PART 4

[View full article:](http://3blmedia.com/News/Part-IV-Exclusive-Interview-Amways-Jeff-Terry-Ideagens-George-Sifakis) <http://3blmedia.com/News/Part-IV-Exclusive-Interview-Amways-Jeff-Terry-Ideagens-George-Sifakis>

THE HUFFINGTON POST

The screenshot shows the top of a Huffington Post article. The title is "An Exclusive Interview with Amway's Jeff Terry with Ideagen CEO George A. Sifakis - Part 1 of the exclusive interview". Below the title is a byline: "George Sifakis, Ideagen CEO and Author of www.DrinkTheBook.com". The article text begins with "Amway's Jeff Terry interview with Ideagen CEO George A. Sifakis. George Sifakis: Jeff is the global head for corporate social responsibility at Amway. The primary responsibility that he has is to develop and guide the implementation of the company's enterprise wide corporate social responsibility strategy, where he is aligning the organizations capacity to effectively implement its social investment and innovation efforts around nutrition, entrepreneurship and overall stakeholder and community engagement." The article continues with a quote from Jeff Terry about his career at Amway and his philosophy of helping people live better lives. A sidebar on the right contains a "TRENDING" section with links to articles about Donald Trump, JetBlue, and Twitter users.

The screenshot shows the top of a Huffington Post article. The title is "An Exclusive Interview with Amway's Jeff Terry with Ideagen CEO George A. Sifakis - Part 2 of the exclusive interview". Below the title is a byline: "George Sifakis, Ideagen CEO and Author of www.DrinkTheBook.com". The article text begins with "George Sifakis: It is amazing to think about the breadth and depth of the reach and the impact that Amway is having globally. In terms of all the areas of pro that you're providing, you've personally been involved in the Power of Five campaign. This is an exciting area because it really is a game changer." The article continues with a quote from Jeff Terry about the Nutrilite Power of Five campaign and its goal to help children in the world. A sidebar on the right contains a "TRENDING" section with links to articles about Donald Trump, JetBlue, and Twitter users.

1000
DAYS

THOUGHT LEADERSHIP

COLLECTION OF CSR ARTICLES/LINKS

1000
DAYS

USCOF Healthy Returns Report HEALTHY RETURNS: The Value of Investing in Community Health

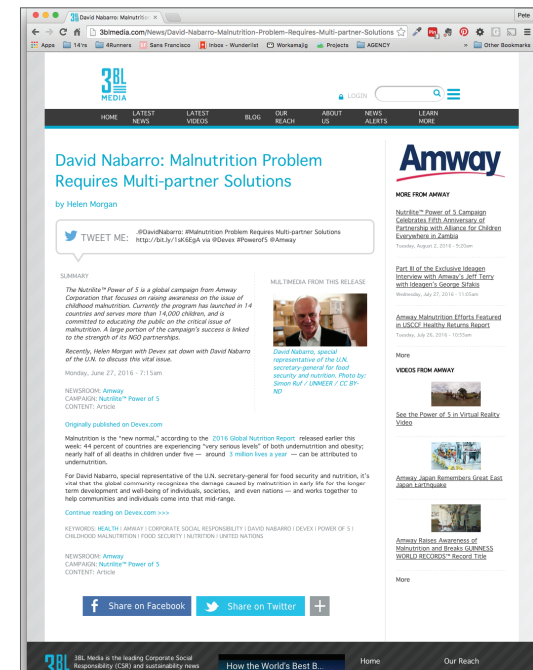
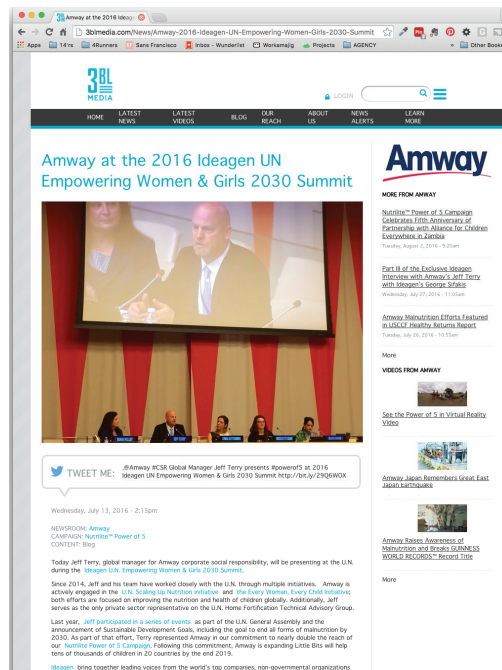
[View full article:](http://3blmedia.com/News/Amway-Malnutrition-Efforts-Featured-USCOF-Healthy>Returns-Report) 3blmedia.com/News/Amway-Malnutrition-Efforts-Featured-USCOF-Healthy>Returns-Report

Jeff Terry @ UN Ideagen Summit Amway at the 2016 Ideagen UN Empowering Women & Girls 2030 Summit

[View full article:](http://3blmedia.com/News/Amway-2016-Ideagen-UN-Empowering-Women-Girls-2030-Summit) 3blmedia.com/News/Amway-2016-Ideagen-UN-Empowering-Women-Girls-2030-Summit

Devex: David Nabarro Article David Nabarro: Malnutrition Problem Requires Multi-partner Solutions

[View full article:](http://3blmedia.com/News/David-Nabarro-Malnutrition-Problem-Requires-Multi-partner-Solutions) 3blmedia.com/News/David-Nabarro-Malnutrition-Problem-Requires-Multi-partner-Solutions



BLOG POST

Feel free to use this blog, which has been written to demonstrate the type of partnership that makes the Nutrilite™ Power of 5 Campaign so powerful.



HAPPY FIFTH ANNIVERSARY!

Five years ago, the Nutrilite Power of 5 Campaign partnered with the Alliance for Children Everywhere to serve the nutritional needs of children and families in Zambia, a landlocked country in southern Africa.

“Our organization has been in Zambia since 1997,” said Cari Armbruster, executive director for the Alliance for Children Everywhere. “The amount of poverty and disease is great, with 16 being the average age of local residents. The country also possess the highest ratio of orphans in Africa.”

In the fall of 2011, the Nutrilite Power of 5 Campaign joined the Alliance’s “Milk and Medicine” program to offer the micronutrient Nutrilite Little Bits to children age 5 and under. Today, there are more than 370 children in the program, representing 320 families. Each family is seen by 1 of the organization’s 95 staff members once a month at 6 district locations.

“Our number 1 goal in Zambia is to preserve the family. Many come to us in crisis – not even knowing where their next meal will come from,” Armbruster said. “Nutrition and nurture are the first steps toward strength and empowerment for many of them.”

Jeff Terry, global manager of Corporate Social Responsibility at Amway, shared that in the past few years, several thousand children have been served by the Nutrilite Power of 5 Campaign in Zambia. He added, “The transformation for many is visibly evident and amazing. We see it with each return trip we make.”

Each 1-gram packet of Nutrilite Little Bits, as a daily part of a child’s daily diet, contains the 15 essential vitamins and minerals that children ages 5 and under need to survive, thrive and grow.

“What we are doing goes beyond just nutrition, it’s impacting the full life continuum,” Armbruster said. “A child impacts the family, the family impacts their community, the community impacts a nation, and a nation can impact the world.”

Armbruster knows first-hand the effects of malnutrition, as she was a registered nurse before joining the Alliance Board of Directors in 2007. After 7 years on the board, she stepped into service as the organization’s executive director.

In 5 short years, the relationship between the Nutrilite Power of 5 campaign and the Alliance for Children Everywhere has evolved from just meeting the daily nutritional needs of children to involving top Amway Business Owners to experience and personally participate in the program’s impact first hand.

“We are tightly aligned,” said Terry. “I look forward to a long relationship together – creating a solid template so other countries implementing the Nutrilite Power of 5 Campaign can follow. Five years is just the beginning!”

BLOG POST

This blog post provides another example of partnership between Amway and an organization that specializes in serving malnourished children in El Salvador and their families.



PARTNERSHIP. IT'S A UNIQUE BLEND OF TRUST, RESPECT AND DEDICATION DIRECTED TO A SPECIFIC CAUSE.

It's that exact kind of partnership Amway found when it joined forces with the Gloria de Kriete Foundation (GKF) in October 2015 to address the critical issue of childhood malnutrition in El Salvador.

"As we were looking to launch the Nutrilite Power of 5 Campaign here, we looked for a strong local partner, one that had a solid reputation and was well known in the community," said Carmen Juarez, marketing manager for Amway El Salvador. "GKF had just that!"

The Nutrilite Power of 5 Campaign provides children age 5 and under with a daily micronutrient Nutrilite Little Bits. Each 1-gram packet contains 15 essential vitamins and minerals that children need to survive, thrive and grow.

Celina de Kriete, executive director of the Gloria de Kriete Foundation, said, "As a non-governmental organization, we are unable to fight malnutrition and anemia just by educating mothers. The scientifically proven Nutrilite Little Bits product is a nice complement to our ongoing work."

The campaign officially launched on October 14, 2015, and currently more than 700 children participate. Each child is seen by members of GKF's health staff once a month in 8 surrounding communities. The goal is to reach 1,000 children by the end of 2016.

But the partnership doesn't end there. Top Amway Business Owners from El Salvador, Matías and Marta Alfaro, have also embraced and promoted the success of the campaign – even joining in the launch ceremony that received wide media coverage throughout the country.

Short of 1 year, the campaign's positive outcomes are many, just ask Celia Morales. A mother of 2, Morales lives in the community of Valle Nuevo and has a 1-year-old, Axel, who suffered from low to moderate malnutrition. Axel, who entered the program weighing a mere 8.6 kg (19 lbs.), showed signs of anemia and barely emitted sounds except for continuous crying.

Morales started noticing changes within the first 2 months. Axel is now more active, smiles more and has seen healthy gains in his overall weight and size. After 6 months, Axel now weighs 11kg (24 lbs.), has overcome his malnutrition and is no longer anemic.

Morales widely promotes her personal story to other mothers who are considering joining the program.

"The concept of a private company joining forces with an established social organization that has experience in working with the mother-child duo further consolidates the overall process in the fight against poverty," said de Kriete. "GKF provides preventive medical care to more than 6,000 families in rural communities in Ahuchapn, Sonsonate and La Union...there's plenty of room to grow!"

Trust, respect and a dedication to eliminating childhood malnutrition. It's the perfect definition of the partnership that Amway El Salvador and GKF share.

VIDEOS

These videos can be used at events, meetings and in social media to tell the story of the Nutrilite™ Power of 5 Campaign.



Coming: SVA and DLD Discuss World Food Day 2016



Coming: DLD interview at Founder's Council 2016 with introduction from Jeff Terry



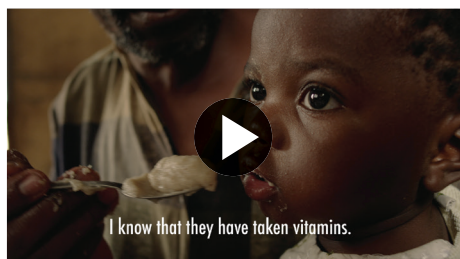
Nutrilite™ Power of 5 Campaign



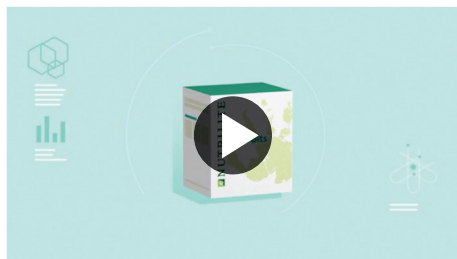
Fighting Childhood Malnutrition in Villa Victoria | Nutrilite™ Little Bits™



SVA Power of 5 Donation Thank You



Fighting Childhood Malnutrition in Zambia | Nutrilite™ Little Bits™



Nutrilite™ Power of 5 Animated Video: Power of 5 | Nutrilite™ | Amway

Available in multiple languages.

PHOTOGRAPHY

Use these photos to tell the story of the Nutrilite™ Power of 5 Campaign and the 1000 Days initiative. All images show people who are participating in our programs around the world.

THE ISSUE



0855.jpg



Amway-Lusaka-Day2-244.tif



0942.jpg



2G2A9023.jpg



0841.jpg

THE SOLUTION



1053.jpg



Amway-Lusaka-Day2-422 1.tif



Amway_Panama_0407.jpg



Amway-Lusaka-Day2-377 1.tif



Amway-Lusaka-Day2-196.jpg

THE RESULTS



0923.jpg



1092.jpg



Amway_Panama_0341.jpg



1019.jpg



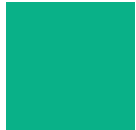
2G2A9261.jpg

CAMPAIGN LOGOS

Use these logos to identify campaign materials and build recognition.

Updated Nutrilite™ Power of 5 Logo

The Nutrilite™ Power of 5 logo should be used for 2016 and beyond.



CMYK 83 0 63 0



CMYK 16 0 45 0

Condensed logo

This is the preferred logo. Full color logo must be on a white background.



Extended logo

The horizontal logo is used when space is limited and you cannot use the preferred vertical full color logo.



Black/white logo

Use the one-color version only when you are confined to a two-color process and printing against a light background.



Areas of isolation

The margin of clear space required around the logo can be determined by using the width and height of the “p” as a measurement tool (see example), regardless of final output size.



CAMPAIGN LOGOS

Use these logos to identify campaign materials and build recognition.

1000 DAYS LOGO

The 1000 Days logo should be used for 2016 and beyond.



CMYK 0 75 90 0

1000 Days header

This is the preferred logo. Full color logo must be on a white background.



1000 Days with map lockup

This should always bleed off the top of the page



COPY GUIDELINES

Nutriline™ Power of 5 Campaign

Always use the full name or simply refer to “the campaign.” Use trademarks in every reference except social media – see explanation below.

Nutriline™ Little Bits™

Always use the full trade name. Do not shorten or abbreviate. Use trademarks in every reference except social media – see explanation below.

Social Media

Amway does not use trademarks in social media only. This includes all posts and blogs. Social media example: Nutrilite Little Bits helps malnourished children survive, thrive and grow.

Use of Numbers in Text

For the campaign language, please use figures for all numbers to help emphasize the Nutrilite™ Power of 5 Campaign. First words in a sentence are the exception. Example: For \$10 USD a month, you can provide Nutrilite™ Little Bits™ every day for 1 child.”

1000 Days initiative

When referring to the initiative, use “1000” with no punctuation, capitalize “Days” and show “initiative” as a lowercase word. To shorten, please refer to “the initiative.”

The first 1,000 days of a child’s life...

When using 1,000 days as part of a sentence, please use punctuation in “1,000” and lowercase “days.” Another example: “For the next 1,000 days...”

Fighting childhood malnutrition

Please be specific that the Nutrilite™ Power of 5 Campaign helps fight childhood malnutrition. This is a global initiative so feel free to mention that we are fighting global childhood malnutrition when appropriate.

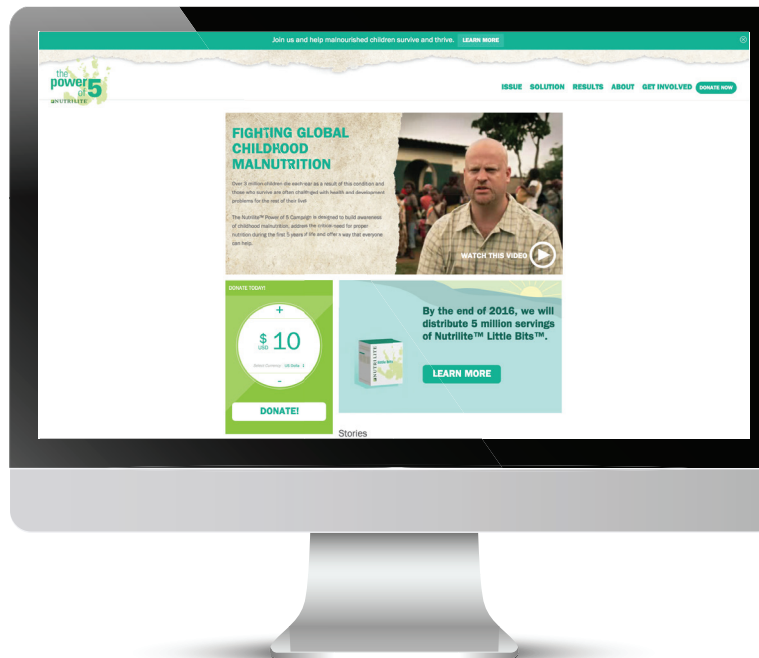
HOW YOU CAN HELP

To get involved in the fight against global childhood malnutrition, we suggest you learn about the issue, share what you know and give what you can. Donations can be made at powerof5.nutrilite.com.

We appreciate your support. Help by creating a Nutrilite™ Power of 5 Campaign fundraising component for existing activities, including:

- Amway meetings
- Bicycle rides
- Charity walks
- Employee events
- Golf tournaments
- Sponsorships
- Team Nutrilite™ events

For information about how to submit your donation to the Nutrilite™ Power of 5 Campaign, please contact Jeff Terry, jeff.terry@amway.com. All donations will be tracked by Amway and distributed directly to CARE to provide Nutrilite™ Little Bits™ to malnourished children.

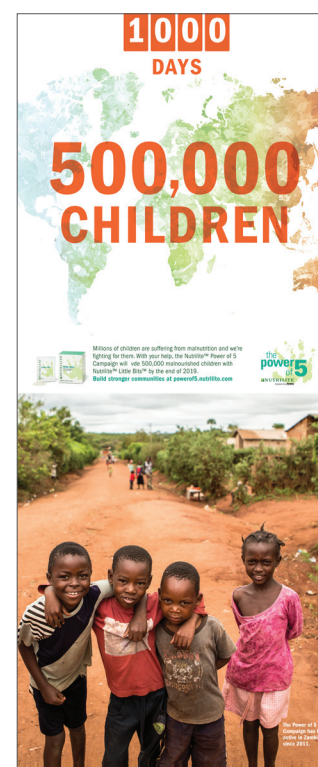


ACTIVATION ASSETS

COLLATERAL

Use this collateral for advertising and other promotions related to the 1000 Days initiative.

The wings can be used at meetings and special events and are designed to work together or stand alone.



WING 1

WING 2

WING 3



PRINT COLLATERAL



ACTIVATION ASSETS

T-SHIRTS

Graphics must be printed using a 4-color process on a white T-shirt with the map graphic centered on the front.



FRONT AND SLEEVE
women's T-shirt



BACK
women's T-shirt



FRONT AND SLEEVE
men's T-shirt



BACK
men's T-shirt



ACTIVATION ASSETS

PRINTING RECOMMENDATIONS

Graphics must be printed using a 4-color process on a white T-shirt with the map graphic centered on the front.



CMYK 83 0 63 0



CMYK 16 0 45 0



CMYK 0 75 90 0





BACKGROUND INFORMATION





1000 DAYS

TALKING POINTS: ABOUT THE 1000 DAYS INITIATIVE

- 1.** In 2015, Amway pledged to raise funds and awareness that would enable us to provide daily nutrition to 14,000 children by giving a total of 5 million servings of Nutrilite™ Little Bits™. Thanks to our Amway Business Owners, employees and friends, we more than doubled that goal ahead of schedule.
- 2.** In 2016, we are setting a new goal – over the next 1,000 days, with your support, the Nutrilite™ Power of 5 Campaign will raise funds and awareness to provide nutrition to 500,000 malnourished children.
- 3.** We also will expand the number of locations where Nutrilite™ Little Bits™ is distributed in partnership local non-governmental organizations to improve the nutritional health of hundreds of thousands of children.
- 4.** The 1000 Days initiative will lead up to Amway's 60th anniversary in 2019 and provides an opportunity for ABOs and employees to help people live better lives, share our commitment to fighting childhood malnutrition and actively participate in this important program.
- 5.** Over the next 1,000 days (33 months), we encourage you to make an ongoing donation of \$10 USD per month so a malnourished child can receive a daily serving of Nutrilite™ Little Bits™.
- 6.** Research has shown that this nutrition helps improve the physical and cognitive health of children who participate in the program. They become stronger, more active and more involved in school.

THE NUTRILITE™ POWER OF 5 CAMPAIGN

1000
DAYS

The Nutrilite™ Power of 5 Campaign brings attention to the critical first 5 years of life, the importance of nutrition for survival during these vulnerable years and the role nutrition plays in helping children get a healthier start into adulthood. Together with you, our Amway Business Owners, and your friends and family, the campaign has already benefited thousands of children.

THE ISSUE

GLOBAL CHILDHOOD MALNUTRITION

Seven million children under the age of 5 die each year from preventable causes. Malnutrition is the underlying cause of 45 percent of these deaths, according to the World Health Organization (WHO).

Children are most vulnerable to malnutrition. If they don't receive essential nutrients in their first 5 years of life, development won't occur properly and the opportunity for that development is lost for their lifetime.

However, malnutrition can be prevented with proper nutrition. That's where Amway can help. We are bringing more than 80 years of nutrition expertise to fighting the issue of global childhood malnutrition.

THE SOLUTION

NUTRILITE™ LITTLE BITS™

Scientists at Amway developed Nutrilite™ Little Bits™ to give undernourished children the essential nutrients they need to grow and develop a healthier brain and body. Nutrilite™ Little Bits™ is the first micronutrient supplement for malnutrition enhanced with plant nutrients*.

Nutrilite™ Little Bits™ can help reduce and prevent micronutrient deficiency, including iron deficiency anemia.

When mixed with food once a day, Nutrilite™ Little Bits™ gives a malnourished child under the age of 5 the nutrients to survive, thrive and grow.

Each 1-gram packet of Nutrilite™ Little Bits™ includes 15 vitamins and minerals, including cherry concentrate, one of nature's most concentrated sources of natural vitamin C.

*ORC International

THE RESULT

THE NUTRILITE™ POWER OF 5 CAMPAIGN

A 6-month clinical study showed that daily supplementation of Nutrilite™ Little Bits™ along with a nutrition care package made measurable improvements in children's health. Results included more than 90% reduction in iron deficiency anemia and a 40% reduction in stunting, which is a global measure of chronic malnutrition.

Caregivers reported that throughout the study, children had increasingly better levels of activity and were more playful, communicative and interested in learning.

By improving the health of children, helping them grow and realize their physical and mental potential, the Nutrilite™ Power of 5 Campaign is expected to deliver significant benefits all around the world.



HOW THE CAMPAIGN WORKS:

- Amway provides Nutrilite™ Little Bits™ exclusively to CARE and other Non-Governmental Organization (NGO) partners at cost. This product is only available to children participating in established programs with these NGOs. It is not for sale or available for other distribution.
- All participating NGOs have established programs that educate families about nutrition and health, conduct regular health assessments of children, and provide food provisions.
- The involvement of CARE and other NGO partners is essential to the success of the program because Nutrilite™ Little Bits™ is designed to be part of a child's daily diet.
- CARE acts as the facilitator of overall health and nutrition programs, implementation leader with local programs, and our global fundraising partner.



Q&A

What is the Nutrilite™ Power of 5 Campaign?

A: At Amway, our goal is to improve the health of malnourished children. We are doing this through a global effort, the Nutrilite™ Power of 5 Campaign. This program is designed to build awareness of childhood malnutrition, address the critical need for proper nutrition during the first 5 years of life and offer a way that everyone can help.

The campaign encourages Amway Business Owners, employees and the public to learn more about childhood malnutrition, share information with others and give time and donations to help advance our reach.

Who are Amway's partners in this campaign?

A: The Nutrilite™ Power of 5 Campaign promotes 5 important partnerships – Nutrilite™, non-governmental organizations, parents, children and Amway Business Owners – each with an important role in the healthy growth and development of malnourished children and their families.

In partnership with CARE, Nutrilite™ Little Bits™ are distributed through established nutrition programs to children between the ages of 6 months and 5 years.

Why Amway?

A: At Amway, our mission is to help people live better lives. We do this by helping people achieve their full potential. We offer the world's number 1 selling brand of vitamins and dietary supplements*, Nutrilite™, and backed by our global Amway Business Owners, employees and customers, we are in the ideal position to fight childhood malnutrition.

* Source: Euromonitor International Limited, euromonitor.com/amway-claims

How can I donate to the Nutrilite™ Power of 5 Campaign?

A: Anyone can donate online at powerof5.nutrilite.com. Donations will be directed to our global partner, CARE, who makes sure that children participating in the Nutrilite™ Little Bits™ programs receive the product on a daily basis, along with food, education and regular measurements to track children's progress. Just \$120 USD will ensure that a child receives Nutrilite™ Little Bits™ for an entire year.

Is my donation tax deductible?

A: Your contribution to CARE may be tax deductible based on your country's regulations. Please check with your country laws or a tax professional to determine if your contribution is tax deductible.

What is Nutrilite™ Little Bits™?

A: Nutrilite™ Little Bits™ is a micronutrient powder, enhanced with plant nutrients, that provides 15 essential vitamins and minerals. The product puts life-changing nutritional benefits within easy reach of undernourished children around the world. Nutrilite™ Little Bits™ has been developed based on World Health Organization recommendations for children between the ages of 6 months and 5 years.

Who benefits from consuming Nutrilite™ Little Bits™?

A: Nutrilite™ Little Bits™ is designed as a supplement for malnourished children between the ages of 6 months and 5 years. Children who have nutrient deficiencies, especially iron deficiency because they cannot get proper nutrients from their diet, will benefit from Nutrilite™ Little Bits™.

How does Nutrilite™ Little Bits™ work?

A: Nutrilite™ Little Bits™ can help improve a child's health because it provides 15 essential nutrients. These nutrients are required for healthy growth and development. Since the body cannot make them on its own, children need to consume these nutrients through the food they eat.

Nutrilite™ Little Bits™ can help reduce and prevent a child's micronutrient deficiency, including iron deficiency anemia. Scientific research has shown that eliminating iron deficiency anemia can improve important markers of behavior in children – such as being more active, talkative and interested in learning and playing.

What is the purpose for combining the key ingredients in this product?

A: It is well understood that poor intake of vitamins and minerals can impair the growth and development of young children. Micronutrient deficiencies are common in developing countries because of environmental and economic factors. These nutrient deficiencies can result in growth stunting and wasting. According to the World Health Organization, iron deficiency anemia affects approximately 1.62 billion people around the world – mostly children and women in developing countries. Iron deficiency anemia can result in major health consequences such as impaired cognitive development, damage to the immune system and increased risk for chronic disease.

It has been shown that ready-to-use food supplements, such as Nutrilite™ Little Bits™, can be effective to reduce iron deficiency anemia and other chronic nutrient deficiencies in children.

Q&A

What scientific evidence is there to support this product?

A: Iron deficiency, and specifically iron deficiency anemia, is a major public health threat. Iron has many important functions in the human body and is very important to a child's growth, mental development and immune system function. Without the right amount of iron in the diet to support all of those needs, serious health complications can occur. Also, deficiency of iron and other important micronutrients can lead to stunted growth and reduced weight due to malnutrition. Numerous studies in many different countries have shown that providing iron and other micronutrients in a powder, is effective and cost efficient in reducing and preventing iron deficiency anemia. Also, improvement in physical development, mental development and learning ability has been observed after supplementing with an iron enriched micronutrient powder.

What is the primary plant-based ingredient in this product?

A: Nutrilite™ Little Bits™ contains one of nature's most concentrated sources of natural vitamin C – acerola cherries, which are grown and harvested on our certified organic farms.

Additional micronutrients include:

- Vitamin A
- Vitamin D
- Vitamin E
- Vitamin B1 (thiamine)
- Vitamin B2 (riboflavin)
- Vitamin B3 (niacin)
- Vitamin B6 (pyridoxine)
- Folic Acid
- Vitamin B12
- Iron
- Zinc
- Copper
- Selenium
- Iodine

How should malnourished children consume Nutrilite™ Little Bits™?

A: It is recommended that this product be taken daily – 1 packet per day per child or mixed into their food. The powder can be taken any time during the day when it is convenient to prepare the food and there is enough time for the child to eat a full serving.

What countries are currently included in the Nutrilite™ Little Bits™ distribution program?

A: As of May 1, 2016, Nutrilite™ Little Bits™ is currently provided in 14 markets:

- Brazil
- China
- Colombia
- Dominican Republic
- El Salvador
- Guatemala
- Haiti
- Honduras
- Indonesia
- Mexico
- Panama
- South Africa
- Vietnam
- Zambia

What else is Amway doing to address malnutrition on a global scale?

A: In March 2015, Amway led the Malnutrition Mapping Project, a digital visualization of the global burden of malnutrition in all its forms in low-, middle- and high-income countries. The malnutrition map was developed by the Global Alliance for Improved Nutrition (GAIN) in partnership with Amway. It provides a broad perspective on the importance of proper nutrition in the health of people and economies. The digital map can be accessed from powerof5.nutrilite.com.



FACT SHEET

- 7 million children under the age of 5 die each year from preventable causes according to the World Health Organization (WHO).
- Malnutrition is the underlying cause of 45 percent of these deaths, according to the WHO. This accounts for 3.1 million childhood deaths each year.
- Malnutrition has lasting effects. According to the Global Alliance for Improved Nutrition (GAIN) and the WHO, children deprived of adequate nutrition during the first 1,000 days of life often have stunted growth, poor cognitive development and low immunity to disease. Malnutrition affects school performance and studies have shown it often leads to a lower income earning potential as an adult.
- Scientists at Amway have studied chronic malnutrition and developed Nutrilite™ Little Bits™ to give undernourished children younger than 5 the essential nutrients they need to grow and develop a healthier brain and body.
- Nutrilite™ Little Bits™ can help reduce and prevent micronutrient deficiency, including iron deficiency anemia.
- Research also has shown that this nutrition helps improve the physical and cognitive health of children who participate in the program. They become stronger, more active and more involved in school.
- Each 1-gram packet of Nutrilite™ Little Bits™ includes 15 vitamins and minerals, including acerola cherry concentrate, one of nature's most concentrated sources of natural vitamin C.
- Nutrilite™ Little Bits™ is distributed by non-governmental organizations (NGOs) offering existing programs that:
 - Educate families about nutrition and health
 - Provide regular health assessments of children
 - Provide food provisions
- Over the next 1,000 days (33 months), we encourage you to make an ongoing donation of \$10 USD per month so a malnourished child can receive a daily serving of Nutrilite™ Little Bits™.
- The Nutrilite™ Power of 5 Campaign brings attention to the critical first 5 years of life, the importance of nutrition for survival during these vulnerable years and the role nutrition plays in helping children get a healthier start into adulthood.
- The Nutrilite™ Power of 5 Campaign helps children reach their 5th birthday – a key milestone in human development.
- In 2015, Amway pledged to raise funds and awareness that would enable us to provide daily nutrition to 14,000 children by giving a total of 5 million servings of Nutrilite™ Little Bits™. Thanks to our Amway Business Owners, employees and friends, we more than doubled that goal ahead of schedule.
- In 2016 we are setting a new goal – over the next 1,000 days, with your support, the Nutrilite™ Power of 5 Campaign will raise funds and awareness to provide nutrition to 500,000 malnourished children by the end of 2019.
- We will also expand the number of locations where Nutrilite™ Little Bits™ is distributed in partnership with local non-governmental organizations to improve the nutritional health of thousands of children.
- Donation details and additional information are available at powerof5.nutrilite.com.

