



# Quality Assurance Standards

## Quality Assurance Standards for BSM Content

All BSM, and promotion of BSM, must comply with the Rules of Conduct established for IBOs.

### Positioning the Amway Opportunity

#### FOR CONTACTING AND INVITING – DETERMINING INTEREST

Materials in this category are designed to determine the level of interest in the AMWAY™ business opportunity and not used to show or explain the plan.

Approved Provider name or AMWAY name are not required. However, materials should not suggest this is anything other than the AMWAY business opportunity.

#### DESCRIBING THE AMWAY BUSINESS OPPORTUNITY

The AMWAY business should not be referred to as anything other than the **AMWAY business opportunity**. It must be clear that the Approved Provider does not supply the opportunity but supplies optional training and education materials, as well as community support.

Using a deceptive synonym for Amway is not allowed. (See examples on page 3).

Earnings and Plan materials require the use of appropriate disclosures (see disclosure section).

It must be made clear to the prospect that Amway Corporation provides the following:

- The IBO contract (rights and responsibilities)
- Amway IBO Plan which includes:
  - Compensation (and its administration)
  - Rewards (and its administration)
  - Recognition (and its administration)
- The product, product education, product support, and Partner Store affiliations
- Distribution

If the Approved Provider name and/or logo is used or promoted within a prospecting piece, the Amway name and/or logo must also be used or promoted with equal prominence, (minimally) the first and last time the Approved Provider logo appears.

Language that states or indicates that success or income is guaranteed is not allowed.



The AMWAY business should not be referred to as anything other than the AMWAY business opportunity.

## Showing the Plan/Business Building

Earnings and Plan materials require the use of appropriate disclosures (see disclosure sections).

All income representations must be limited to income from the AMWAY™ business opportunity and provide realistic, not exaggerated, income potentials. Lifestyle representations may be used if they provide realistic, not exaggerated, income potentials; contain the proper additional disclosures; and reflect the actual lifestyle of the IBO depicted in the representation.

When describing the Amway IBO Compensation Plan, the roles of a balanced business (IBO retail sales, personal use, and sponsoring) must be accurately explained.

- **IBO Retail Sales** – Selling to customers is a great way to earn immediate income.
- **Personal Use** – When showing the Amway IBO Compensation Plan and in discussing it with anyone, personal use must be characterized as a way to learn about the products and develop personal experience that may be useful in the marketing of the products. Money saved through personal use is not income and should not be represented as such. Implying that the business is a wholesale buying club is not allowed.
- **Sponsoring** – Sponsoring is not a requirement of the Amway IBO Compensation Plan and income is not earned from the act of sponsoring. Stating or implying that an IBO can be successful or earn bonuses solely from the act of sponsoring others is not allowed. When describing sponsoring, proper emphasis must be placed on the importance of a prior or existing personal contact.

## POSITIONING THE AMWAY OPPORTUNITY

### SHOWING THE PLAN

### BUSINESS BUILDING

#### Content Permitted

##### Requirement:

It must be clear that what is being described or offered is the AMWAY™ business opportunity

##### Content options permitted (some examples):

- The AMWAY business opportunity
- The AMWAY business
  - The Amway IBO Compensation Plan
  - The (LOA) approach to the Amway IBO Compensation Plan
  - IBOs powered by Amway and supported by (LOA)
  - IBOs powered by Amway and affiliated with (LOA)

##### Additional content permitted with appropriate context or description. To be used only in conjunction with AMWAY business opportunity (some examples):

- Independent commerce
- Personal commerce
- i-commerce
- IBO business model/opportunity
- Free enterprise opportunity
- Empowered entrepreneurs
- Empowered ownership
- Independent business
- Direct selling opportunity
- Exclusive distributorship
- Opportunity with limited investment, unlimited potential
- Redirect your spending, build clientele, and sponsor others to do the same
- Looking for a few key people
- Interview
- Prosumer (savings are not income)

#### Content NOT Permitted (some examples)

- Private franchising
- Internship program
- Savings plan
- Tax shelter
- Wholesale buying club
- Franchise
- Virtual mall
- Sponsoring company
- Financial or investment seminar
- I'll hold a spot open
- Ground floor opportunity
- If you don't like selling, this business is for you
- All you have to do to go Diamond is to find six people and sponsor them

## Time and Effort

A guarantee of success is not allowed.

Each IBO has complete freedom in determining the number of hours worked and in scheduling those hours. Mandatory quotas of appointments, calls, etc. are not allowed.



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## Facts and Figures

### CORPORATE INFORMATION

Corporate statistics, rankings, and historical information should be consistent and not vary from what is currently presented by Amway or Alticor Inc. Using proprietary and/or confidential Amway or Alticor Inc. information in any form or medium is not allowed.

### FOUNDING FAMILIES

References to the DeVos and Van Andel families can only be made in conjunction with the ownership of the following and should be presented using the subsequent examples:

Jay Van Andel and Rich DeVos spoke repeatedly over the years about the careful stewardship of riches as a way to do good – first in the community that fostered their values, their sense of place, and their business. Jay called it “home improvement.” As stewards of personal fortunes, Amway’s founding families have given back to Grand Rapids, Michigan, in ways that changed the face, the skyline, and the future of their hometown.

### Grand Rapids hotels

- The Amway Grand Plaza Hotel is a landmark of downtown Grand Rapids, providing comfortable, elegant accommodations and world-class service for the thousands of visitors to Amway’s headquarters.
- It originally opened as The Pantlind in 1913. By 1925, it had earned honors as “One of the Ten Finest Hotels in America,” so its reputation as an outstanding destination was a great match for Amway’s vision of growth and service.
- Amway acquired the hotel more than 60 years later and totally refurbished the original building. The Amway Grand Plaza Hotel was dedicated in 1981, complete with a AAA Four Diamond restaurant among its fine-dining choices.
- The mission of the Amway Grand Plaza Hotel is to provide excellence in hospitality through absolute dedication and care toward guest and associate experiences.
- There are 682 guest rooms in the Amway Grand Plaza Hotel, all graciously designed with thoughtful amenities.
- Two other hotels in downtown Grand Rapids – the new JW Marriott and the Courtyard by Marriott – also offer unique visiting experiences for our out-of-town guests and dignitaries. They also support the city’s growing convention business, which brings important growth and visibility to the area.

### **Helen DeVos Children's Hospital**

- Because Amway is focused on improving the lives of people – especially children – the Helen DeVos Children's Hospital was founded in Grand Rapids, Michigan, in 1993.
- It is now the largest pediatric care center in West Michigan with a vision to be among the nation's leading comprehensive children's hospitals, delivering the highest quality health care.
- The 190-bed facility currently houses one of the largest children's cancer and blood disorder programs in the Midwest. It is also home to the 10th largest neonatal center in the country and more than 40 pediatric specialties.
- In 2008 alone, the hospital staff cared for 8,349 children in the hospital and served 153,798 outpatient visits in clinics, making it one of the busiest children's hospitals in the country.
- A USD \$103 million expansion is currently underway that will quadruple the size of the original medical facility. Scheduled to open in January 2011, the expanded facility will add pediatric operating rooms and an emergency entrance. It will be connected by a skywalk to a new medical office building.

### **The Van Andel Institute**

- Founded in 1996 by Jay and Betty Van Andel, the Van Andel Institute is an independent research and educational organization based in Grand Rapids, Michigan, that is committed to improving the health and enhancing the lives of current and future generations through disease research and science education.
- The organization is dedicated to preserving, enhancing, and expanding the frontiers of medical science and to achieving excellence in education by probing fundamental issues of education and the learning process.
- Van Andel Research Institute, the research arm of the organization, is dedicated to probing the genetic, cellular, and molecular origins of cancer, Parkinson's disease, and other diseases, then translating those findings into effective therapies.
- More than 200 researchers work in 18 on-site laboratories, in laboratories in Singapore and Nanjing, and in collaborative partnerships that span the globe.
- A recent USD \$170 million expansion more than tripled the space of the Van Andel Institute and added many new research jobs. More space and more researchers means more hope for patients and their families.
- The total annual impact on the local economy from this expansion could exceed USD \$300 million annually when fully operational.

### **Orlando Magic, Amway Arena, and Amway Center**

- Expanding their dedication to the entrepreneurial spirit, the DeVos family purchased the two-year-old Orlando Magic professional basketball franchise in September 1991. And they plan to maintain it for many years as a family business, which is a bit unusual in professional sports franchises these days.
- Since then, they've enjoyed many exciting wins, including 12 playoff appearances in 21 years, and have helped support and expand the local Orlando, Florida, economy.

- The Orlando Magic plays at Amway Arena in Orlando, Florida, and the company gets great exposure with up to 18,000 guests and millions of international viewers for those events that are televised.
- In addition to the Magic, the arena is home to an arena football league team, a major indoor soccer league team, and various sporting and world-class entertainment events.
- Opening in late 2010, the all-new Amway Center will be an advanced facility that will house the Orlando Magic and other sporting teams and events for many years to come, bringing more opportunity to the local community.
- Amway has secured the naming rights for 10 years and will activate the AMWAY™ brand throughout the 875,000-square-foot venue, including a fan zone on the main concourse detailing the team's 20-year history with particular focus on NUTRILITE® products.

### **Peter Island, British Virgin Islands**

- This exclusive private island has been an Amway property since 1978 and is considered one of the most prestigious reward venues for Amway distributors who achieve high sales. It has been owned by the Van Andel family since 2001 although the history of Peter Island can be traced back to the 1600s.
- The largest private island in the British Virgin Islands, it is located four miles south of Tortola and is accessible only by boat or helicopter. The resort was ranked in Conde Nast Traveler's Gold List and the Travel and Leisure "T+L 500" in 2007.
- Multi-room villas and open-air lounges offer ideal accommodations for weddings, special retreats and corporate gatherings. It is possible to rent the entire island.
- Service is a high priority and there is a three-to-one ratio of staff to guests. There are 52 guest rooms and three Villa Estates amongst 1,800 acres of lush, mountainous terrain and secluded beaches. This offers an unforgettable experience of private luxury and relaxation.
- A 10,000-square-foot spa offers a complete range of treatments. Tennis, volleyball and basketball courts are available as well as water sports equipment, a fitness center and bicycles. Miles of hiking and biking trails allow guests to explore Peter Island's natural tropical beauty.

### **Van Andel Arena**

- Located in downtown Grand Rapids, Michigan, the 12,000-seat Van Andel Arena is a sports and entertainment venue that serves a million people a year with family concerts, top-name performers, hockey, arena football and tradeshow.
- The venue hosted more than five million patrons before its fifth year of operation, consistently expanding the local economy.
- It attracted more than \$150 million in new downtown development when it opened in October 1996 and is named in honor of the largest benefactors, Jay and Betty Van Andel.
- Also a first-class facility for tradeshow, exhibitions, seminars and conferences, the Van Andel Arena hosts an increasing number of business-related functions, helping to boost the region's travel and tourism.

## PRODUCT STATISTICAL INFORMATION

Graphs, visuals, quotes, and references to statistical data must be substantiated from an identified, credible source and dated currently.

Facts must be applicable to the intended market.

# Intellectual Property

## USING COPYRIGHTED MATERIAL AND TRADEMARKS

Music played, performed, recorded, or broadcast in connection with the development or use of BSM must be appropriately licensed. Proof of same shall be retained and produced to Amway upon request.

The use of any 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 and without proof of same is not allowed.

Amway or Alticor corporate-owned trademark and logo artwork, product photos, and corporate-related images shall be obtained only from approved corporate sources as specified by Amway.

## PROPER TRADEMARK USE

**Trademarks Are Proper Adjectives** – A trademark is a proper adjective (never a noun), and it should be followed by the generic (or common descriptive) name of the product. Alticor's standard corporate style is to display trademarks in all capital letters in text, or in stylized, bold or distinctive type. The generic name should be set forth with initial capital letters.

Examples: NUTRILITE Supplements and ARTISTRY Powder Foundation

**Trademarks Should Not Be Pluralized** – Since trademarks cannot be nouns, do not use them in the plural form. Instead, pluralize the common nouns they describe.

Examples: AMAGRAM Magazines and SCRUB BUDS Stainless Steel Sponges

**Trademarks Should Not Be Used In The Possessive Form** – Trademarks should never be used in the possessive form, unless the trademark itself is possessive.

Examples:           Correct:           We enjoy using AMWAY™ Products  
                          Incorrect:       We enjoy using AMWAY'S Products



**Trademarks Are Never Verbs** – You can “make six copies on the XEROX copier” or “make a photocopy” but you can’t 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 makes sense, the trademark usage is correct.

Examples:           Correct:           BUFF UP Furniture Polish  
                           Incorrect:        BUFF UP the furniture

**Trademark Notice** – Use the TM notice symbol with no footnoted ownership statement unless otherwise directed during the corporate review process. The standard corporate style is to display trademarks in all capital letters in text, or in stylized, bold or distinctive type. (Example: NUTRILITE™.) It is acceptable to use lower case lettering when a mark appears in a stylized logo format. Generic product descriptors should have initial capital letters only. (Example: ARTISTRY™ Waterproof Mascara.) Generally, the trademark symbol TM should appear after the first and most prominent use of the trademark on each page. It is not necessary to use the symbol each and every time the trademark appears.

**Trade Names and Trademarks Are Not The Same** – Trademarks should 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 not appropriate to use a trademark notice symbol (™ or ®) after a trade name, nor is it necessary to put trade names in all capital letters.

Examples:           These products are made by Access Business Group LLC.  
                           Amway Corp. has affiliates in many countries.

All Amway-produced materials are copyrighted and may not be used or reproduced in whole or in part without Amway's authorization.



## QUALITY OF MATERIALS

All materials shall produce a professional and pleasant visual, tactile and/or audio experience for the user.

## AMWAY-PRODUCED MATERIALS

All Amway-produced materials are copyrighted and may not be used or reproduced in whole or in part without Amway's authorization. To the extent that BSM incorporate Amway-produced materials, the notice “© (insert year of creation) Amway Corp.” should be maintained or added to that section of the BSM.

## 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 authorization.

## PARTNER STORES

Depending on contracts, 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.

## OTHER SOURCES

Test results performed by *Consumer Reports*® magazine may be quoted, but results cannot be characterized as an endorsement.

The American Medical Association or Journal of American Medical Association (JAMA) cannot be cited as a source in connection with NUTRILITE® products.

## Describing Products

Claims for AMWAY™ products must use language specifically approved by Amway or Alticor Inc. and may not be altered.

## Discussing Earnings

### INCOME

Describing income as continuing (or any synonym of it) without including the requirement for continued effort and/or meeting qualifications is not typical and should not be delivered as such.

All income representations must provide realistic, not exaggerated, income potentials and lifestyle expectations. Earnings and Plan materials require the use of appropriate disclosures (see disclosure section).

No representation that income is guaranteed or assured is allowed.

### RETIREMENT

IBOs can build their business to a level that may allow them to leave their traditional occupation in order to operate their business full time. It must be clear that generating income through the Amway IBO Compensation Plan requires time and effort. The AMWAY business opportunity does not guarantee income for life.

### INHERITANCE

Stating or implying **income or earnings** may be inheritable without stating the heirs must qualify and/or have continued effort in the business is not permitted. The independent business may be inherited, but incentives may not.

### TAX BENEFITS

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



All income representations must provide realistic, not exaggerated, income potentials and lifestyle expectations.

## DISCUSSING EARNINGS

**Content Permitted****Requirement:**

It must be clear that what is being described is income generated from the Amway IBO Compensation Plan

**Content suggestion permitted (some examples):**

- Amway IBO Compensation Plan income
- IBO Compensation Plan offered by Amway
- The (LOA) approach to the Amway IBO Compensation Plan

**Additional content permitted with appropriate context or description. To be used only in conjunction with Amway IBO Compensation Plan (some examples):**

- Performance Bonus income
- Personal bonus income, group bonus income, and available Retail Profit
- Performance-based income
- Sales incentives
- Immediate income potential with opportunity for full time
- Customizable income potential
- Unlimited income/earnings potential
- Rich, wealthy, millionaire (if true)
- Ongoing income is acceptable with saying or implying ongoing effort
- Inheritable business (Terms can be used as long as it is clear the IBO, not the income, can be inherited, and only subject to Amway's Rules. "Your independent business is an asset you can pass on to your heirs, subject to Amway Rules.")
- Willable business (Terms can be used as long as it is clear the IBO, not the income, can be inherited, and only subject to Amway's Rules. "Your independent business is an asset you can pass on to your heirs, subject to Amway Rules.")
- Maintainable income/bonuses (Term can be used as long as it is clear that income is based on product sales, not guaranteed, and not likely to continue indefinitely. "If you build and maintain a strong IBO organization, you can receive maintainable income based on sales of that whole group.")
- Ongoing income/bonuses (Term can be used as long as it is clear that income is based on product sales, not guaranteed, and not likely to continue indefinitely. "If you build and maintain a strong IBO organization, you can receive ongoing income based on sales of that whole group.")
- Sustainable income/bonuses (Term can be used as long as it is clear that income is based on product sales, not guaranteed, and not likely to continue indefinitely. "If you build and maintain a strong IBO organization, you can receive sustainable income based on sales of that whole group.")
- Continuing income/bonuses (The term can be used as long as it is clear the income depends on long-term effort, on continuing product sales, is not guaranteed, and is not likely to continue indefinitely. "If your IBO group generates continuing sales, you can receive continuing income." "As long as they keep selling products, you can earn continuing income.")
- Long-term income/bonus (The term can be used as long as it is clear the income depends on long-term effort, on continuing product sales, is not guaranteed, and is not likely to continue indefinitely. "If you stay active in this business over the long term, you can receive long-term income." "As long as they keep selling products, you can keep earning long-term income.")

**Content NOT Permitted (some examples)**

- Risk free
- Success or profit guaranteed or assured
- Setting time frames on income
- Tax shelter
- Residual, passive, or recurring income
- Royalties, endorsements, rebates
- Never work again
- The money saved in personal use is not to be represented as income
- Permanent income

## Participation with the Approved Provider and Purchase of BSM

### **PARTICIPATION AND PURCHASE ARE OPTIONAL**

Participation with an Approved Provider and the purchase of BSM must be presented as optional and not a required component of building an independent business powered by Amway.

Participation with an Approved Provider may assist an IBO to build a successful business, however it is not a guarantee.

Suggesting that any materials other than the literature portion of the Amway Registration Pack must be purchased to register as an IBO is not allowed.

### **FINANCIAL RESPONSIBILITY**

Sharing stories of financially irresponsible decisions as a means to purchase BSM is not allowed.

Stating or implying money spent on BSM as an investment opportunity is not allowed.

## PARTICIPATION WITH THE APPROVED PROVIDER AND PURCHASE OF BSM

### Content Permitted (some examples)

**Requirement:**

It must be clear that purchase of materials or participation with an Approved Provider is optional

**Content suggestion permitted (some examples):**

- Approved Provider of Business Support Materials
- BSM Provider
- BSM system/program/team
- Many IBOs find it helpful to purchase and use optional BSM. The amount of materials an IBO purchases should be commensurate with the size of his or her independent business. IBOs who offer these materials may profit from their sales

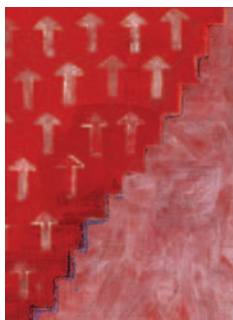
**Additional content permitted with appropriate context or description. To be used only in conjunction with a clear explanation of the optional nature of tools (some examples):**

- BSM System
- BSM Program/Materials
- Professional Development Program/Materials
- Business Support and Training System
- Business Development System
- Professional Training Organization/System
- Support System
- Support Team
- Mentorship Program
- Entrepreneurial Development Program
- Community
- LOA or Approved Providers provide training, education, motivation, development, support, and community
- LOA or Approved Providers offer training, mentorship, and community support
- LOA or Approved Provider offers an environment that can help you learn about and grow your independent business

### Content NOT Permitted (some examples)

- Stating or implying a guarantee of success from participation with an Approved Provider
- Stating or implying the Approved Provider is the only source available for training or support
- Stating or implying that participation with an Approved Provider is a required component of operating an AMWAY™ business
- Implying that an IBO must follow all the steps of the System or purchase all recommended BSM in order to succeed
- Grouping the cost of BSM into the initial registration fee
- Marriage counseling
- Spiritual counseling
- Financial counseling
- Sharing stories of financially irresponsible decisions as a means to purchase BSM or attend an event
- Characterizing money spent on BSM as an investment opportunity
- Equating BSM to a college degree or college education is not allowed

## Amway Business Environment



It must be clear that the AMWAY business is an equal opportunity business open to all people from all walks of life.

The AMWAY™ business must be presented as an equal opportunity business.

Promoting religious doctrine, political causes, or other issues of a personal nature in the AMWAY business environment is not permitted unless tied to the business.

### **SPIRITUAL/RELIGIOUS COMMUNICATIONS**

Spiritual references are not allowed as the main message or focus, but can act as an element to support the main business message.

Worship services, if offered, must be presented as optional.

Demearing, disparaging, or sarcastic remarks about any religion or system of belief are not allowed.

### **MORAL/SOCIAL COMMUNICATIONS**

Disparaging statements regarding Amway, Alticor Inc., any of their affiliates, employees, IBOs, or other Approved Providers are not permitted.

Using the business platform to express personal beliefs that are derogatory (i.e., against education or traditional employment) is not allowed.

Encouraging an IBO to limit contact or cut ties to family and friends is not allowed.

It is appropriate to encourage IBOs to maintain a professional appearance.

### **POLITICAL COMMUNICATIONS**

Endorsement or denouncement of specific candidates, political parties, and/or issues, unless specifically related to the operation of an independent AMWAY business, is not allowed.

Inflammatory labels or personal attacks on the character or integrity of government officials or candidates are not allowed.

**AMWAY BUSINESS ENVIRONMENT****Content Permitted (some examples)****Requirement:**

It must be clear that the AMWAY™ business is an equal opportunity business open to all people from all walks of life – people with varying religious beliefs, political affiliations, nationalities, ethnic backgrounds, and racial origins.

**Content suggestion permitted (some examples):**

- Equal opportunity business
- A business opportunity for everyone
- An inclusive business opportunity
- Respect for individuals, their individuality, and their individual beliefs

**Additional content permitted with appropriate context or description.**

**To be used only with a clear explanation that the AMWAY business opportunity accepts all people regardless of their personal beliefs (some examples):**

- Preserving capitalism and free enterprise
- Importance of voting
- Excessive government regulation on small business
- Invitation to attend optional worship service
- Values like accountability, commitment, integrity

**AMWAY BUSINESS ENVIRONMENT****Content NOT Permitted (some examples)**

- Certain religious beliefs are critical to business success
- Disparaging remarks about any religious beliefs
- Inflammatory labels or personal attacks on government officials
- Demeaning statements regarding personal lifestyle, ethnicity, and gender roles

## Third-party Materials

**THIRD-PARTY BUSINESS RELATED BSM**

Any third-party BSM that deal with product or business topics, trends, techniques or issues must be submitted for review and comply with the Quality Assurance Standards for BSM prior to being promoted, sold, or used.

## OTHER THIRD-PARTY MATERIALS

Third-party materials that deal solely with non-business related topics such as relationships, spirituality or religion may be offered for sale under the following conditions:

- A list of materials being sold or promoted must be submitted to the Corporation.
- Unless prior approval from the purchaser is obtained, these materials cannot be included in any standing-order programs.
- If the materials are offered for sale on an Approved Provider website, they must be grouped under a descriptive heading and not included in the section listing business-related materials.
- In the sections of the website which offer these materials, it should be made clear that the content of the items are not reviewed by, nor endorsed by, Amway Corporation.

## Websites

Information on the Approved Provider websites must be password protected and available only to IBOs unless approved as a guest entry or side.

### Approved Provider Websites

<i>Open to web:</i>	<i>Content requiring passcode protection:</i>
Introduction page	Calendar of functions, open meetings, and locations
Product information	Training and procedural information (such as ordering and other information specific to IBOs)
Licensed trademarks	Profiles of Success
General business trends	LOA promotion information
Information regarding Amway and the Provider	BSM/tool listing Authorized sales plan information and materials Bulletin board FAQ

## Devices/Sales Aids

The use or sale of devices and other sales aids that are designed to directly support the sale of AMWAY™ products and services are only allowed with advance authorization by the Corporation. Exception: Approved Provider logo-wear, key chains, pens, and other similar items, as well as hotel rooms and other accommodations related to Approved Provider meetings or events, do not require advanced authorization by Amway in order for Approved Provider to sell them.



## Events and Functions

Ticket language must include:

- Purchase of this ticket is optional
- No audio or video recording is allowed
- No one can guarantee that these techniques will work for you

Suggested ticket language:

“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.”

Provider must ensure that all speakers and third-party vendors comply with the Quality Assurance Standards for BSM Content, consistent with the relevant terms of the Provider Agreement.

## Use of Logos on BSM Packaging and Labeling

Content Standards for logo use still apply.  
No Amway logo may be placed on Third Party Material.

### **PROSPECTING (CONCEPT/CURIOSITY) BSM**

Amway and Approved Provider logo is not required on Prospecting BSM labels or packaging. If Approved Provider chooses to use their logo, they must also use Amway logo.

### **PLAN BSM**

Amway and Approved Provider logo not required on Plan BSM labels or packaging. If Approved Provider chooses to use their logo, they must also use Amway logo.

### **PRODUCT BSM**

Amway, ARTISTRY®, or NUTRILITE® logo is required on Product BSM labels or packaging; Approved Provider logo is optional. Corresponding Amway, ARTISTRY®, or NUTRILITE® web address required.

### **IBO ONLY BSM**

Amway and Approved Provider logo is not required on IBO only BSM labels or packaging. If Approved Provider chooses to use their logo, they may also use Amway logo.

## Disclosures

The following section contains rules regarding when and how various disclosures must be used when income representations are made in connection with the Amway business, with examples of approved formats provided for use with BSM. This section is divided into various parts, based on the type of disclosure that must be provided in view of the claim(s) being made:

Formats 1A - 1I and 2A - 2I	— Average Income Disclosures
Formats 3A - 3B	— Disclosures for Specific Performance Levels (5000 + PV)
Format 4A	— Disclosure for Leadership Bonus
Format 5A	— Disclosures for Lifestyle Representations
Format 6A - 6C	— Disclosures for Growth Incentive Plan
Page 46 - 47	— IBO-Only Disclosures

Each part of this section contains specific language that must be used in connection with the disclosure in one or more acceptable Formats that may be used to present the disclosure. Accompanying each Format are notes that detail specific requirements regarding placement and formatting (including prominence of the disclosure). Each Format section is followed by a table that describes when the disclosure is “triggered” and summarizes the options and requirements for the disclosure.

There are two broad categories of BSM that may contain income disclosures, and the requirements differ depending on the category of BSM:

- “IBO-Only” BSM
- All other BSM

IBO-Only BSM means BSM that are for use with IBOs only and do not train IBOs on how to recruit or show the Plan. IBO-Only BSM do not need to contain the income disclosures. Such BSM must be prominently marked “For IBO Use Only. Not for use with Prospects.” or with a similar designation approved by Amway. However, Approved Providers are encouraged to use the income disclosures in any BSM, even IBO-Only BSM, if the BSM could reasonably be expected to be accessed by a Prospect or if including an appropriate disclosure would help the user to better understand the information being presented.

The detailed instructions that follow pertain to income disclosures that are required in all except IBO-Only BSM. In particular, they apply to BSM that are for use with Prospects or for training IBOs on how to recruit or show the Plan. The instructions that follow are divided into several categories depending on, for example, what income representations are being made, to whom they are being made, how frequently they are being made, etc.

For your convenience, a summary of the usage rules for the income disclosure formats is as follows:

- For BSM that are for use only in the United States, Approved Providers **may** use, when applicable, Formats 1A, 1B, 1C, 2A, 2B, 2C, 3A, 3B and/or 6A. Formats 4A and 5A must also be used when applicable.
- For BSM that are for use only in Canada, Approved Providers **may** use, when applicable, Formats 1D, 1E, 1F, 2D, 2E, 2F, 3A, 3B and/or 6B. Formats 4A and 5A must also be used when applicable.
- For BSM that are for use in both Canada and the United States, Approved Providers **may** use, when applicable, Formats 1G, 1H, 1I, 2G, 2H, 2I, 3A, 3B and/or 6C. Formats 4A and 5A must also be used when applicable.

- For BSM that are for use in the Dominican Republic or the Miscellaneous Atlantic and Caribbean Islands, there is no requirement to use a particular income disclosure. However, if an income claim is made, that claim must meet the requirements as stated in the section of the Content Standards portion of the Quality Assurance Standards entitled, "Discussing Earnings." Any disclosure made to support a claim must be truthful, accurate, relevant and must not be inconsistent with or create confusion with respect to disclosures that are required for use in the United States or Canada.
  - o For BSM used in the Dominican Republic, Approved Providers **may** use any of the disclosures authorized for use in the United States and/or Canada pursuant to bullet points 1-3, above, provided that it is clear from the context that the disclosure relates to IBOs in the United States or Canada and is in United States or Canadian dollars, as appropriate. If the BSM is also for use in the United States or Canada, or both, the appropriate Formats for the United States and/or Canada as set forth in bullet points 1-3, above, **must** be used.
  - o For BSM used in the Miscellaneous Atlantic and Caribbean Islands, Approved Providers **may** use any of the disclosures authorized for use in the United States pursuant to bullet point 1, above, provided that it is also clear from the context that the disclosure relates to IBOs in the United States and is in United States dollars. If the BSM is also for use in the United States, the appropriate Formats for the United States, **must** be used.

Amway will consider alternatives to the approved disclosure formats on a case by case basis upon submission. All disclosures must be formatted in such a way that they remain clear and conspicuous in the context of the particular earnings representation, and must be placed contiguous to the earnings representation consistent with the instructions on use. A request to review a proposed disclosure may lengthen the typical time to review a BSM, so please submit any proposed disclosures accordingly.

#### **EFFECTIVE DATE:**

The authorized Formats have been updated effective March 30, 2012. The updated Formats must be implemented immediately in all new BSM, and in all previously approved BSM that are being re-produced. To assist Approved Providers with any BSM inventory containing the previous disclosure Formats (i.e., those formats authorized for use prior to March 30, 2012), Approved Providers may continue to distribute and/or sell such BSM until **August 31, 2012**. Any BSM found for sale or distribution with the previous income disclosure Formats after August 31, 2012, will not be authorized for use under the Accreditation Plus Program, and any Approved Provider continuing to sell, offering for sale or otherwise distributing such BSM, will be in violation of the Uniform Accreditation Plus Approved Provider Agreement.

### Formats 1A, 1B and 1C – Income Disclosure for BSM available in the United States

The income disclosures found in Formats 1A, 1B and 1C are for income representations in BSM available **in the United States** that are for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 27 – 31 for details on triggers, placement and frequency), Approved Providers **may** use any of these new disclosures described in Formats 1A, 1B and 1C in BSM. However, they may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on August 31, 2012. If previously authorized BSM are updated to use the new disclosure Formats 1A, 1B and 1C, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

#### Format 1A – For BSM available in the United States

**The average monthly Gross Income for “active” IBOs in the U.S. was \$202.**

Approximately 46% of all IBOs in the U.S. were “active.”

IBOs were considered “active” in months in 2010 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,424. Of course, not every IBO chooses to be active every month. “Gross Income” means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation.

Before registering as an Independent Business Owner (IBO) powered by Amway, you should read and understand the AMWAY™ Business Opportunity Brochure, which contains important information for those interested in becoming IBOs

**Notes for Format 1A:** The standard disclosure must appear in bold within a box. The font size must be as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text may appear within the box, and there must be at least one blank space of the same font size as the standard disclosure between the box and any surrounding text. The remainder of the disclosure must be no larger than the standard disclosure and not less than two font sizes smaller than the standard disclosure.

**Format 1B – For BSM available in the United States*****The average monthly Gross Income for “active” IBOs in the U.S. was \$202.***

Approximately 46% of all IBOs in the U.S. were “active.”

IBOs were considered “active” in months in 2010 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,424. Of course, not every IBO chooses to be active every month. “Gross Income” means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation.

Before registering as an Independent Business Owner (IBO) powered by Amway, you should read and understand the AMWAY Business Opportunity Brochure, which contains important information for those interested in becoming IBOs.

**Notes for Format 1B:** *The standard disclosure must appear in bold and italics in a font size as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text of the entire disclosure may appear with the same combination of formatting, and there must be at least one blank space of the same font size as the standard disclosure between the text of the standard disclosure and any surrounding text. The disclosures for the definitions of “active” and “Gross Income,” and the disclosure regarding the Amway Business Opportunity Brochure may be no larger than the standard disclosure, nor may they be less than two font sizes smaller than the standard disclosure. They may appear in a two-column format. The entire disclosure must be shaded in a color that will distinguish it from surrounding text.*

**Format 1C – For BSM available in the United States**

**[IBO Name]** has always been an exceptional businessperson. Even before he/she began his/her independent business, he/she excelled and this excellence continues. He/she is an elite performer, one of **[number]** IBOs (number provided by Global BSM) who achieved the example of **[\$ highest income mentioned]** in calendar year **[20XX]**. Just like you, he/she is a person of goals and achievement who recognized the AMWAY™ business opportunity as a way to achieve those. His/her continued phenomenal success is an inspiration for active IBOs around the world.

The average monthly Gross Income for “active” IBOs in the U.S. based on an independent survey in 2011 was \$202, and approximately 46% of all IBOs in the U.S. were “active.” IBOs were considered “active” in months in 2010 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,424. Of course, not every IBO chooses to be active every month. “Gross Income” means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation.

IBO success depicted here may also reflect earnings from additional sources including other business activities or investments. For additional information, see the AMWAY Business Opportunity Brochure received with this recording.

**Notes for Format 1C:** *The language appearing in Format 1C is an option available in addition to Formats 1A and 1B, for disclosures required to be in audible format only. The first and third paragraphs are permissible if the context is appropriate, however, they may not apply. This disclosure must be spoken at a volume and cadence so that an ordinary consumer can hear and understand it in the context in which it is presented.*

### Format 1D, 1E and 1F – Income Disclosures for BSM available in Canada

The income disclosures found in Formats 1D, 1E and 1F are for income representations in BSM available **in Canada** that are for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 27 – 31 for details on triggers, placement and frequency), Approved Providers **may** use any of the disclosure formats described in Formats 1D, 1E and 1F in BSM. However, they may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on August 31, 2012. If previously authorized BSM are updated to use disclosure Formats 1D, 1E or 1F, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

### Format 1D – For BSM available in Canada

**The average monthly Gross Income for “active” IBOs in Canada was \$198.**

Approximately 48% of IBOs in Canada were “active.”

IBOs were considered “active” in months in 2010 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,376. Of course, not every IBO chooses to be active every month. “Gross Income” means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of this calculation, individuals who were IBOs for less than the entire year in 2010 were excluded.

Before registering as an Independent Business Owner (IBO) powered by Amway, you should read and understand the AMWAY™ Business Opportunity Brochure, which contains important information for those interested in becoming IBOs.

**Notes for Format 1D:** *The standard disclosure must appear in bold within a box. The font size must be as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text may appear within the box, and there must be at least one blank space of the same font size as the standard disclosure between the box and any surrounding text. The remainder of the disclosure must be no larger than the standard disclosure and not less than two font sizes smaller than the standard disclosure.*

**Format 1E – For BSM available in Canada*****The average monthly Gross Income for “active” IBOs in Canada was \$198.***

Approximately 48% of IBOs in Canada were “active.”

IBOs were considered “active” in months in 2010 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,376. Of course, not every IBO chooses to be active every month. “Gross Income” means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of this calculation, individuals who were IBOs for less than the entire year in 2010 were excluded.

Before registering as an Independent Business Owner (IBO) powered by Amway, you should read and understand the AMWAY™ Business Opportunity Brochure, which contains important information for those interested in becoming IBOs.

**Notes for Format 1E:** The standard disclosure must appear in bold and italics in a font size as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text of the entire disclosure may appear with the same combination of formatting, and there must be at least one blank space of the same font size as the standard disclosure between the text of the standard disclosure and any surrounding text. The disclosures for the definitions of “active” and “Gross Income,” and the disclosure regarding the Amway Business Opportunity Brochure may be no larger than the standard disclosure, nor may they be less than two font sizes smaller than the standard disclosure. They may appear in a two-column format. The entire disclosure must be shaded in a color that will distinguish it from surrounding text.

**Format 1F – For BSM available in Canada**

**[IBO Name]** has always been an exceptional businessperson. Even before he/she began his/her independent business, he/she excelled and this excellence continues. He/she is an elite performer, one of **[number]** IBOs (number provided by Global BSM) who achieved the example of **[\$ highest income mentioned]** in calendar year **[20XX]**. Just like you, he/she is a person of goals and achievement who recognized the AMWAY™ business opportunity as a way to achieve those. His/her continued phenomenal success is an inspiration for active IBOs around the world.

The average monthly Gross Income for “active” IBOs in Canada was \$198, and approximately 48% of IBOs in Canada were “active.” IBOs were considered “active” in months in 2010 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,376. Of course, not every IBO chooses to be active every month. “Gross Income” means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of this calculation, individuals who were IBOs for less than the entire year in 2010 were excluded.

IBO success depicted here may also reflect earnings from additional sources including other business activities or investments. For additional information, see the AMWAY Business Opportunity Brochure received with this recording.

**Notes for Format 1F:** The language appearing in Format 1F is an option available in addition to Formats 1D and 1E, for disclosures required to be in audible format only. The first and third paragraphs are permissible if the context is appropriate, however, they may not apply. This disclosure must be spoken at a volume and cadence so that an ordinary consumer can hear and understand it in the context in which it is presented.

### Format 1G, 1H and 1I – Income Disclosures for BSM available in the United States and Canada

The income disclosures found in Formats 1G, 1H and 1I are for income representations in BSM available **in the United States and Canada** that are for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 27 - 31 for details on triggers, placement and frequency), Approved Providers **may** use any of the disclosure formats described in Formats 1G, 1H and 1I in BSM. However, they may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on August 31, 2012. If previously authorized BSM are updated to use disclosure Formats 1G, 1H or 1I, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

### Format 1G – For BSM available in the United States and Canada

**The average monthly Gross Income for “active” IBOs was  
USD \$202 (in the U.S.)/CAD \$198 (in Canada).**

Approximately 46% of IBOs in the U.S., and 48% of IBOs in Canada, were “active.”

IBOs were considered “active” in months in 2010 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,424 (U.S.)/\$2,376 (Canada). Of course, not every IBO chooses to be active every month. “Gross Income” means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of the calculation in Canada, individuals who were IBOs for less than the entire year in 2010 were excluded.

Before registering as an Independent Business Owner (IBO) powered by Amway, you should read and understand the AMWAY™ Business Opportunity Brochure, which contains important information for those interested in becoming IBOs.

**Notes for Format 1G:** The standard disclosure must appear in bold within a box. The font size must be as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text may appear within the box, and there must be at least one blank space of the same font size as the standard disclosure between the box and any surrounding text. The remainder of the disclosure must be no larger than the standard disclosure and not less than two font sizes smaller than the standard disclosure.



**Format 1H – For BSM available in the United States and Canada**

***The average monthly Gross Income for “active” IBOs was USD \$202 (in the U.S.)/CAD \$198 (in Canada).***

Approximately 46% of IBOs in the U.S., and 48% of IBOs in Canada, were “active.”

IBOs were considered “active” in months in 2010 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,424 (U.S.)/\$2,376 (Canada). Of course, not every IBO chooses to be active every month. “Gross Income” means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of the calculation in Canada, individuals who were IBOs for less than the entire year in 2010 were excluded.

Before registering as an Independent Business Owner (IBO) powered by Amway, you should read and understand the AMWAY™ Business Opportunity Brochure, which contains important information for those interested in becoming IBOs.

**Notes for Format 1H:** *The standard disclosure must appear in bold and italics in a font size as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text of the entire disclosure may appear with the same combination of formatting, and there must be at least one blank space of the same font size as the standard disclosure between the text of the standard disclosure and any surrounding text. The disclosures for the definitions of “active” and “Gross Income,” and the disclosure regarding the Amway Business Opportunity Brochure may be no larger than the standard disclosure, nor may they be less than two font sizes smaller than the standard disclosure. They may appear in a two-column format. The entire disclosure must be shaded in a color that will distinguish it from surrounding text.*

**Format 1I – For BSM available in the United States and Canada**

**[IBO Name]** has always been an exceptional businessperson. Even before he/she began his/her independent business, he/she excelled and this excellence continues. He/she is an elite performer, one of **[number]** IBOs (number provided by Global BSM) who achieved the example of **[\$ highest income mentioned]** in calendar year **[20XX]**. Just like you, he/she is a person of goals and achievement who recognized the AMWAY™ business opportunity as a way to achieve those. His/her continued phenomenal success is an inspiration for active IBOs around the world.

The average monthly Gross Income for “active” IBOs was USD \$202 (in the U.S.)/CAD \$198 (in Canada), and approximately 46% of IBOs in the U.S. and 48% of IBOs in Canada were “active.” IBOs were considered “active” in months in 2010 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,424 (U.S.)/\$2,376 (Canada). Of course, not every IBO chooses to be active every month. “Gross Income” means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of this calculation, individuals who were IBOs for less than the entire year in 2010 were excluded.

IBO success depicted here may also reflect earnings from additional sources including other business activities or investments. For additional information, see the AMWAY Business Opportunity Brochure received with this recording.

**Notes for Format 1I:** *The language appearing in Format 1I is an option available in addition to Formats 1G and 1, for disclosures required to be in audible format only. The first and third paragraphs are permissible if the context is appropriate, however, they may not apply. This disclosure must be spoken at a volume and cadence so that an ordinary consumer can hear and understand it in the context in which it is presented. Format 1G, 1H and 1I - Income Disclosures for BSM available in the United States and Canada*

### Formats 2A, 2B and 2C – Income Disclosure for BSM available in the United States

The following income disclosures found in Formats 2A, 2B and 2C are for income representations in BSM available **in the United States** that are for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 27 – 31 for details on triggers, placement and frequency), Approved Providers **may** use any of the new disclosures described in Formats 2A, 2B and 2C in BSM. However, they may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on August 31, 2012. If previously authorized BSM are updated to use the new disclosures, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

#### Format 2A – For BSM available in the United States

**The average monthly Gross Income for “active” IBOs in the U.S. was \$202 in 2010.**

Approximately 46% of all IBOs in the U.S. were “active”.

**Notes for Format 2A:** The standard disclosure must appear in bold within a box. The font size must be as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text may appear within the box, and there must be at least one blank space of the same font size as the standard disclosure between the box and any surrounding text. The remainder of the disclosure must be no larger than the standard disclosure and not less than two font sizes smaller than the standard disclosure.

#### Format 2B – For BSM available in the United States

**The average monthly Gross Income for “active” IBOs in the U.S. was \$202 in 2010.**

Approximately 46% of all IBOs in the U.S. were “active”.

**Notes for Format 2B:** The standard disclosure must appear in bold and italics in a font size as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text of the entire disclosure may appear with the same combination of formatting, and there must be at least one blank space of the same font size as the standard disclosure between the text of the standard disclosure and any surrounding text. The remaining disclosure may not be larger than the standard disclosure, nor may it be less than two font sizes smaller than the standard disclosure. The entire disclosure must be shaded in a color that will distinguish it from surrounding text.

#### Format 2C – For BSM available in the United States

**[IBO Name]** has always been an exceptional businessperson. Even before he/she began his/her independent business, he/she excelled and this excellence continues. He/she is an elite performer, one of **[number]** IBOs (number provided by Global BSM) who achieved the example of **[\$ highest income mentioned]** in calendar year **[20XX]**. Just like you, he/she is a person of goals and achievement who recognized the AMWAY™ business opportunity as a way to achieve those. His/her continued phenomenal success is an inspiration for active IBOs around the world.

The average monthly Gross Income for “active” IBOs in the U.S. was \$202 in 2010, and approximately 46% of all IBOs in the U.S. were “active.”

IBO success depicted here may also reflect earnings from additional sources including other business activities or investments. For additional information see the AMWAY Business Opportunity Brochure received with this recording.

**Notes for Format 2C:** The language appearing in Format 2C is an option available in addition to Formats 2A and 2B, for disclosures required to be in audible format only. The first and third paragraphs are permissible if the context is appropriate, however, they are not required. This disclosure must be spoken at a volume and cadence so that an ordinary consumer can hear and understand it in the context in which it is presented.

### Format 2D, 2E and 2F – Income Disclosures for BSM available in Canada

The following income disclosures found in Formats 2D, 2E and 2F are for income representations in BSM available in **Canada** that are for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 27 – 31 for details on triggers, placement and frequency), Approved Providers **may** use any of the disclosure formats described in Formats 2D, 2E and 2F in BSM. However, they may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on August 31, 2012. If previously authorized BSM are updated to use disclosure Formats 2D, 2E or 2F, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

#### Format 2D – For BSM available in Canada

**The average monthly Gross Income for “active” IBOs in Canada was \$198.**

Approximately 48% of IBOs in Canada were “active”.

**Notes for Format 2D:** The standard disclosure must appear in bold within a box. The font size must be as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text may appear within the box, and there must be at least one blank space of the same font size as the standard disclosure between the box and any surrounding text. The remainder of the disclosure must be no larger than the standard disclosure and not less than two font sizes smaller than the standard disclosure.

#### Format 2E – For BSM available in Canada

***The average monthly Gross Income for “active” IBOs in Canada was \$198.***

Approximately 48% of IBOs in Canada were “active”.

**Notes for Format 2E:** The standard disclosure must appear in bold and italics in a font size as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text of the entire disclosure may appear with the same combination of formatting, and there must be at least one blank space of the same font size as the standard disclosure between the text of the standard disclosure and any surrounding text. The remaining disclosure may not be larger than the standard disclosure, nor may it be less than two font sizes smaller than the standard disclosure. The entire disclosure must be shaded in a color that will distinguish it from surrounding text.

#### Format 2F – For BSM available in Canada

**[IBO Name]** has always been an exceptional businessperson. Even before he/she began his/her independent business, he/she excelled and this excellence continues. He/she is an elite performer, one of **[number]** IBOs (number provided by Global BSM) who achieved the example of **[\$ highest income mentioned]** in calendar year **[20XX]**. Just like you, he/she is a person of goals and achievement who recognized the AMWAY™ business opportunity as a way to achieve those. His/her continued phenomenal success is an inspiration for active IBOs around the world.

The average monthly Gross Income for “active” IBOs in Canada was \$198, and approximately 48% of IBOs in Canada were “active.”

IBO success depicted here may also reflect earnings from additional sources including other business activities or investments. For additional information see the AMWAY Business Opportunity Brochure received with this recording.

**Notes for Format 2F:** The language appearing in Format 2F is an option available in addition to Formats 2D and 2E, for disclosures required to be in audible format only. The first and third paragraphs are permissible if the context is appropriate, however, they are not required. This disclosure must be spoken at a volume and cadence so that an ordinary consumer can hear and understand it in the context in which it is presented.

### Income Disclosures for BSM available in Canada and the United States

The income disclosures found in Formats 2G, 2H and 2I are for income representations in BSM available **in the United States and Canada** that are for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 27 – 31 for details on triggers, placement and frequency), Approved Providers **may** use any of the disclosure formats described in Formats 2G, 2H and 2I in BSM. However, they may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on August 31, 2012. If previously authorized BSM are updated to use disclosure Formats 2G, 2H or 2I, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

#### Format 2G – For BSM available in the United States and Canada

**The average monthly Gross Income for “active” IBOs was  
USD \$202 (in the U.S.)/CAD \$198 (in Canada).**

Approximately 46% of IBOs in the U.S., and 48% of IBOs in Canada, were “active.”

**Notes for Format 2G:** The standard disclosure must appear in bold within a box. The font size must be as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text may appear within the box, and there must be at least one blank space of the same font size as the standard disclosure between the box and any surrounding text. The remainder of the disclosure must be no larger than the standard disclosure and not less than two font sizes smaller than the standard disclosure.

#### Format 2H – For BSM available in the United States and Canada

**The average monthly Gross Income for “active” IBOs was  
USD \$202 (in the U.S.)/CAD \$198 (in Canada).**

Approximately 46% of IBOs in the U.S., and 48% of IBOs in Canada, were “active.”

**Notes for Format 2H:** The standard disclosure must appear in bold and italics in a font size as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text may appear within the box, and there must be at least one blank space of the same font size as the standard disclosure between the box and any surrounding text. The remainder of the disclosure must be no larger than the standard disclosure and not less than two font sizes smaller than the standard disclosure.

#### Format 2I – For BSM available in the United States and Canada

**[IBO Name]** has always been an exceptional businessperson. Even before he/she began his/her independent business, he/she excelled and this excellence continues. He/she is an elite performer, one of **[number]** IBOs (number provided by Global BSM) who achieved the example of **[\$ highest income mentioned]** in calendar year **[20XX]**. Just like you, he/she is a person of goals and achievement who recognized the AMWAY™ business opportunity as a way to achieve those. His/her continued phenomenal success is an inspiration for active IBOs around the world.

The average monthly Gross Income for “active” IBOs was USD \$202 (in the U.S.)/CAD \$198 (in Canada), and approximately 46% of IBOs in the U.S. and 48% of IBOs in Canada were “active.”

IBO success depicted here may also reflect earnings from additional sources including other business activities or investments. For additional information, see the AMWAY Business Opportunity Brochure received with this recording.

**Notes for Format 2I:** The language appearing in Format 2I is an option available in addition to Formats 2G and 2, for disclosures required to be in audible format only. The first and third paragraphs are permissible if the context is appropriate, however, they may not apply. This disclosure must be spoken at a volume and cadence so that an ordinary consumer can hear and understand it in the context in which it is presented.

### **Income Disclosures for BSM available in the Dominican Republic or the Miscellaneous Atlantic and Caribbean Islands**

For BSM that are for use in the Dominican Republic or the Miscellaneous Atlantic and Caribbean Islands, there is no requirement to use a particular income disclosure. However, if an income claim is made, that claim must meet the requirements as stated in the section of the Content Standards portion of the Quality Assurance Standards entitled, "Discussing Earnings." Any disclosure made to support a claim must be truthful, accurate, relevant and must not be inconsistent with or create confusion with respect to disclosures that are required for use in the United States or Canada.

**For BSM used in the Dominican Republic:** Any of the disclosures authorized for use in the United States and/or Canada pursuant to the restrictions provided in these Quality Assurance Standards can be used, provided that it is clear from the context that the disclosure relates to IBOs in the United States or Canada and is in United States or Canadian dollars, as appropriate. If the BSM is also for use in the United States or Canada, or both, the appropriate Formats for the United States and/or Canada as set forth in these Quality Assurance Standards, **must** be used.

**For BSM used in the Miscellaneous Atlantic and Caribbean Islands:** Any of the disclosures authorized for use in the United States pursuant to these Quality Assurance Standards can be used provided that it is also clear from the context that the disclosure relates to IBOs in the United States and is in United States dollars. If the BSM is also for use in the United States, the appropriate Formats for the United States as set forth in these Quality Assurance Standards, **must** be used.

## FOR BSM USING FORMATS 1A, 1B, 1C, 1D, 1E, 1F, 1G, 1H, 1I, 2A, 2B, 2C, 2D, 2E, 2F, 2G, 2H AND/OR 2I

	One-page Publication	Multi-page Publication	Magazine Article	Slide Presentation
<b>Trigger</b> (For BSM that are for use in the U.S. only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or the U.S. and Dominican Republic only)	When the income being represented (directly, indirectly, or by implication) is greater than \$202 USD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$202 USD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$202 USD per month	When the income being represented (directly, indirectly, or by implication) is greater than \$202 USD per month.
<b>Trigger</b> (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only)	When the income being represented (directly, indirectly, or by implication) is greater than \$198 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$198 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$198 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$198 CAD per month.
<b>Trigger</b> (For BSM that are for use in both the U.S. and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)	When the income being represented (directly, indirectly, or by implication) is greater than either \$202 USD per month or \$198 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than either \$202 USD per month or \$198 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than either \$202 USD per month or \$198 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than either \$202 USD per month or \$198 CAD per month.
<b>Format</b> (For BSM that are for use in the U.S. only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or the U.S. and Dominican Republic only)	1A or 1B	1A or 1B for first income representation and 2A or 2B for subsequent income representations in the same piece.	1A or 1B for first income representation and 2A or 2B for subsequent income representations in the same piece.	1A or 1B on the introductory slide and 2A or 2B for subsequent income representations in the same piece.
<b>Format</b> (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only)	1D or 1E	1D or 1E for first income representation and 2D or 2E for subsequent income representations in the same piece.	1D or 1E for first income representation and 2D or 2E for subsequent income representations in the same piece.	1D or 1E on the introductory slide and 2D or 2E for subsequent income representations in the same piece.

	One-page Publication	Multi-page Publication	Magazine Article	Slide Presentation
<b>Format</b> <i>(For BSM that are for use in both the U.S. and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)</i>	1G or 1H	1G or 1H for first income representation. 2G or 2H for subsequent income representations in the same piece.	1G or 1H for first income representation. 2G or 2H for subsequent income representations in the same piece.	1G or 1H on the introductory slide. 2G or 2H for subsequent income representations in the same piece.
<b>Location</b> <i>(For BSM that are for use in the U.S. only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or the U.S. and Dominican Republic only)</i>	On the same page as the income representation and either in close proximity to the representation or at the bottom of the page.	On the same page as the income representation and either in close proximity to the representation or at the bottom of the page.	On the same page as the income representation and either in close proximity to the representation or at the bottom of the page. If article is multiple pages, then at the end of the article if three pages or less.	1A or 1B on the introductory slide for at least 10 seconds in duration and for subsequent disclosures, on the same slide as the income representation and either in close proximity to the representation or at the bottom of the page. Disclosure 1A or 1B should also appear on media label or packaging whenever possible.
<b>Location</b> <i>(For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only)</i>	On the same page as the income representation and either in close proximity to the representation or at the bottom of the page.	On the same page as the income representation and either in close proximity to the representation or at the bottom of the page.	On the same page as the income representation and either in close proximity to the representation or at the bottom of the page. If article is multiple pages, then at the end of the article if three pages or less.	1D or 1E on the introductory slide for at least 10 seconds in duration and for subsequent disclosures, on the same slide as the income representation and either in close proximity to the representation or at the bottom of the page. Disclosure 1D or 1E should also appear on media label or packaging whenever possible.
<b>Location</b> <i>(For BSM that are for use in both the U.S. and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)</i>	On the same page as the income representation and either in close proximity to the representation or at the bottom of the page.	On the same page as the income representation and either in close proximity to the representation or at the bottom of the page.	On the same page as the income representation and either in close proximity to the representation or at the bottom of the page. If article is multiple pages, then at the end of the article if three pages or less.	1G or 1H on the introductory slide for at least 10 seconds in duration, and for subsequent disclosures, on the same slide as the income representation and either in close proximity to the representation or at the bottom of the page. Disclosure 1G or 1H should also appear on media label or packaging whenever possible.
<b>Frequency</b> <i>(For all)</i>	Disclosure need only appear one time per section or page.	The appropriate disclosure is required each time an income representation is made. However, disclosure need only appear one time per section or page.	The appropriate disclosure is required each time an income representation is made. However, disclosure need only appear one time per page or at the end of the article if three pages or less.	The appropriate disclosure is required each time an income representation is made. However, disclosure need only appear one time per slide and must appear on the introductory slide for at least 10 seconds.

Note: If disclosure is not possible immediately after the required income representation, the reasons must be documented in writing and submitted to Amway in advance of release of BSM.

## FOR BSM USING FORMATS 1A, 1B, 1C, 1D, 1E, 1F, 1G, 1H, 1I, 2A, 2B, 2C, 2D, 2E, 2F, 2G, 2H AND/OR 2I

	Website	Email	Audio	Video
<b>Trigger</b> (For BSM that are for use in the U.S. only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or the U.S. and Dominican Republic only)	When the income being represented (directly, indirectly, or by implication) is greater than \$202 USD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$202 USD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$202 USD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$202 USD per month.
<b>Trigger</b> (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only)	When the income being represented (directly, indirectly, or by implication) is greater than \$198 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$198 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$198 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$198 CAD per month.
<b>Trigger</b> (For BSM that are for use in both the U.S. and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)	When the income being represented (directly, indirectly, or by implication) is greater than either \$202 USD per month or \$198 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than either \$202 USD per month or \$198 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than either \$202 USD per month or \$198 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than either \$202 USD per month or \$198 CAD per month.
<b>Format</b> (For BSM that are for use in the U.S. only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or the U.S. and Dominican Republic only)	1A or 1B for first income representation and 2A or 2B for subsequent income representations in the same piece.	1A or 1B	1A, 1B, or 1C for first income representation and 2A, 2B, or 2C for subsequent income representations in the same piece.	1A or 1B for first income representation and 2A or 2B for subsequent income representations in the same piece.
<b>Format</b> (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only)	1D or 1E for first income representation and 2D or 2E for subsequent income representations in the same piece.	1D or 1E	1D, 1E, or 1F for first income representation and 2D, 2E, or 2F for subsequent income representations in the same piece.	1D or 1E for first income representation and 2D or 2E for subsequent income representations in the same piece.



	Website	Email	Audio	Video
<b>Format</b> <i>(For BSM that are for use in both the U.S. and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)</i>	1G or 1H for first income representation. 2G or 2H for subsequent income representations in the same piece.	1G or 1H	1G, 1H, or 1I for first income representation. 2G, 2H, or 2I for subsequent income representations in the same piece.	1G or 1H for first income representation. 2G or 2H for subsequent income representations in the same piece.
<b>Location</b> <i>(For BSM that are for use in the U.S. only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or the U.S. and Dominican Republic only)</i>	On the same page as the income representation and either in close proximity to the representation or at the bottom of the page.	Either in close proximity to the representation or at the bottom of the email.	Audio disclosure 1A, 1B, or 1C read immediately after the first triggering income representation. If not possible or practical, the required audio disclosure may be read either at the beginning or at the end of the audio, whichever is closer to the first triggering income representation. *Audio disclosure 2A, 2B, or 2C read immediately after each subsequent triggering representation. If not possible or practical, the required audio disclosure may be read either at the beginning or at the end of the audio, whichever is closer to the subsequent triggering income representation(s). Must be spoken at a volume and cadence to be understood by an ordinary consumer. Disclosure 1A or 1B should also appear on media label or packaging whenever possible or when placement at the beginning or end of the audio would not be clear, conspicuous or contiguous, and placement immediately after the triggering income representation is not practical.	Required disclosure must be displayed in print if the triggering income representation is in print, for a minimum of 10 seconds in duration, and appearing on the same frames as the income representation, and either in close proximity to the representation or at the bottom of the frame. Disclosure must be read if the triggering income representation is in audio format, at a volume and cadence to be understood by an ordinary consumer, and must be read immediately after the triggering income representation. If such placement is not possible or practical, the required disclosure may appear or be read, as the case may be, at the beginning or at the end of the video, whichever is closer to the triggering income representation. Disclosure 1A or 1B should also appear on the media label or packaging whenever possible or when placement at the beginning or end of the video would not be clear, conspicuous or contiguous, and placement immediately after the triggering income representation is not practical.

	Website	Email	Audio	Video
<b>Location</b> <i>(For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only)</i>	On the same page as the income representation and either in close proximity to the representation or at the bottom of the page.	Either in close proximity to the representation or at the bottom of the email.	Audio disclosure 1D, 1E, or 1F read immediately after the first triggering income representation. If not possible or practical, the required audio disclosure may be read either at the beginning or at the end of the audio, whichever is closer to the first triggering income representation. *Audio disclosure 2D, 2E, or 2F read immediately after each subsequent triggering representation. If not possible or practical, the required audio disclosure may be read either at the beginning or at the end of the audio, whichever is closer to the subsequent triggering income representation(s). Must be spoken at a volume and cadence to be understood by an ordinary consumer. Disclosure 1D or 1E should also appear on media label or packaging whenever possible or when placement at the beginning or end of the audio would not be clear, conspicuous or contiguous, and placement immediately after the triggering income representation is not practical.	Required disclosure must be displayed in print if the triggering income representation is in print, for a minimum of 10 seconds in duration, and appearing on the same frames as the income representation, and either in close proximity to the representation or at the bottom of the frame. Disclosure must be read if the triggering income representation is in audio format, at a volume and cadence to be understood by an ordinary consumer, and must be read immediately after the triggering income representation. If such placement is not possible or practical, the required disclosure may appear or be read, as the case may be, at the beginning or at the end of the video, whichever is closer to the triggering income representation. Disclosure 1D or 1E should also appear on the media label or packaging whenever possible or when placement at the beginning or end of the video would not be clear, conspicuous or contiguous, and placement immediately after the triggering income representation is not practical.
<b>Location</b> <i>(For BSM that are for use in both the U.S. and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)</i>	On the same page as the income representation and either in close proximity to the representation or at the bottom of the page.	Either in close proximity to the representation or at the bottom of the email.	Audio disclosure 1G, 1H, or 1I read immediately after the first triggering income representation. If not possible or practical, the required audio disclosure may be read either at the beginning or at the end of the audio, whichever is closer to the first triggering income representation. *Audio disclosure 2G, 2H, or 2I read immediately after each subsequent triggering representation. If not possible or practical, the required audio disclosure may be read either at the beginning or at the end of the audio, whichever is closer to the subsequent triggering income representation(s). Must be spoken at a volume and cadence to be understood by an ordinary consumer. Disclosure 1G and 1H should also appear on media label or packaging whenever possible or when placement at the beginning or end of the audio would not be clear, conspicuous or contiguous, and placement immediately after the triggering income representation is not practical.	Required disclosure must be displayed in print if the triggering income representation is in print, for a minimum of 10 seconds in duration, and appearing on the same frames as the income representation, and either in close proximity to the representation or at the bottom of the frame. Disclosure must be read if the triggering income representation is in audio format, at a volume and cadence to be understood by an ordinary consumer, and must be read immediately after the triggering income representation. If such placement is not possible or practical, the required disclosure may appear or be read, as the case may be, at the beginning or at the end of the video, whichever is closer to the triggering income representation. Disclosure 1G and 1H should also appear on the media label or packaging whenever possible or when placement at the beginning or end of the video would not be clear, conspicuous or contiguous, and placement immediately after the triggering income representation is not practical.

	Website	Email	Audio	Video
<b>Frequency</b> <i>(For all)</i>	The appropriate disclosure is required each time an income representation is made. However, disclosure need only appear one time per web page on the website.	Disclosure need only appear one time per email.	*The appropriate disclosure is required each time a triggering income representation is made.	The appropriate disclosure is required each time an income representation is made. However, disclosure must also appear on the introductory screen for at least 10 seconds.

*Note: If disclosure is not possible immediately after the required income representation, the reasons must be documented in writing and submitted to Amway in advance of release of BSM.*

**5,000 + PV DISCLOSURES FOR ALL BSM (EXCEPT IBO ONLY BSM)**

The income disclosures found in Formats 3A and 3B are for any BSM available **in the United States, Canada, Dominican Republic and/or the Miscellaneous Atlantic and Caribbean Islands** containing 5,000 + PV income representations that are for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 33 – 34 for details on triggers, placement and frequency), Approved Providers **may** use the disclosures described in Format 3A or 3B in BSM. However, they may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on August 31, 2012. If previously authorized BSM are updated to use the new disclosure, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

**Format 3A**

Approximately \* \_\_\_\_% of IBOs in North America achieved the illustrated level of performance in the year \* \_\_\_\_.

**Notes for Format 3A:** *\*The figures in the disclosure must be obtained from Global BSM. The disclosure must appear in a font size as large as that of the triggering representation itself unless it appears in a title followed by explanatory text in which case, the font size of the disclosure may be the same size as the explanatory text. The text of the disclosure must stand alone and no other text may appear immediately preceding or following the disclosure. There must be at least one blank space of the same font size as the disclosure between the disclosure and any surrounding text.*

**Format 3B**

One out of every \* \_\_\_\_ IBOs in North America achieved the illustrated level of performance in the year \* \_\_\_\_.

**Notes for Format 3B:** *\*The figures in the disclosure must be obtained from Global BSM. The disclosure must appear in a font size as large as that of the triggering representation itself unless it appears in a title followed by explanatory text in which case, the font size of the disclosure may be the same size as the explanatory text. The text of the disclosure must stand alone and no other text may appear immediately preceding or following the disclosure. There must be at least one blank space of the same font size as the disclosure between the disclosure and any surrounding text.*

**5,000 + PV DISCLOSURES FOR ALL BSM (EXCEPT IBO ONLY BSM)**

	<b>One-page Publication</b>	<b>Multi-page Publication</b>	<b>Magazine Article</b>	<b>Slide Presentation</b>
<b>Trigger</b> <i>(For BSM that are for use in both the U.S. and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)</i>	When the sales being represented (directly, indirectly, or by implication) are greater than 5,000 PV per month.	When the sales being represented (directly, indirectly, or by implication) are greater than 5,000 PV per month.	When the sales being represented (directly, indirectly, or by implication) are greater than 5,000 PV per month.	When the sales being represented (directly, indirectly, or by implication) are greater than 5,000 PV per month.
<b>Format</b>	3A or 3B	3A or 3B	3A or 3B	3A or 3B
<b>Location</b>	3A or 3B used following disclosure 1A, 1B, 1D, 1E, 1G or 1H and either in close proximity to the representation or at the bottom of the page.	3A or 3B used following disclosure 1A, 1B, 1D, 1E, 1G, 1H, 2A, 2B, 2D, 2E, 2G or 2H as appropriate, on the same page as the sales representation and either in close proximity to the representation or at the bottom of the page.	3A or 3B used following disclosure 1A, 1B, 1D, 1E, 1G, 1H, 2A, 2B, 2D, 2E, 2G or 2H as appropriate, on the same page as the sales representation and either in close proximity to the representation or at the bottom of the page. If article is multiple pages, then at the end of the article if three pages or less.	3A or 3B used following disclosure 1A, 1B, 1D, 1E, 1G, 1H, 2A, 2B, 2D, 2E, 2G or 2H as appropriate, on the same slide as the sales representation and either in close proximity to the representation or at the bottom of the slide.
<b>Frequency</b>	Disclosure need only appear one time per section or page.	Disclosure is required each time a triggering sales representation is made. However, disclosure need only appear one time per section or page.	Disclosure is required each time a triggering sales representation is made. However, disclosure need only appear one time per page or at the end of the article if three pages or less.	Disclosure is required each time a triggering sales representation is made. However, disclosure need only appear one time per slide.

*Note: If disclosure is not possible immediately after the required income representation, the reasons must be documented in writing and submitted to Amway in advance of release of BSM.*

**5,000 + PV DISCLOSURES FOR ALL BSM (EXCEPT IBO ONLY BSM)**

	Website	Email	Audio	Video
<b>Trigger</b> (For BSM that are for use in both the U.S. and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)	When the sales being represented (directly, indirectly, or by implication) are greater than 5,000 PV per month.	When the sales being represented (directly, indirectly, or by implication) are greater than 5,000 PV per month.	When the sales being represented (directly, indirectly, or by implication) are greater than 5,000 PV per month.	When the sales being represented (directly, indirectly, or by implication) are greater than 5,000 PV per month.
<b>Format</b>	3A or 3B	3A or 3B	3A or 3B	3A or 3B
<b>Location</b>	3A or 3B used following disclosure 1A, 1B, 1D, 1E, 1G, 1H, 2A, 2B, 2D, 2E, 2G or 2H as appropriate, on the same page as the sales representation and either in close proximity to the representation or at the bottom of the page.	3A or 3B used following disclosure 1A, 1B, 1D, 1E, 1G or 1H as appropriate, on the same page as the sales representation and either in close proximity to the representation or at the bottom of the page.	3A or 3B used following disclosure 1A, 1B, 1C, 1D, 1E, 1F, 1G, 1H, 1I, 2A, 2B, 2C, 2D, 2E, 2F, 2G, 2H or 2I, as appropriate, audio disclosure read immediately after the triggering sales representation. If not possible or practical, the required audio disclosure may be read either at the beginning or at the end of the audio, whichever is closer to the triggering sales representation. Must be spoken at a volume and cadence to be understood by an ordinary consumer.	3A or 3B used following disclosure 1A, 1B, 1C, 1D, 1E, 1F, 1G, 1H, 1I, 2A, 2B, 2C, 2D, 2E, 2F, 2G, 2H or 2I, as appropriate. Disclosure must be displayed in print if the triggering sales representation is in print, for a minimum of 10 seconds in duration, and appearing on the same frames as the sales representation, and either in close proximity to the representation or at the bottom of the frame. Disclosure must be read if the triggering sales representation is in audio format, at a volume and cadence to be understood by an ordinary consumer, and must be read immediately after the triggering sales representation. If such placement is not possible or practical, the required disclosure may appear or be read, as the case may be, at the beginning or at the end of the video, whichever is closer to the triggering sales representation.
<b>Frequency</b>	Disclosure is required each time a triggering sales representation is made. However, disclosure need only appear one time per web page on the website.	Disclosure is required each time a triggering sales representation is made. However, disclosure need only appear one time per email.	Disclosure is required to be read each time a triggering sales representation is made.	Disclosure is required each time a triggering sales representation is made.

Note: If disclosure is not possible immediately after the required income representation, the reasons must be documented in writing and submitted to Amway in advance of release of BSM.

**LEADERSHIP BONUS DISCLOSURE FOR ALL BSM (EXCEPT IBO ONLY BSM)**

The income disclosure found in Format 4A is for any BSM available **in the United States, Canada, Dominican Republic and/or the Miscellaneous Atlantic and Caribbean Islands** containing a 4% Leadership Bonus that are for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 36 – 37 for details on triggers, placement and frequency), Approved Providers **may** use the disclosure described in Format 4A in BSM. However, it may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on August 31, 2012. If previously authorized BSM are updated to use the new disclosure, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

**Format 4A**

The average Leadership Bonus for North American IBOs of record was \$ \_\_\_\_ \* \$ \_\_\_\_\_ \* in the calendar year ending December 31, 20XX\* \_\_\_\_%\* of Leadership Bonus recipients in 20XX\* earned at least [insert stated hypothetical amount].

**Notes for Format 4A:** \*The figures in the disclosure must be obtained from Global BSM. The disclosure must appear in a font size as large as that of the triggering representation itself unless it appears in a title followed by explanatory text in which case, the font size of the disclosure may be the same size as the explanatory text. The text of the disclosure must stand alone and no other text may appear immediately preceding or following the disclosure. There must be at least one blank space of the same font size as the disclosure between the disclosure and any surrounding text.

**LEADERSHIP BONUS DISCLOSURE FOR ALL BSM (EXCEPT IBO ONLY BSM)**

	<b>One-page Publication</b>	<b>Multi-page Publication</b>	<b>Magazine Article</b>	<b>Slide Presentation</b>
<b>Trigger</b> <i>(For BSM that are for use in any one or a combination of the U.S., Canada, the Dominican Republic, or Misc. Atlantic and Caribbean Islands )</i>	When a representation or hypothetical example is made (directly, indirectly, or by implication) illustrating a 4% Leadership Bonus.	When a representation or hypothetical example is made (directly, indirectly, or by implication) illustrating a 4% Leadership Bonus.	When a representation or hypothetical example is made (directly, indirectly, or by implication) illustrating a 4% Leadership Bonus.	When a representation or hypothetical example is made (directly, indirectly, or by implication) illustrating a 4% Leadership Bonus.
<b>Format</b>	4A	4A	4A	4A
<b>Location</b>	Following disclosure 1A, 1B, 1D, 1E, 1G or 1H and either in close proximity to the representation or at the bottom of the page.	Following disclosure 1A, 1B, 1D, 1E, 1G, 1H, 2A, 2B, 2D, 2E, 2G or 2H as appropriate, on the same page as the representation or example and either in close proximity to the representation or at the bottom of the page.	Following disclosure 1A, 1B, 1D, 1E, 1G, 1H, 2A, 2B, 2D, 2E, 2G or 2H as appropriate, on the same page as the representation or example and either in close proximity to the representation or example or at the bottom of the page. If article is multiple pages, then at the end of the article if three pages or less.	Following disclosure 1A, 1B, 1D, 1E, 1G, 1H, 2A, 2B, 2D, 2E, 2G or 2H as appropriate, on the same slide as the representation or example and either in close proximity to the representation or example or at the bottom of the page.
<b>Frequency</b>	Disclosure need only appear one time per section or page.	Disclosure is required each time a triggering representation or example is made. However, disclosure need only appear one time per section or page.	Disclosure is required each time a triggering representation or example is made. However, disclosure need only appear one time per page or at the end of the article if three pages or less.	Disclosure is required each time a triggering representation or example is made. However, disclosure need only appear one time per slide.

*Note: If disclosure is not possible immediately after the required income representation, the reasons must be documented in writing and submitted to Amway in advance of release of BSM.*



## LEADERSHIP BONUS DISCLOSURE FOR ALL BSM (EXCEPT IBO ONLY BSM)

	Website	Email	Audio	Video
<b>Trigger</b> (For BSM that are for use in any one or a combination of the U.S., Canada, the Dominican Republic, or Misc. Atlantic and Caribbean Islands )	When a representation or hypothetical example is made (directly, indirectly, or by implication) illustrating a 4% Leadership Bonus.	When a representation or hypothetical example is made (directly, indirectly, or by implication) illustrating a 4% Leadership Bonus.	When a representation or hypothetical example is made (directly, indirectly, or by implication) illustrating a 4% Leadership Bonus.	When a representation or hypothetical example is made (directly, indirectly, or by implication) illustrating a 4% Leadership Bonus.
<b>Format</b>	4A	4A	4A	4A
<b>Location</b>	Following disclosure 1A, 1B, 1D, 1E, 1G, 1H, 2A, 2B, 2D, 2E, 2G or 2H as appropriate, on the same page as the representation or example and either in close proximity to the representation or example or at the bottom of the page.	Following disclosure 1A, 1B, 1D, 1E, 1G or 1H as appropriate, either in close proximity to the representation or example or at the bottom of the email.	Following disclosure 1A, 1B, 1C, 1D, 1E, 1F, 1G, 1H, 1I, 2A, 2B, 2C, 2D, 2E, 2F, 2G, 2H or 2I as appropriate, audio disclosure read immediately after the triggering sales representation or example. If not possible or practical, the required audio disclosure may be read either at the beginning or at the end of the audio, whichever is closer to the triggering sales representation or example. Must be spoken at a volume and cadence to be understood by an ordinary consumer.	Following disclosure 1A, 1B, 1C, 1D, 1E, 1F, 1G, 1H, 1I, 2A, 2B, 2C, 2D, 2E, 2F, 2G, 2H or 2I as appropriate. Disclosure must be displayed in print if the triggering representation or example is in print, for a minimum of 10 seconds in duration, and appearing on the same frames as the representation or example, and either in close proximity to the representation or example or at the bottom of the frame. Disclosure must be read if the triggering representation or example is in audio format, at a volume and cadence to be understood by an ordinary consumer, and must be read immediately after the triggering representation or example. If such placement is not possible or practical, the required disclosure may appear or be read, as the case may be, at the beginning or at the end of the video, whichever is closer to the triggering representation or example.
<b>Frequency</b>	Disclosure is required each time a triggering representation or example is made. However, disclosure need only appear one time per web page on the website.	Disclosure need only appear one time per email.	Disclosure is required to be read each time a triggering sales representation or example is made.	Disclosure is required each time a triggering representation or example is made.

Note: If disclosure is not possible immediately after the required income representation, the reasons must be documented in writing and submitted to Amway in advance of release of BSM.

### LIFESTYLE REPRESENTATION DISCLOSURE FOR ALL BSM (EXCEPT IBO ONLY BSM)

The disclosure found in Format 5A is for any BSM available in the United States, Canada, Dominican Republic and/or the Miscellaneous Atlantic and Caribbean Islands containing a Lifestyle Representation that are for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on page 39 for details on triggers, placement and frequency), Approved Providers **may** use the disclosure described in Format 5A in BSM. However, it may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on August 31, 2012. If previously authorized BSM are updated to use the new disclosure, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

#### Format 5A

The success depicted in this profile may reflect income from sources other than Amway such as earnings from the sale of Business Support Materials or other businesses and investments.

**Notes for Format 5A:** *The disclosure must appear in a font size as large as that of other text on the same page. If no text appears on the page, then the disclosure should be the same size as any other required disclosures appearing in the same piece. The text of the disclosure must stand alone and no other text may appear immediately preceding or following the disclosure. There must be at least one blank space of the same font size as the disclosure between the disclosure and any surrounding text.*

## LIFESTYLE REPRESENTATION DISCLOSURE FOR ALL BSM (EXCEPT IBO ONLY BSM)

	One-page Publication	Multi-page Publication	Magazine Article	Slide Presentation
<b>Trigger</b> (For BSM that are for use in any one or a combination of the U.S., Canada, the Dominican Republic, or Misc. Atlantic and Caribbean Islands )	When images containing lifestyle representations are shown and those lifestyles may have been obtained through sources of income outside the Amway IBO Compensation Plan.	When images containing lifestyle representations are shown and those lifestyles may have been obtained through sources of income outside the Amway IBO Compensation Plan.	When images containing lifestyle representations are shown and those lifestyles may have been obtained through sources of income outside the Amway IBO Compensation Plan.	When images containing lifestyle representations are shown and those lifestyles may have been obtained through sources of income outside the Amway IBO Compensation Plan.
<b>Format</b>	5A	5A	5A	5A
<b>Location</b>	On the same page as the representation and either in close proximity to the representation or at the bottom of the page.	On the same page as the representation and either in close proximity to the representation or at the bottom of the page.	On the same page as the representation and either in close proximity to the representation or at the bottom of the page. If article is multiple pages, then at the end of the article.	On the same slide as the representation and either in close proximity to the representation or at the bottom of the page.
<b>Frequency</b>	Disclosure need only appear one time per section or page.	Disclosure is required each time a triggering representation is made. However, disclosure need only appear one time per section or page.	Disclosure is required each time a triggering representation is made. However, disclosure need only appear one time per page or at the end of the article if three pages or less.	Disclosure is required each time a triggering representation is made. However, disclosure need only appear one time per slide.
	Website	Email	Audio	Video
<b>Trigger</b> (For BSM that are for use in any one or a combination of the U.S., Canada, the Dominican Republic, or Misc. Atlantic and Caribbean Islands )	When images containing lifestyle representations are shown and those lifestyles may have been obtained through sources of income outside the Amway IBO Compensation Plan.	When images containing lifestyle representations are shown and those lifestyles may have been obtained through sources of income outside the Amway IBO Compensation Plan.	When images containing lifestyle representations are shown and those lifestyles may have been obtained through sources of income outside the Amway IBO Compensation Plan.	When images containing lifestyle representations are shown and those lifestyles may have been obtained through sources of income outside the Amway IBO Compensation Plan.
<b>Format</b>	5A	5A	5A	5A
<b>Location</b>	On the same page as the representation and either in close proximity to the representation or at the bottom of the page.	Either in close proximity to the representation or at the bottom of the page.	Audio disclosure read immediately after the triggering representation or at the beginning or end of the audio clip. Must be spoken at a volume and cadence to be understood by an ordinary consumer.	Disclosure must be displayed in print for a minimum of 10 seconds in duration, and appearing on the same frames as the representation, and either in close proximity to the representation or at the bottom of the frame. If such placement is not possible or practical, the required disclosure may appear at the beginning or at the end of the video, whichever is closer to the triggering representation.
<b>Frequency</b>	Disclosure is required each time a triggering representation is made. However, disclosure need only appear one time per web page on the website.	Disclosure need only appear one time per email.	Disclosure is required to be read immediately after the triggering representation, or at the beginning or end of the audio clip.	Disclosure is required each time a triggering representation is made.

Note: If disclosure is not possible immediately after the required income representation, the reasons must be documented in writing and submitted to Amway in advance of release of BSM.

## FORMAT 6A– GROWTH INCENTIVES PROGRAM DISCLOSURE FOR BSM AVAILABLE IN THE UNITED STATES

The disclosure found in Format 6A is for BSM that show income earned from the Growth Incentives Program, and are available **in the United States** for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 43 – 45 for details on triggers, placement and frequency), Approved Providers **may** use the new disclosure described in Format 6A in BSM. However, it may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on August 31, 2012. If previously authorized BSM are updated to use the new disclosure, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

### Format 6A

The Amway Independent Business Owner Compensation Plan (IBO Compensation Plan) offers monthly and annual bonuses that IBOs can earn in accordance with their contract with Amway. IBOs also may qualify for the AMWAY™ Growth Incentives Program (GI Program), a collection of discretionary programs separate from the IBO Compensation Plan and that can vary from year to year. IBO eligibility for the GI Program is at Amway's discretion. The GI Program is available only to IBOs in "good standing" and those whose conduct demonstrates high ethical and business standards aligned with the goals and objectives of Amway and its related businesses.

The average monthly Gross Income for "active" IBOs in the U.S. was \$202. Approximately 46% of all IBOs in the U.S. were "active." IBOs were considered "active" in months in 2010 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,424. Of course, not every IBO chooses to be active every month. "Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation.

Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the performance year ending August 31, 20XX: (\*)

For more details on qualifying for the GI Program and the requirements for good standing, see information on Amway.com or contact Amway Sales.

**Notes for Format 6A:** \*The figures in the disclosure must be obtained from Global BSM. The disclosure must appear in a font size as large as that of other text on the same page. If no text appears on the page, then the disclosure should be the same size as any other required disclosures appearing in the same piece. The text of the disclosure must stand alone and no other text may appear immediately preceding or following the disclosure. There must be at least one blank space of the same font size as the disclosure between the disclosure and any surrounding text.

## FORMAT 6B– GROWTH INCENTIVES PROGRAM DISCLOSURE FOR BSM AVAILABLE IN CANADA

The for use disclosure found in Format 6B is for BSM that show income earned from the Growth Incentives Program, and are available in **Canada** with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 43 – 45 for details on triggers, placement and frequency), Approved Providers **may** use the new disclosure described in Format 6B in BSM. However, it may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on August 31, 2012. If previously authorized BSM are updated to use the new disclosure, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

### Format 6B

The Amway Independent Business Owner Compensation Plan (IBO Compensation Plan) offers monthly and annual bonuses that IBOs can earn in accordance with their contract with Amway. IBOs also may qualify for the AMWAY™ Growth Incentives Program (GI Program), a collection of discretionary programs separate from the IBO Compensation Plan and that can vary from year to year. IBO eligibility for the GI Program is at Amway's discretion. The GI Program is available only to IBOs in "good standing" and those whose conduct demonstrates high ethical and business standards aligned with the goals and objectives of Amway and its related businesses.

The average monthly Gross Income for "active" IBOs in Canada was \$198. Approximately 48% of all IBOs in Canada were "active." IBOs were considered "active" in months in 2010 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,376. Of course, not every IBO chooses to be active every month. "Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of this calculation, individuals who were IBOs for less than the entire year in 2010 were excluded.

Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the performance year ending August 31, 20XX: (\*)

For more details on qualifying for the GI Program and the requirements for good standing, see information on Amway.com or contact Amway Sales.

**Notes for Format 6B:** \*The figures in the disclosure must be obtained from Global BSM. The disclosure must appear in a font size as large as that of other text on the same page. If no text appears on the page, then the disclosure should be the same size as any other required disclosures appearing in the same piece. The text of the disclosure must stand alone and no other text may appear immediately preceding or following the disclosure. There must be at least one blank space of the same font size as the disclosure between the disclosure and any surrounding text.

### Format 6C– Growth Incentives Program Disclosure for BSM available in both Canada and the United States

The disclosure found in Format 6C is for BSM that show income earned from the Growth Incentives Program, and are available **in both Canada and the United States** for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 43 – 45 for details on triggers, placement and frequency), Approved Providers **may** use the new disclosure described in Format 6C on any BSM. However, it may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on August 31, 2012. If previously authorized BSM are updated to use the new disclosure, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

#### Format 6C

The Amway Independent Business Owner Compensation Plan (IBO Compensation Plan) offers monthly and annual bonuses that IBOs can earn in accordance with their contract with Amway. IBOs also may qualify for the AMWAY™ Growth Incentives Program (GI Program), a collection of discretionary programs separate from the IBO Compensation Plan and that can vary from year to year. IBO eligibility for the GI Program is at Amway's discretion. The GI Program is available only to IBOs in "good standing" and those whose conduct demonstrates high ethical and business standards aligned with the goals and objectives of Amway and its related businesses.

The average monthly Gross Income for "active" IBOs was USD \$202 (in the U.S.)/CAD \$198 (in Canada). Approximately 46% of all IBOs in the U.S., and 48% of IBOs in Canada, were "active." IBOs were considered "active" in months in 2010 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,424 (U.S.)/\$2,376 (Canada). Of course, not every IBO chooses to be active every month. "Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of the calculation in Canada, individuals who were IBOs for less than the entire year in 2010 were excluded.

Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the performance year ending August 31, 20XX: (\*)

For more details on qualifying for the GI Program and the requirements for good standing, see information on Amway.com or contact Amway Sales.

**Notes for Format 6C:** *\*The figures in the disclosure must be obtained from Global BSM. The disclosure must appear in a font size as large as that of other text on the same page. If no text appears on the page, then the disclosure should be the same size as any other required disclosures appearing in the same piece. The text of the disclosure must stand alone and no other text may appear immediately preceding or following the disclosure. There must be at least one blank space of the same font size as the disclosure between the disclosure and any surrounding text.*

### Growth Incentives Program Disclosure for use in the Dominican Republic or the Miscellaneous Atlantic and Caribbean Islands

For BSM that are for use in the Dominican Republic, Format 6A, 6B or 6C may be used in BSM when applicable, consistent with the other disclosures appearing in the same BSM.

For BSM that are for use in the Miscellaneous Atlantic and Caribbean Islands, only Format 6A may be used in BSM when applicable, consistent with other disclosures appearing in the same BSM.

**GROWTH INCENTIVES PROGRAM DISCLOSURE FOR ALL BSM (EXCEPT IBO-ONLY BSM)**

	<b>One-page Publication</b>	<b>Multi-page Publication</b>	<b>Magazine Article</b>	<b>Slide Presentation</b>
<b>Trigger</b>	When income representations are made containing earnings achieved outside the monthly and annual performance bonuses in the IBO Compensation Plan, such as the bonuses available under the Growth Incentives Program.	When income representations are made containing earnings achieved outside the monthly and annual performance bonuses in the IBO Compensation Plan, such as the bonuses available under the Growth Incentives Program.	When income representations are made containing earnings achieved outside the monthly and annual performance bonuses in the IBO Compensation Plan, such as the bonuses available under the Growth Incentives Program.	When income representations are made containing earnings achieved outside the monthly and annual performance bonuses in the IBO Compensation Plan, such as the bonuses available under the Growth Incentives Program.
<b>Format</b>	6A (For BSM that are for use in the United States only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or any combination of the United States, Dominican Republic and the Miscellaneous Atlantic and Caribbean Islands) 6B (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only) or 6C (For BSM that are for use in both the United States and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)	6A (For BSM that are for use in the United States only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or any combination of the United States, Dominican Republic and the Miscellaneous Atlantic and Caribbean Islands) 6B (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only) or 6C (For BSM that are for use in both the United States and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)	6A (For BSM that are for use in the United States only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or any combination of the United States, Dominican Republic and the Miscellaneous Atlantic and Caribbean Islands) 6B (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only) or 6C (For BSM that are for use in both the United States and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)	6A (For BSM that are for use in the United States only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or any combination of the United States, Dominican Republic and the Miscellaneous Atlantic and Caribbean Islands) 6B (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only) or 6C (For BSM that are for use in both the United States and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)
<b>Location</b>	Either in close proximity to the representation or at the bottom of the page.	On the same page as the representation and either in close proximity to the representation or at the bottom of the page.	On the same page as the representation and either in close proximity to the representation or at the bottom of the page. If article is multiple pages, then at the end of the article if three pages or less.	On the same slide as the representation and either in close proximity to the representation, at the bottom of the page, or at the end of the slide presentation.
<b>Frequency</b>	Disclosure need only appear one time per section or page.	Disclosure is required each time a triggering representation is made. However, disclosure need only appear one time per page or publication.	Disclosure is required each time a triggering representation is made. However, disclosure need only appear one time per page or at the end of the article.	Disclosure is required each time a triggering representation is made. However, disclosure need only appear one time per slide or at the end of the slide presentation.

*Note: If disclosure is not possible immediately after the required income representation, the reasons must be documented in writing and submitted to Amway in advance of release of BSM.*

**GROWTH INCENTIVES PROGRAM DISCLOSURE FOR ALL BSM (EXCEPT IBO-ONLY BSM)**

	Website	Email	Audio	Video
<b>Trigger</b>	When income representations are made containing earnings achieved outside the monthly and annual performance bonuses in the IBO Compensation Plan, such as the bonuses available under the Growth Incentives Program.	When income representations are made containing earnings achieved outside the monthly and annual performance bonuses in the IBO Compensation Plan, such as the bonuses available under the Growth Incentives Program.	When income representations are made containing earnings achieved outside the monthly and annual performance bonuses in the IBO Compensation Plan, such as the bonuses available under the Growth Incentives Program.	When income representations are made containing earnings achieved outside the monthly and annual performance bonuses in the IBO Compensation Plan, such as the bonuses available under the Growth Incentives Program.
<b>Format</b>	6A (For BSM that are for use in the United States only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or any combination of the United States, Dominican Republic and the Miscellaneous Atlantic and Caribbean Islands) 6B (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only) or 6C (For BSM that are for use in both the United States and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)	6A (For BSM that are for use in the United States only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or any combination of the United States, Dominican Republic and the Miscellaneous Atlantic and Caribbean Islands) 6B (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only) or 6C (For BSM that are for use in both the United States and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)	6A (For BSM that are for use in the United States only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or any combination of the United States, Dominican Republic and the Miscellaneous Atlantic and Caribbean Islands) 6B (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only) or 6C (For BSM that are for use in both the United States and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)	6A (For BSM that are for use in the United States only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or any combination of the United States, Dominican Republic and the Miscellaneous Atlantic and Caribbean Islands) 6B (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only) or 6C (For BSM that are for use in both the United States and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)
<b>Location</b>	On the same page as the representation and either in close proximity to the representation or at the bottom of the page.	Either in close proximity to the representation or at the bottom of the page.	Audio disclosure read at the beginning or end of the audio clip. Must be spoken at a volume and cadence to be understood by an ordinary consumer.	Disclosure must be displayed in print if the triggering representation is in print, for a minimum of 10 seconds in duration, and appearing on the same frames as the representation, and either in close proximity to the representation or at the bottom of the frame. Disclosure must be read if the triggering representation is in audio format, at a volume and cadence to be understood by an ordinary consumer, and must be read immediately after the triggering representation. If such placement is not possible or practical, the required disclosure may appear or be read, as the case may be, at the beginning or at the end of the video, whichever is closer to the triggering representation.
<b>Frequency</b>	Disclosure is required each time a triggering representation is made. However, disclosure need only appear one time on the web page with the representation.	Disclosure need only appear one time per email.	Disclosure is required to be read immediately after the triggering representation or at the beginning or end of the audio clip.	Disclosure is required each time a triggering representation is made or at the beginning or end of the video.

Note: If disclosure is not possible immediately after the required income representation, the reasons must be documented in writing and submitted to Amway in advance of release of BSM.



## IBO-ONLY DISCLOSURES

Topic	When to Use	Disclosure
Lifestyle Disclosure	<p>When the income representation also reflects income from sources other than Amway and the income being represented (directly, indirectly, or by implication, including without limitation, lifestyle representations) is greater than:</p> <p>\$202 USD per month if the income representation is in BSM for use in the U.S., or in BSM utilizing U.S. income disclosures, or contains income representations in U.S. dollars; or,</p> <p>\$198 CAD per month if the income representation is in BSM for use in Canada, or in BSM utilizing Canadian income disclosures, or contains income representations in Canadian dollars.</p> <p><b>Note:</b> IBO Only Lifestyle Disclosure formats authorized under the Quality Assurance Standards prior to March 30, 2012 may continue to be used through August 31, 2012.</p>	<p><b>Disclosure:</b>  <b>Print/Video/PowerPoint/Audio Presentation:</b> The success depicted in this profile may reflect income from sources other than Amway, such as earnings from the sale of training and education materials or other businesses and investments.  <b>Video Presentations played at IBO-Only Events:</b> The success depicted in this profile may reflect income from sources other than Amway. <b>OR</b> The success depicted in videos at this event may reflect income from sources other than Amway.</p> <p><b>Placement:</b>  <b>Print/Video/PowerPoint/Audio presentation:</b> Disclosure must be clearly and conspicuously displayed or read immediately after the triggering income representation or at the beginning or at the end of the BSM, whichever is closer to the first triggering income representation.  <b>Video Presentations played at IBO-Only Events:</b> Disclosure must be clearly and conspicuously displayed immediately after the triggering income representation or at the beginning or the end of the video, whichever is closer to the first triggering income representation. Alternatively, the disclosure must be clearly and conspicuously displayed on at least one item that is distributed for free to all event attendees and references the video(s) to be played (e.g., program, flyer, schedule, etc.).</p>
Any IBO ONLY BSM	Always	<p><b>For existing IBOs ONLY. Not for use with prospects.</b></p> <p><b>Notes for disclosure: the disclosure MUST be clear, conspicuous, and contiguous.</b> The disclosure must appear in a font size as large as that of other text on the same page. If no text appears on the page, then the disclosure should be the same size as any other required disclosures appearing in the same piece. The text of the disclosure must stand alone and no other text may appear immediately preceding or following the disclosure. There must be at least one blank space of the same font size as the disclosure between the disclosure and any surrounding text.</p> <p><b>Placement:</b>  <b>Print/Video/PowerPoint presentation:</b> The appropriate disclosures are to be displayed at either the beginning or the end of BSM, on each PowerPoint slide, or on the cover and face.  <b>Audio:</b> The appropriate disclosures are to be recorded at either the beginning or the end of the audio, or on the audio jacket or face.</p>
Building the Business	When discussing techniques and/or approaches for sponsoring, selling, or personal use.	<p><b>While the techniques and approaches suggested have worked for others, no one can guarantee that these techniques and approaches will work for you. In addition, we want to emphasize that success in this business does not come without hard work.</b></p> <p><b>Notes for disclosure: the disclosure MUST be clear, conspicuous, and contiguous with the triggering discussion.</b></p> <p><b>Placement:</b>  <b>Print/Video/PowerPoint/Audio presentation:</b> Disclosure must be displayed or read, as the case may be, immediately after the triggering discussion or, if not possible or practical, then either at the beginning or at the end of the BSM, whichever is closer to the first triggering discussion.</p>
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