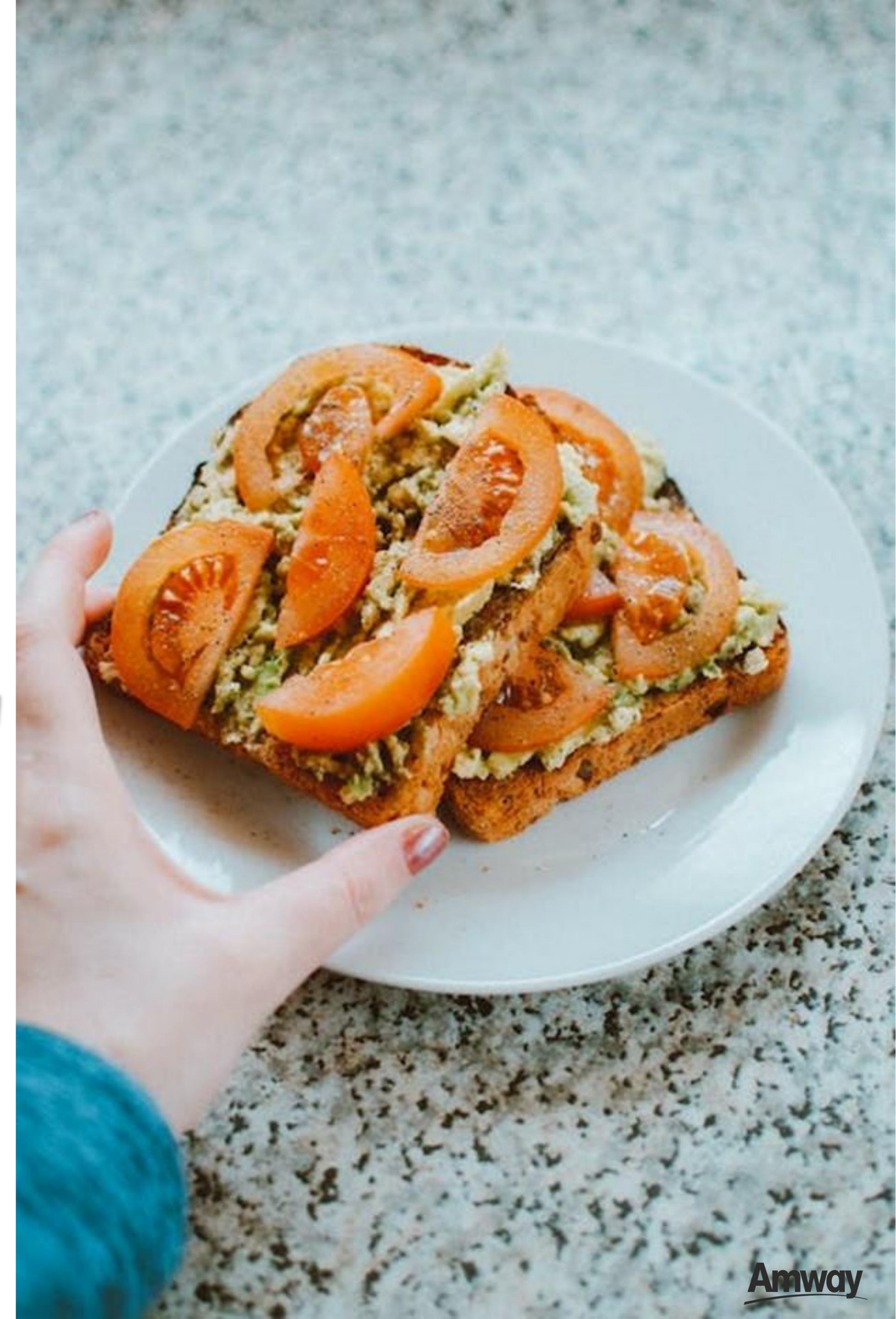


TRACEABILITY



You Are What You Eat
"Der Mensch ist, was er ißt."



By the time we're 79, it is estimated we have eaten the following:

25 cows
40 sheep
35 pigs
1200 chicken
2.07 tons of fish
5.05 tons of potatoes
30,000 liters of milk
13,000 eggs
50,000 loaves of bread
12,000 bottles of wine

9,000 liters of orange juice
6,000 liters of mineral water
1.37 tons of apples
768 kg of oranges
430 bags of carrots
720 kg of tomatoes
1300 lettuces
Hundreds of packets of coffee, sugar, spaghetti
8kg of dirt



https://www.powershow.com/view/27ee23-ZjUxM/WE_ARE_WHAT_WE_EAT_powerpoint_ppt_presentation

What is healthy eating?

“What is tasty is not always healthy”

Healthy eating means eating a variety of foods that provides the body with essential nutrients: water, macronutrients, micronutrients and adequate calories needed to maintain health, feel good and high energy.

Food impacts our health in all ways, so it's best to know what we eat, how much we eat and what should we eat. Failing to do so affects our well-being, physical and health and longevity.



The rise of plant-based eating revolution

What we heard...

- More people are interested in shifting to plant-based foods/beverages
- People are more conscious on their food intake
- Interest in clean, conscious eating which means everything they put in their body has an important internal and external impact that influences health & well-being
- Belief in the mindset “what is good for the planet, is also good for me”

2020 Consumer Insights (HealthFocus* International)

Did you know?

As consumers, you have the right to know about what you're consuming, how, where and by whom your supplements are produced?



What Makes Nutrilite Different

Nutrilite Commitment

The Nutrilite™ brand knows that nothing matters more than your health, and the health of your family. That's why we go above and beyond, tracking our ingredients along every step of the journey.

Pure, Safe and Effective

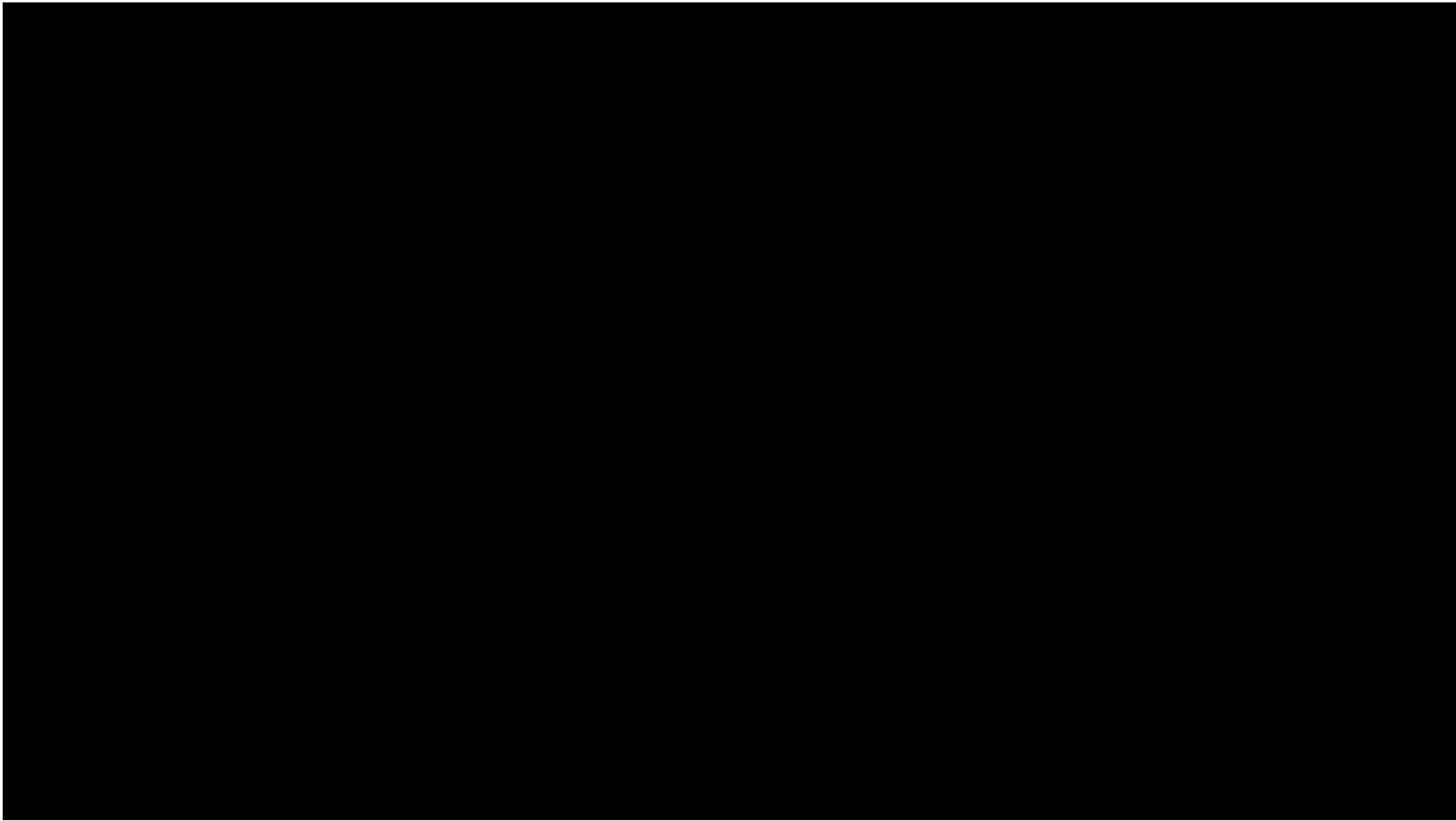
No one in the world cares or invests as much as Nutrilite does to ensure the purest ingredients, manufactured in the safest way so that people can have confidence in our vitamins and supplements.

Seed to Supplement Philosophy

The Nutrilite seed to supplement philosophy means all-encompassing care for the soil, plants and seeds we use so that the key ingredients that make up our products come from a pure, natural source staying true to the Nutrilite ideal.

The Nutrilite DNA

- Pioneer & Nutrition Leader
- The First in North America
- Our total commitment to Optimal Health
- Nutrilite Health Institute Center for Optimal Health
- Certified organic & beyond
- Total control & proprietary processes
- Full spectrum of color: plant concentrates & phytonutrients
- State of the art measurement & quality
- The best of people
- Cutting-edge future focused technology





TRACEABILITY

The Nutrilite™ brand knows that nothing matters more than your health, and the health of your family. That's why we go above and beyond, tracking our ingredients along every step of the journey. So you can feel confident about what you consume.

Nutriline focused on Traceability from beginning

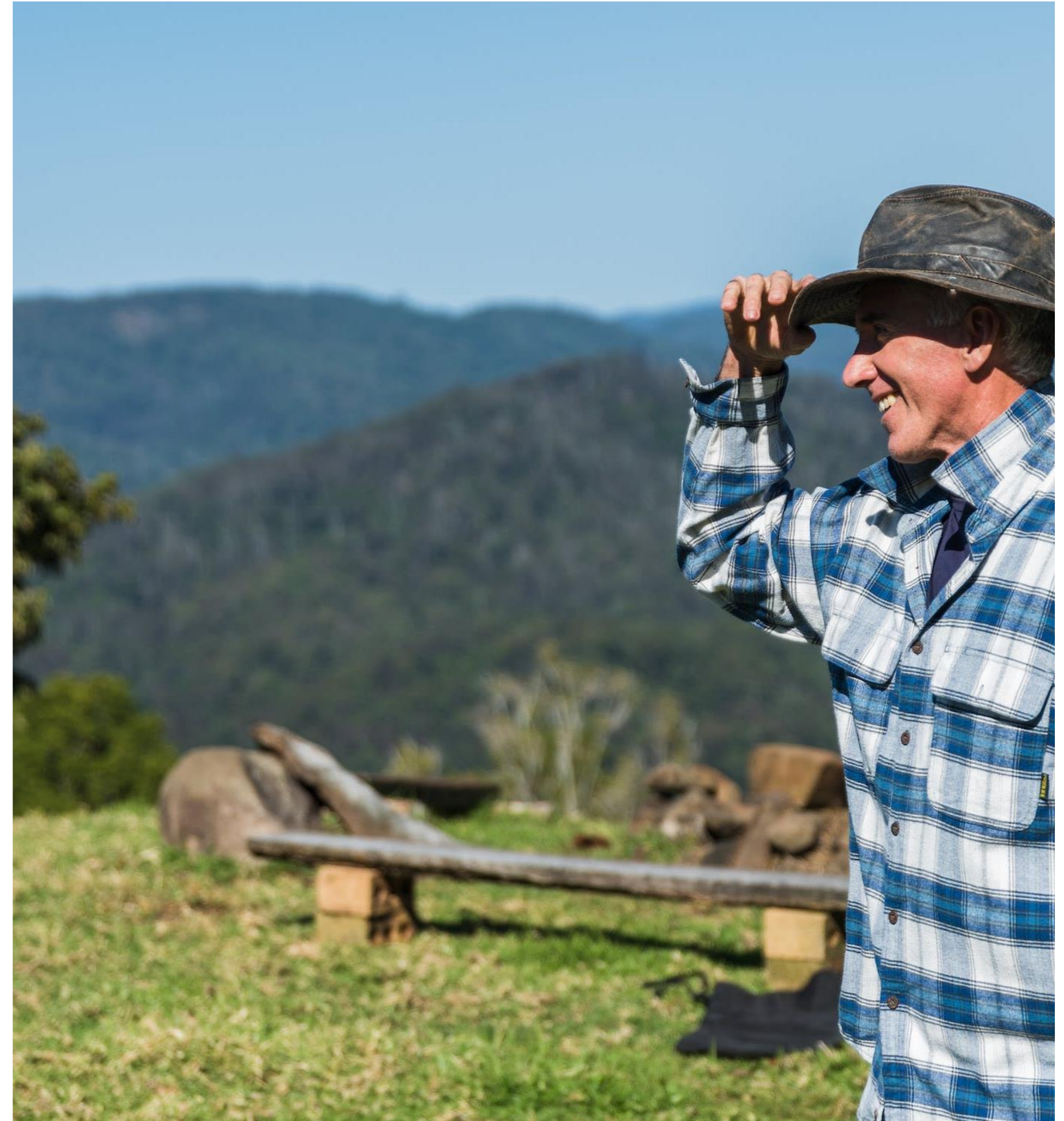
“While this desire for traceability may be an emerging trend for consumers, it’s been a priority for the Nutrilite brand since its inception more than 80 years ago,” said Sam Kilgore, manager of Supplier Quality Development at Amway, maker of Nutrilite products.



Our partner farms and suppliers

For anything we can't grow in the climates of our own farms, we have partner farms in 27 different countries and on every continent except Antarctica.

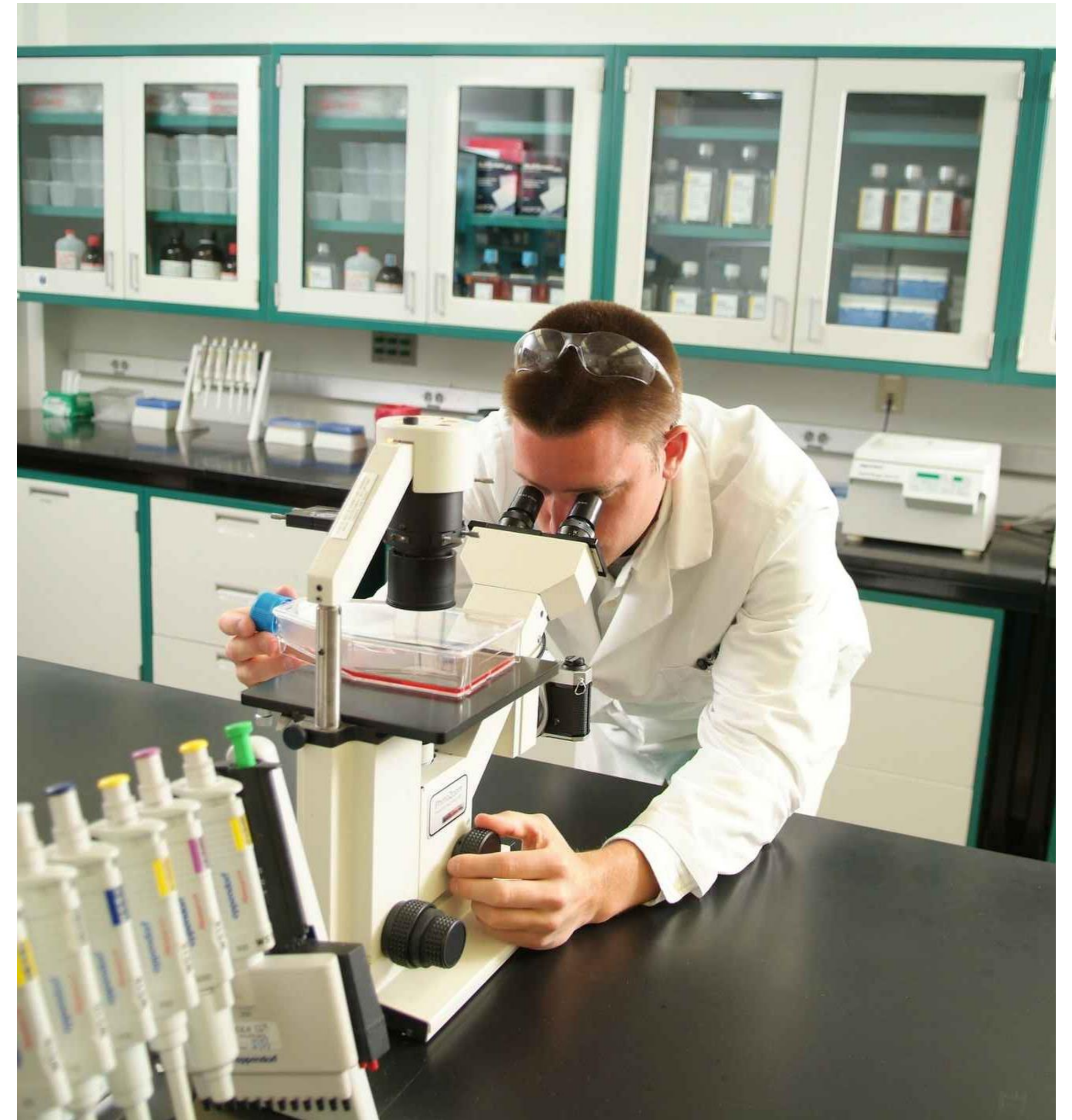
Our NutriCert™ certification requires supplier farms to be traceable, ecologically sustainable and socially responsible.



What is NutriCert?



NutriCert™ is our exclusive agricultural certification program that ensures our partner farms meet the same quality standards we adhere to on our own farms. NutriCert™ requires supplier farms to be traceable, ecologically sustainable and socially responsible. Through the NutriCert™ program, we control the entire process, from seed to supplement, ensuring that only the highest quality ingredients go into Nutrilite™ products.



What is DNA Fingerprinting?

DNA fingerprinting ensures quality and safety through accurate botanical identity. This lets us choose the best botanical to deliver health benefits through a particular product. No two phytonutrient fingerprints are alike, and we carefully select only the best for use in our products.

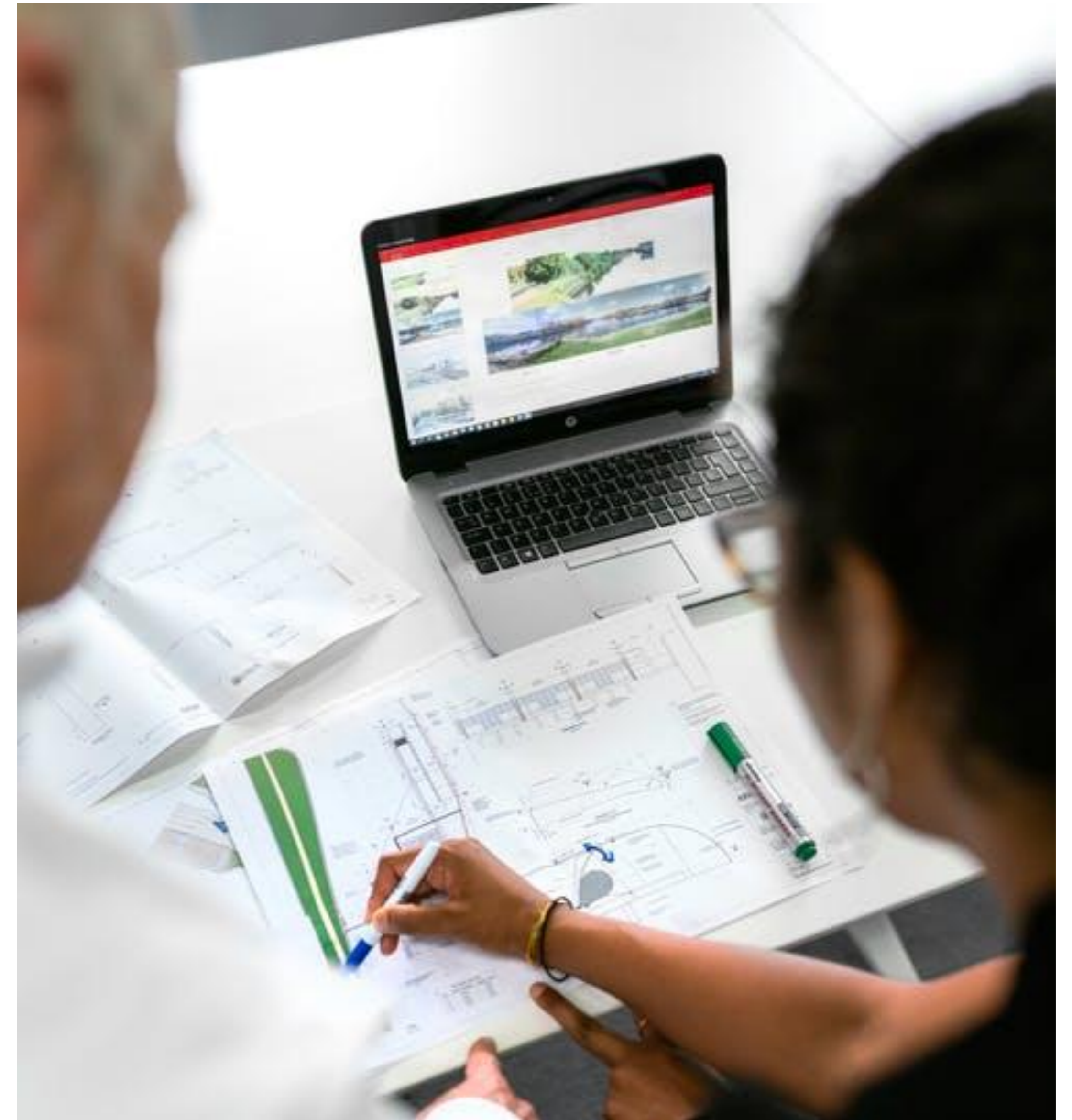
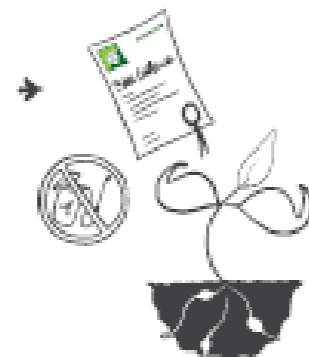


What is the Nutrilite's Definition of Traceability?

Traceability means knowing the history of a product – knowing where a product or its ingredients come.

We know the who, what, when, where, and why of every product that comes in and goes out. We track and test the ingredient during every step it takes from creation to your doorstep.

We trace every ingredient in Nutrilite™ products to ensure they are **PURE, SAFE AND EFFECTIVE.**



Pillars of Traceability

Purity Testing (Ensuring clean)	Pass
Tested in Nutrilite labs	✓
Botanical identity of raw materials	✓
Non-GMO confirmed	✓
Physical appearance and olfactory	✓
Raw material amount and identity	✓
No artificial flavors	✓
No synthetic colors	✓
No preservatives	✓

Safety Testing (Ensuring the absence of things)	Pass
Pesticides on botanicals	✓
Heavy metals	✓
Coliforms	✓
E. Coli	✓
Salmonella	✓
Yeast and mold	✓
X-ray/metal detection	✓

Effectiveness Testing (Ensuring the presence of good things)	Pass
Vitamins	✓
Minerals	✓
Phytonutrients	✓
Particle size	✓
Moisture level	✓
Tablet weight	✓
Tablet hardness	✓
Dissolution	✓
Tablet physical inspection	✓
Tablet count	✓
Package/label inspection	✓

Nine-Step Traceability Process

STEP 1

Choosing the botanical →



STEP 2

Seed selection →



STEP 3

Choosing the farm



STEP 4

Growing →



STEP 5

Harvesting →



STEP 6

Extracting



STEP 7

Manufacturing →



STEP 8

Packaging →



STEP 9

You



A field of tall green plants with blue flowers, possibly Salvia, under a bright sky. The plants are densely packed and reach towards the top of the frame. The lighting is bright, suggesting a sunny day, and the overall color palette is dominated by greens and blues.

ARTISTRY

Why is Traceability important to Skincare?

Artistry™ skincare traceability lets you know the inside details of creating our products so you can feel good about using them.

We document the science behind our formulas and details of ingredient quality, verify that each manufacturing step meets our quality standards, and relentlessly test from the raw ingredients through the finished skincare product to prove that our products are safe and do what we promise.



Why is Traceability important to Skincare?

Our traceable proof of the details that ensure our products are clean and pure, and our formulas are safe and effective, can bring you peace of mind — and Healthy Beauty you can love.

Every Artistry skincare product is made following relentless manufacturing standards and product quality practices similar to those applied to Nutrilite™ supplements.



Healthier You, Happier Smile

Trusted by generations for more than 50 years, the new Glister™ brings the marriage of science and nature to life for maximum oral health benefits.

Convenient, ready-to-use —love oral care as easy as brush, floss, rinse, and refresh!



Healthier You, Happier Smile

We've taken our tried-and-true formulas up a notch and infused four of our five new products with our own Nutrilite™-certified peppermint. Our traceable ingredients ensure our botanicals are pure, making our formulas safe and effective, and allowing you to choose the best products for your family with confidence.

Our high-quality, aromatic, flavorful peppermint is sustainably and organically grown in the heart of the Pacific Northwest.



Next Gen Double X



Step 1: Choosing The Botanical
We searched country upon country, continent up continent to find the best botanicals for Nutrilite™ Double X™. Twenty thousand tests later, on more than 1,000 botanical extracts, and we found it... an ingredient combination in Nutrilite™ Double X™ that makes the best multivitamin even better. Our Phytoprotect™ blend is a powerful antioxidant combination of three botanicals – all beneficial to human health, but even more beneficial together.



Step 2: Selecting The Seed
Phytoprotect™ blend in Nutrilite™ Double X™ combines extracts of Turmeric, Rosemary, and Fava d'Anta. The seeds and Turmeric rhizomes we select for growing these botanicals are all high in phytonutrients and antioxidants.



Step 3: Choosing The Farm
All three botanicals are sourced from NutriCert™ certified farms and wildcrafting operations in India, Morocco, and Brazil that follow organic practices and are dedicated to sustainability.

Next Gen Double X



Step 4: Growing

Each ingredient has its own unique growing process. Rosemary doesn't need much water – it thrives in the Moroccan mountain climate without any help from humans. Turmeric rhizomes take hold during pre-monsoon rains, and Fava d'Anta trees grow naturally, producing fruit that's fed by native soils and rainfall.



Step 5: Harvesting

Harvesting is done when phytonutrient potency is at its peak. This means Fava d'Anta seedpods are harvested when still immature, and Turmeric is harvested when curcumin content is at its highest.

Rosemary is harvested by hand in the summer and dried in the sun for three days – research shows that this method yields the highest nutrients.



Step 6: Extracting

Amway-approved facilities in each location extract botanicals into liquid concentrates or transform them into powder, meeting our rigorous standards.

Next Gen Double X



Step 7: Manufacturing

Our detailed requirements for raw material receiving helps us control for potential contaminants such as heavy metals, pesticides, foreign material, irradiation, and microbes.



Step 8: Packaging

Packaging documentation for Nutrilite™ Double X™ includes: item produced, production date, batch code, quantity and identity of raw materials used, equipment used, and employees involved in executing each critical step.



Step 9: You

Production and packaging records are linked to every shipment of finished product, allowing us to react quickly to any customer inquiries.

NUTRILITE™ DOUBLE X™ (GLOBAL) 9-STEP TRACEABILITY STORY

The below messaging details the 9-step traceability story for Double X™. This ingredient story can be leveraged in a variety of ways and on multiple channels to support the Nutrilite Traceability Program in your market. Don't forget to offer the story to your ABOs, so they too can leverage traceability to help differentiate Nutrilite products.

STEP 1 - CHOOSING THE BOTANICAL



We searched country upon country, continent up continent to find the best botanicals for Nutrilite™ Double X™. Twenty thousand tests later, on more than 1,000 botanical extracts, and we found it... an ingredient combination in Nutrilite™ Double X™ that makes the best multivitamin even better. Our Phytoprotect™ blend is a powerful antioxidant combination of three botanicals – all beneficial to human health, but even more beneficial together.

NUT_ROSEMARY_MOROCCO_154
NUT_FAVADANTA_5048
NUT_TURMERIC_CAMBODIA_6301

STEP 2 - SELECTING THE SEED



Phytoprotect™ blend in Nutrilite™ Double X™ combines extracts of Turmeric, Rosemary, and Fava d'Anta. The seeds and Turmeric rhizomes we select for growing these botanicals are all high in phytonutrients and antioxidants.

NUT_TURMERIC_CAMBODIA_6292
NUT_PHO_ROSEMARY_08
NUT_FAVADANTA_4979

STEP 3 - CHOOSING THE FARM



All three botanicals are sourced from NutriCert™ certified farms and wildcrafting operations in India, Morocco, and Brazil that follow organic practices and are dedicated to sustainability.

NUT_TURMERIC_CAMBODIA_3027
NUT_ROSEMARY_MOROCCO_19
NUT_FAVADANTA_4326

STEP 4 - GROWING



Each ingredient has its own unique growing process. Rosemary doesn't need much water – it thrives in the Moroccan mountain climate without any help from humans. Turmeric rhizomes take hold during pre-monsoon rains, and Fava d'Anta trees grow naturally, producing fruit that's fed by native soils and rainfall.

NUT_TURMERIC_CAMBODIA_6264
NUT_ROSEMARY_MOROCCO_25
NUT_FAVADANTA_4861

STEP 5 - HARVESTING



Harvesting is done when phytonutrient potency is at its peak. This means Fava d'Anta seedpods are harvested when still immature, and Turmeric is harvested when curcumin content is at its highest. Rosemary is harvested by hand in the summer and dried in the sun for three days – research shows that this method yields the highest nutrients.

NUT_TURMERIC_CAMBODIA_6299
NUT_ROSEMARY_MOROCCO_137
NUT_FAVADANTA_4964

STEP 6 - EXTRACTING



Amway-approved facilities in each location extract botanicals into liquid concentrates or transform them into powder, meeting our rigorous standards.

NUT_STORY_BZ_RD_02

STEP 7 - MANUFACTURING



Our detailed requirements for raw material receiving helps us control for potential contaminants such as heavy metals, pesticides, foreign material, irradiation, and microbes.

NUT_STORY_BZ_RD_06

STEP 8 - PACKAGING



Packaging documentation for Nutrilite™ Double X™ includes: item produced, production date, batch code, quantity and identity of raw materials used, equipment used, and employees involved in executing each critical step.

NUT_FAVADANTA_5203

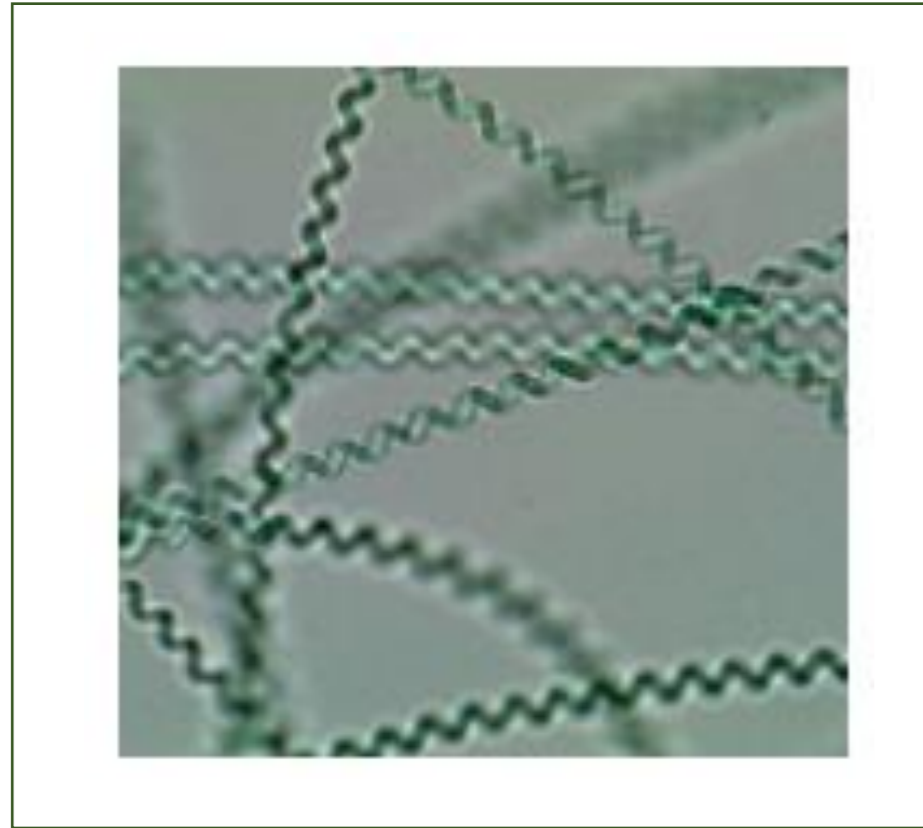
STEP 9 - YOU



Production and packaging records are linked to every shipment of finished product, allowing us to react quickly to any customer inquiries.

ABU_AMWLIFESTYLE_Q4_17_02

Vitamin B



Step 1: Choosing The Botanical

More than just its shape makes this botanical cool. Spirulina is spiral-shaped micro algae used in Nutrilite™ Vitamin B and chosen because it is rich in nutrients, including proteins, amino acids, vitamins, and minerals.



Step 2: Selecting The Seed

Spirulina is grown from cultures, or samples of tissue from existing spirulina. We use samples from a natural source that's carefully cultivated under consistent monitoring to ensure we get the exact strain we want... and the best strain for our products!



Step 3: Choosing The Farm

Our NutriCert™ partner aqua-farm in southeastern California has decades of experience growing and harvesting spirulina in mineral-rich water with optimal sunlight. Its remote location is far from the pollution of cities, highways and airports.

Vitamin B



Step 4: Growing

Spirulina thrive where most other organisms die – in high-alkaline water. Every day farm scientists test, re-test and keep testing to ensure the spirulina quality exceeds national and international food standards.



Step 5: Harvesting

Spirulina like to grow... fast! When production is at its peak, teams are harvesting the tiny, spiral growths every other day.



Step 6: Extracting

Like most botanicals, speed is key in processing to preserve nutrients. The spirulina is filtered and washed straight from the pond then taken to a clean, controlled environment for drying. Then, it's off to manufacturing.

Vitamin B



Step 7: Manufacturing

Our detailed requirements for raw material receiving helps us control for potential contaminants such as heavy metals, pesticides, foreign material, irradiation, and microbes.



Step 8: Packaging

Packaging documentation for every product that leaves our doors includes: item produced, production date, batch code, quantity and identity of raw materials used, equipment used, and employees involved in executing each critical step.



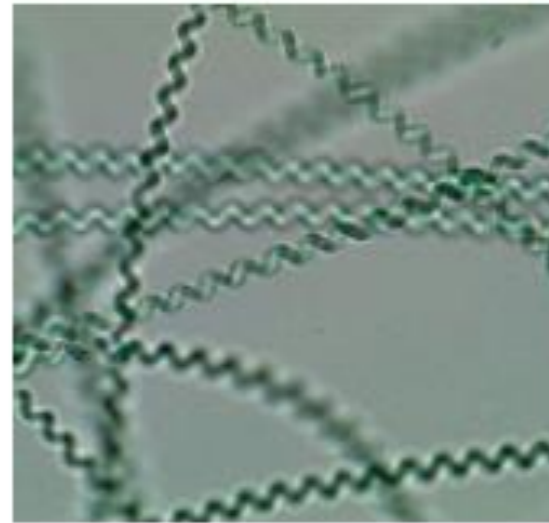
Step 9: You

Production and packaging records are linked to every shipment of finished product, allowing us to react quickly to any customer inquiries.

NUTRILITE™ VITAMIN B (GLOBAL) 9-STEP TRACEABILITY STORY

The below messaging details the 9-step traceability story for Vitamin B. This ingredient story can be leveraged in a variety of ways and on multiple channels to support the Nutrilite Traceability Program in your market. Don't forget to offer the story to your ABOs, so they too can leverage traceability to help differentiate Nutrilite products.

STEP 1 - CHOOSING THE BOTANICAL



More than just its shape makes this botanical cool. Spirulina is spiral-shaped micro algae used in Nutrilite™ Vitamin B and chosen because it is rich in nutrients, including proteins, amino acids, vitamins, and minerals.

NUT_VITB_SPIRULINA_MICRO

STEP 2 - SELECTING THE SEED



Spirulina is grown from cultures, or samples of tissue from existing spirulina. We use samples from a natural source that's carefully cultivated under consistent monitoring to ensure we get the exact strain we want... and the best strain for our products!

NUT_VITB_SPIRULINA_LIQUID_02

STEP 3 - CHOOSING THE FARM



Our NutriCert™ partner aqua-farm in southeastern California has decades of experience growing and harvesting spirulina in mineral-rich water with optimal sunlight. Its remote location is far from the pollution of cities, highways and airports.

NUT_VITB_SPIRULINAFARMS_04

STEP 4 - GROWING



Spirulina thrive where most other organisms die – in high-alkaline water. Every day farm scientists test, re-test and keep testing to ensure the spirulina quality exceeds national and international food standards.

NUT_VITB_LAB

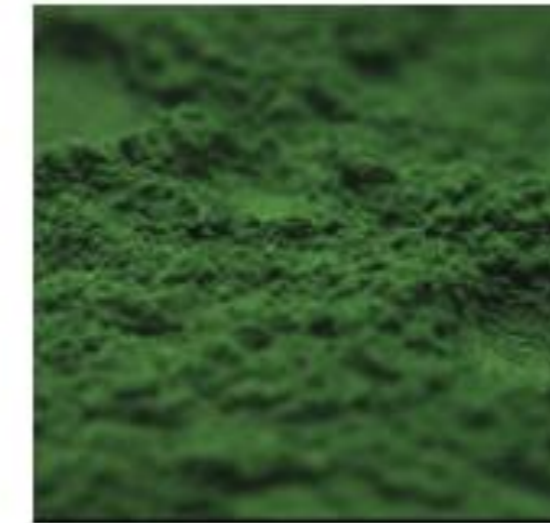
STEP 5 - HARVESTING



Spirulina like to grow... fast! When production is at its peak, teams are harvesting the tiny, spiral growths every other day.

NUT_VITB_PADDLES

STEP 6 - EXTRACTING



Like most botanicals, speed is key in processing to preserve nutrients. The spirulina is filtered and washed straight from the pond then taken to a clean, controlled environment for drying. Then, it's off to manufacturing.

NUT_VITB_POWDER

STEP 7 - MANUFACTURING



Our detailed requirements for raw material receiving helps us control for potential contaminants such as heavy metals, pesticides, foreign material, irradiation, and microbes.

NUT_VITB_PASTE

STEP 8 - PACKAGING



Packaging documentation for every product that leaves our doors includes: item produced, production date, batch code, quantity and identity of raw materials used, equipment used, and employees involved in executing each critical step.

NUT_VITB_SPIRULINA_POWDER

STEP 9 - YOU



Production and packaging records are linked to every shipment of finished product, allowing us to react quickly to any customer inquiries.

ABU_AMWLIFESTYLE_Q4_17_03

Acerola C



Step 1: Choosing The Botanical

Acerola cherry is a hero ingredient for Nutrilite™ because it contains one of the highest natural concentrations of vitamin C. Stack it up against an orange and you'll find it has 50 or more times as much vitamin C!



Step 2: Selecting The Seed

Acerola cherries are grown from planting stock rather than seeds, which means we use hand-cut twigs from healthy plants to help sprout new ones.



Step 3: Choosing The Farm

Just 3° south of the equator, our Brazil farm is ideal for growing acerola cherries. Hot and humid, temperatures hover around 78° F (26° C) with an annual precipitation of 47-62 inches (119-157cm).

Acerola C



Step 4: Growing

We're meticulous in how we monitor this botanical. All year round we monitor acerola – from bud to bloom to fruit – harvesting when the cherry is still green to capture the highest possible vitamin C content.



Step 5: Harvesting

The clock is always ticking! Immediately after harvest, the acerola is either processed or frozen. Speed is key in preserving the peak nutrients.



Step 6: Extracting

Acerola extraction results in two forms: liquid concentrate or powder. Extraction happens right on the farm to help avoid contamination.

Acerola C



Step 7: Manufacturing

Our detailed requirements for raw material receiving helps us control for potential contaminants such as heavy metals, pesticides, foreign material, irradiation, and microbes.



Step 8: Packaging

Packaging documentation for everyday product that leaves our doors includes: item produced, production date, batch code, quantity and identity of raw materials used, equipment used, and employees involved in executing each critical step.



Step 9: You

Production and packaging records are linked to every shipment of finished product, allowing us to react quickly to any customer inquiries.

NUTRILITE™ VITAMIN C (GLOBAL) 9-STEP TRACEABILITY STORY

The below messaging details the 9-step traceability story for Vitamin C. This ingredient story can be leveraged in a variety of ways and on multiple channels to support the Nutrilite Traceability Program in your market. Don't forget to offer the story to your ABOs, so they too can leverage traceability to help differentiate Nutrilite products.

STEP 1 - CHOOSING THE BOTANICAL



Acerola cherry is a hero ingredient for Nutrilite™ because it contains one of the highest natural concentrations of vitamin C. Stack it up against an orange and you'll find it has 50 or more times as much vitamin C!

NUT_STORY_BZ_AG_117

STEP 2 - SELECTING THE SEED



Acerola cherries are grown from planting stock rather than seeds, which means we use hand-cut twigs from healthy plants to help sprout new ones.

NUT_STORY_BZ_AG_113

STEP 3 - CHOOSING THE FARM



Just 3° south of the equator, our Brazil farm is ideal for growing acerola cherries. Hot and humid, temperatures hover around 78° F (26° C) with an annual precipitation of 47-62 inches (119-157cm).

NUT_STORY_BZ_BEAUTY_26

STEP 4 - GROWING



We're meticulous in how we monitor this botanical. All year round we monitor acerola – from bud to bloom to fruit – harvesting when the cherry is still green to capture the highest possible vitamin C content.

NUT_STORY_BZ_ING_ACEROLA_01

STEP 5 - HARVESTING



The clock is always ticking! Immediately after harvest, the acerola is either processed or frozen. Speed is key in preserving the peak nutrients.

NUT_STORY_BZ_AG_64

STEP 6 - EXTRACTING



Acerola extraction results in two forms: liquid concentrate or powder. Extraction happens right on the farm to help avoid contamination.

NUT_STORY_BZ_PROCESS_ACEROLA_06

STEP 7 - MANUFACTURING



Our detailed requirements for raw material receiving help us control for potential contaminants such as heavy metals, pesticides, foreign material, irradiation, and microbes.

NUT_STORY_BZ_RD_11

STEP 8 - PACKAGING



Packaging documentation for everyday product that leaves our doors includes: item produced, production date, batch code, quantity and identity of raw materials used, equipment used, and employees involved in executing each critical step.

NUT_STORY_BZ_PROCESS_ACEROLA_13

STEP 9 - YOU



Production and packaging records are linked to every shipment of finished product, allowing us to react quickly to any customer inquiries.

ABU_AMWLIFESTYLE_Q4_17_61

Vitamin C + HA3 Daily Serum



Step 1: Choosing The Botanical

Move over oranges – there’s a mightier vitamin C source! The tiny acerola cherry contains 50 or more times as much vitamin C as an orange, and we love it for its potent antioxidant action. Phytonutrients in this tart little fruit fight free radicals that are known to lead to visible skin concerns, so it’s our pick for Artistry Skin Nutrition™ Vitamin C+HA3 Daily Serum to help skin stay looking and feeling healthy.



Step 2: Selecting The Seed

Our Nutrilite™ colleagues studied more than 80 varieties of acerola. We tapped their research to find the ones with the greatest benefits for healthy looking skin and to develop the acerola ingredient for our serum. Rather than planting seeds each time, we start new acerola trees by grafting seedling cuttings from five selected varieties.



Step 3: Choosing The Farm

We turned to world experts in growing acerola to supply our organically grown cherries: our Fazenda Amway Nutrilite™ do Brasil farm, one of the world’s largest certified organic acerola tree farms. Acerola trees thrive at the farm’s tropical location in the semi-arid Caatinga region of northeastern Brazil).

Vitamin C+ HA3 Daily Serum



Step 4: Growing

The trees are pampered with high-quality soil and organic compost. Soil moisture is monitored with sensors to ensure precise watering for peak phytonutrient development while conserving water. And harsh chemicals? Never! Every detail of the growing cycle is recorded on a “birth certificate” that follows the crop from seed to final product, so you can trust the ingredients are pure and safe.



Step 5: Harvesting

Green means “go” when it comes to harvesting acerola cherries. The immature green stage is when vitamin C concentration is at its peak. But since each cherry on a tree matures at a different rate, the harvested fruit is color-sorted by hand, right in the fields: high-quality green cherries will be used in the acerola extract, and reds will be removed and used for other purposes. Nothing is ever wasted.



Step 6: Extracting

To prevent contamination and protect the vitamin C and phytonutrient content, the sorted cherries are rushed into processing at our facilities located right on the farm. The extract used in our serum contains 10 times the vitamin C concentration of the raw fruit! Just as with growing, every detail of the harvesting and extraction process is documented so the final product is fully traceable.

Vitamin C + HA3 Daily Serum



Step 7: Manufacturing

Safety and effectiveness are built into the manufacturing details. We make sure two people verify the process details before production can begin to safeguard against defects and contamination. And we test Artistry Skin Nutrition™ products over and over from ingredient through the finished product to make sure each one meets our standards. We don't miss a step in tracing your acerola ingredient from seed to skin.



Step 8: Packaging

Not all competitors can maintain their levels of vitamin C at a stable amount. We can. Our innovative bottle design enables fresh-mixing – the pure vitamin C powder is held separately in the cap, and you activate it by pressing the cap to release the powder into the serum, then shake it to mix. The glass dropper delivers the precise amount, and the glass bottle lets you monitor freshness by monitoring the serum's color. And, oh yes – Artistry Skin Nutrition™ products are produced in a 90% landfill-free facility.



Step 9: You

Traceability makes Artistry Skin Nutrition™ products different. Our promise to reveal healthy beauty that's uniquely you is backed by traceable proof that your product is formulated and made pure, safe and effective – and stays that way throughout its shelf life. We believe in knowing the who, what, where, when and how behind every product...so you can have the peace of mind you deserve every time you use an Artistry Skin Nutrition™ product.

ARTISTRY SKIN NUTRITION™ VITAMIN C+HA3 DAILY SERUM ACEROLA* 9-STEP TRACEABILITY STORY

The below messaging details the 9-step traceability story for Artistry Skin Nutrition™ Vitamin C+HA3 Daily Serum Acerola*. This ingredient story can be leveraged in a variety of ways and on multiple channels to support the Artistry Traceability Program in your market. Don't forget to offer the story to your ABOs, so they too can leverage traceability to help differentiate Artistry products.

*Must be reviewed with your local market technical regulatory and legal teams before releasing content externally.

STEP 1 - CHOOSING THE BOTANICAL



Move over oranges – there's a mightier vitamin C source! The tiny acerola cherry contains 50 or more times as much vitamin C as an orange, and we love it for its potent antioxidant action. Phytonutrients in this tart little fruit fight free radicals that are known to lead to visible skin concerns, so it's our pick for Artistry Skin Nutrition™ Vitamin C+HA3 Daily Serum to help skin stay looking and feeling healthy.

ART_SN_VITC_HA3_SOCIAL_13-2.JPG

STEP 2 - SELECTING THE SEED



Our Nutrilite™ colleagues studied more than 80 varieties of acerola. We tapped their research to find the ones with the greatest benefits for healthy looking skin and to develop the acerola ingredient for our serum. Rather than planting seeds each time, we start new acerola trees by grafting seedling cuttings from five selected varieties.

NUT_STORY_BZ_AG_113.TIF

STEP 3 - CHOOSING THE FARM



We turned to world experts in growing acerola to supply our organically grown cherries: our Fazenda Amway Nutrilite™ do Brasil farm, one of the world's largest certified organic acerola tree farms. Acerola trees thrive at the farm's tropical location in the semi-arid Caatinga region of northeastern Brazil.

NUT_STORY_BZ_BEAUTY_21.PSD

STEP 4 - GROWING



The trees are pampered with high-quality soil and organic compost. Soil moisture is monitored with sensors to ensure precise watering for peak phytonutrient development while conserving water. And harsh chemicals? Never! Every detail of the growing cycle is recorded on a "birth certificate" that follows the crop from seed to final product, so you can trust the ingredients are pure and safe.

NUT_STORY_BZ_ING_ACEROLA_01.TIF

STEP 5 - HARVESTING



Green means "go" when it comes to harvesting acerola cherries. The immature green stage is when vitamin C concentration is at its peak. But since each cherry on a tree matures at a different rate, the harvested fruit is color-sorted by hand, right in the fields: high-quality green cherries will be used in the acerola extract, and reds will be removed and used for other purposes. Nothing is ever wasted.

NUT_STORY_BZ_AG_64 2.PSD

STEP 6 - EXTRACTING



To prevent contamination and protect the vitamin C and phytonutrient content, the sorted cherries are rushed into processing at our facilities located right on the farm. The extract used in our serum contains 10 times the vitamin C concentration of the raw fruit! Just as with growing, every detail of the harvesting and extraction process is documented so the final product is fully traceable.

NUT_STORY_BZ_PROCESS_ACEROLA_24.TIF

STEP 7 - MANUFACTURING



Safety and effectiveness are built into the manufacturing details. We make sure two people verify the process details before production can begin to safeguard against defects and contamination. And we test Artistry Skin Nutrition™ products over and over from ingredient through the finished product to make sure each one meets our standards. We don't miss a step in tracing your acerola ingredient from seed to skin.

ART_TRACE_MFG_109.JPG

STEP 8 - PACKAGING



Not all competitors can maintain their levels of vitamin C at a stable amount. We can. Our innovative bottle design enables fresh-mixing – the pure vitamin C powder is held separately in the cap, and you activate it by pressing the cap to release the powder into the serum, then shake it to mix. The glass dropper delivers the precise amount, and the glass bottle lets you monitor freshness by monitoring the serum's color. And, oh yes – Artistry Skin Nutrition™ products are produced in a 90% landfill-free facility¹.

ART_SN_VITC_HA3_SOCIAL_07.JPG

STEP 9 - YOU



Traceability makes Artistry Skin Nutrition™ products different. Our promise to reveal healthy beauty that's uniquely you is backed by traceable proof that your product is formulated and made pure, safe and effective – and stays that way throughout its shelf life. We believe in knowing the who, what, where, when and how behind every product...so you can have the peace of mind you deserve every time you use an Artistry Skin Nutrition™ product.

ART_SKINNTN_VITC_HA3_GLM_1C.JPG

¹For items produced in the United States.

Artistry Skin Nutrition White Chia



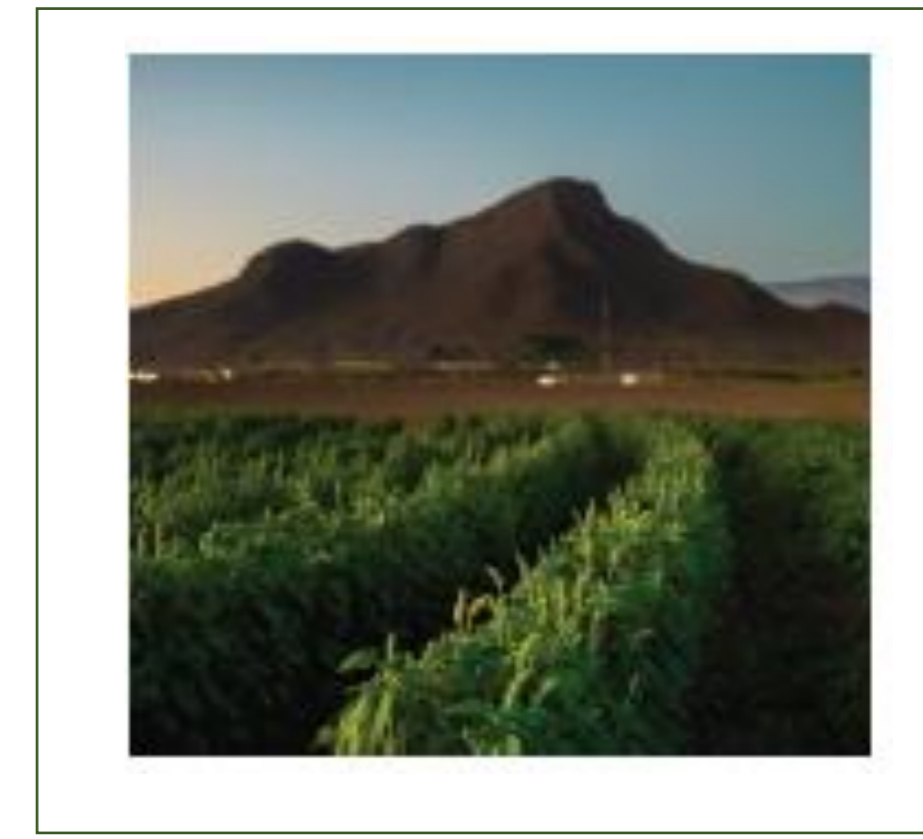
Step 1: Choosing The Botanical

In a scientific breakthrough, Artistry™ scientists discovered the tiny White Chia Seed is a powerhouse when it comes to helping your skin look and feel its best. The phytonutrients in White Chia Seed hydrate, brighten, balance the microbiome and more. That's why every product in the Artistry Skin Nutrition™ collection is infused with White Chia Seed.



Step 2: Selecting The Seed

We carefully chose two seed varieties to deliver skin benefits in our formulas. One is the Nutrilite™-developed Rehnborg chia variety, which yields more and larger high-quality white seeds on each plant and require less of the earth's resources. The other is our partner farm's own phytonutrient-rich seed variety. All of the chia we use is from organic certified, non-GMO sources.



Step 3: Choosing The Farm

We're so committed to delivering the purest White Chia Seed ingredients that the seed we use is grown on our own farm and the farm of a trusted NutriCert™ certified partner. Both farms are certified organic and use sustainable farming methods. Chia is native to Mexico, and it thrives in the conditions at our Nutrilite Mexico farm. Our partner farm in Bolivia shares a passion for sustainability and traceability, tracking its crops and processes to ensure the highest standards are met.

Artistry Skin Nutrition White Chia



Step 4: Growing

Purity in the growing phase means keeping contaminants away from the crops. The White Chia Seed crops used in Artistry Skin Nutrition™ are nourished with clean water and only organic fertilizers. The Nutrilite™ farm and NutriCert™ certified partner farm control weeds and pests without harsh chemicals. Each crop gets its own “birth certificate” detailing everything that happens to it, which makes the raw ingredient traceable from seed to final product.



Step 5: Harvesting

White Chia Seeds need optimal moisture levels to reach peak nutrient content and the best yield. That’s why the farmers check maturing crops frequently to determine the best time to harvest. Before the oil can be pressed and the extract or gel made, the seeds go through several cleaning steps to ensure all other plant matter is removed so that we achieve 99.9 percent seed purity.



Step 6: Extracting

Artistry Skin Nutrition™ products each use different forms of White Chia Seed: oil for hydrating, gel to balance the microbiome, extract for skin brightening and liposomes to deliver benefits deeper into the skin’s surface. We make our chia extract at our facility in Washington state, U.S.A. using an exclusive process designed to capture nutrient quality. Our trusted partners make our chia oil and gel using technology specially developed to preserve chia seed nutrient quality. And yes – every detail of these processes is traceable.

Artistry Skin Nutrition White Chia



Step 7: Manufacturing

We go above and beyond throughout production to keep your product pure, safe and effective. Artistry Skin Nutrition™ products can have more than 400 quality tests performed from ingredient testing to finished product testing. Every test result becomes part of the product's permanent documentation, along with the birth certificate. That's how you're assured your botanical is traceable from seed to skin.



Step 8: Packaging

Behind those beautiful containers is a lot of traceable care. Containers are designed and tested to ensure your products will maintain their quality under many kinds of conditions. Each batch is tested just before filling to verify their pristine quality. And, Artistry Skin Nutrition™ cartons are recyclable and produced from paper, a renewable resource. The paper comes from sustainably managed forests practicing responsible forest management.



Step 9: You

Traceability makes Artistry Skin Nutrition™ formulations different. You can count on the quality, because our promise to reveal your healthy beauty is backed by traceable proof that your product is formulated and made pure, safe and effective – and will stay that way throughout its shelf life. That's the peace of mind you deserve.

Artistry Skin Nutrition White Chia

ARTISTRY SKIN NUTRITION™ WHITE CHIA* 9-STEP TRACEABILITY STORY

The below messaging details the 9-step traceability story for Artistry Skin Nutrition™ White Chia*. This ingredient story can be leveraged in a variety of ways and on multiple channels to support the Artistry Traceability Program in your market. Don't forget to offer the story to your ABOs, so they too can leverage traceability to help differentiate Artistry products.

*Must be reviewed with your local market technical regulatory and legal teams before releasing content externally.

STEP 1 - CHOOSING THE BOTANICAL



In a scientific breakthrough, Artistry™ scientists discovered the tiny White Chia Seed is a powerhouse when it comes to helping your skin look and feel its best. The phytonutrients in White Chia Seed hydrate, brighten, balance the microbiome and more. That's why every product in the Artistry Skin Nutrition™ collection is infused with White Chia Seed.

UNI_FARMMX_LIFESTYLE-9.PSD

STEP 2 - SELECTING THE SEED



We carefully chose two seed varieties to deliver skin benefits in our formulas. One is the Nutrilite™-developed Rehnborg chia variety, which yields more and larger high-quality white seeds on each plant and require less of the earth's resources. The other is our partner farm's own phytonutrient-rich seed variety. All of the chia we use is from organic certified, non-GMO sources.

UNI_INGREDIENT_CHIA_8247.PSD

STEP 3 - CHOOSING THE FARM



We're so committed to delivering the purest White Chia Seed Ingredients that the seed we use is grown on our own farm and the farm of a trusted NutriCert™ certified partner. Both farms are certified organic and use sustainable farming methods. Chia is native to Mexico, and it thrives in the conditions at our Nutrilite Mexico farm. Our partner farm in Bolivia shares a passion for sustainability and traceability, tracking its crops and processes to ensure the highest standards are met.

UNI_FARMMX_LIFESTYLE-3.PSD

STEP 4 - GROWING



Purity in the growing phase means keeping contaminants away from the crops. The White Chia Seed crops used in Artistry Skin Nutrition™ are nourished with clean water and only organic fertilizers. The Nutrilite™ farm and NutriCert™ certified partner farm control weeds and pests without harsh chemicals. Each crop gets its own "birth certificate" detailing everything that happens to it, which makes the raw ingredient traceable from seed to final product.

UNI_INGREDIENT_CHIA_8087.PSD

STEP 5 - HARVESTING



White Chia Seeds need optimal moisture levels to reach peak nutrient content and the best yield. That's why the farmers check maturing crops frequently to determine the best time to harvest. Before the oil can be pressed and the extract or gel made, the seeds go through several cleaning steps to ensure all other plant matter is removed so that we achieve 99.9 percent seed purity.

UNI_AMW_SOCIAL_0051.JPG

STEP 6 - EXTRACTING



Artistry Skin Nutrition™ products each use different forms of White Chia Seed: oil for hydrating, gel to balance the microbiome, extract for skin brightening and liposomes to deliver benefits deeper into the skin's surface. We make our chia extract at our facility in Washington state, U.S.A. using an exclusive process designed to capture nutrient quality. Our trusted partners make our chia oil and gel using technology specially developed to preserve chia seed nutrient quality. And yes – every detail of these processes is traceable.

UNI_INGREDIENT_CHIA_8361.PSD

STEP 7 - MANUFACTURING



We go above and beyond throughout production to keep your product pure, safe and effective. Artistry Skin Nutrition™ products can have more than 400 quality tests performed from ingredient testing to finished product testing. Every test result becomes part of the product's permanent documentation, along with the birth certificate. That's how you're assured your botanical is traceable from seed to skin.

ART_TRACE_MFG_108.JPG

STEP 8 - PACKAGING



Behind those beautiful containers is a lot of traceable care. Containers are designed and tested to ensure your products will maintain their quality under many kinds of conditions. Each batch is tested just before filling to verify their pristine quality. And, Artistry Skin Nutrition™ cartons are recyclable¹ and produced from paper, a renewable resource. The paper comes from sustainably managed forests practicing responsible forest management.

ART_TRACE_MFG_130.JPG

STEP 9 - YOU



Traceability makes Artistry Skin Nutrition™ formulations different. You can count on the quality, because our promise to reveal your healthy beauty is backed by traceable proof that your product is formulated and made pure, safe and effective – and will stay that way throughout its shelf life. That's the peace of mind you deserve.

ART_SKINNTN_HYDRATINGDAYLOTION_V3_Ps.PDF

¹Where recycling is available; check locally.

Artistry Skin Nutrition Multi-Defense



Step 1: Choosing The Botanical

Sun protection and defense against the damaging, skin-aging effects of pollution in one product? Yes, please! Skin faces assault from up to six major types of irritation-causing pollutants every day, from urban micro-dust particles (PM2.5) and smoke to diesel exhaust. Pomegranate extract has the extraordinary ability to soothe and protect against all of them. Pomegranate helps put the “multi” in Artistry Skin Nutrition™ Multi-Defense UV Protect SPF50+.



Step 2: Selecting The Seed

You might know juicy pomegranates provide antioxidant benefits in nutritional supplements, but they also deliver serious antioxidant skin protection in our multi-defense formula. We cultivate pomegranate varieties that contain high concentrations of the beneficial phytonutrients.



Step 3: Choosing The Farm

There's no better source for high-quality pomegranate fruit than our own certified organic Nutrilite™ farm in Jalisco, Mexico. The hot, sunny climate is ideal for growing high-quality pomegranates. Plus, the farm is located away from urban pollution and contamination sources, so our crops soak up only good stuff from the Earth.

Artistry Skin Nutrition Multi-Defense



Step 4: Growing

We keep our pomegranates pure and bursting with phytonutrients by nourishing the groves with contaminant-free organic compost. Our technology ensures the trees receive just the right amount of fresh water to ensure optimum nutrient production while conserving water. No harsh chemicals are used on or near the trees.



Step 5: Harvesting

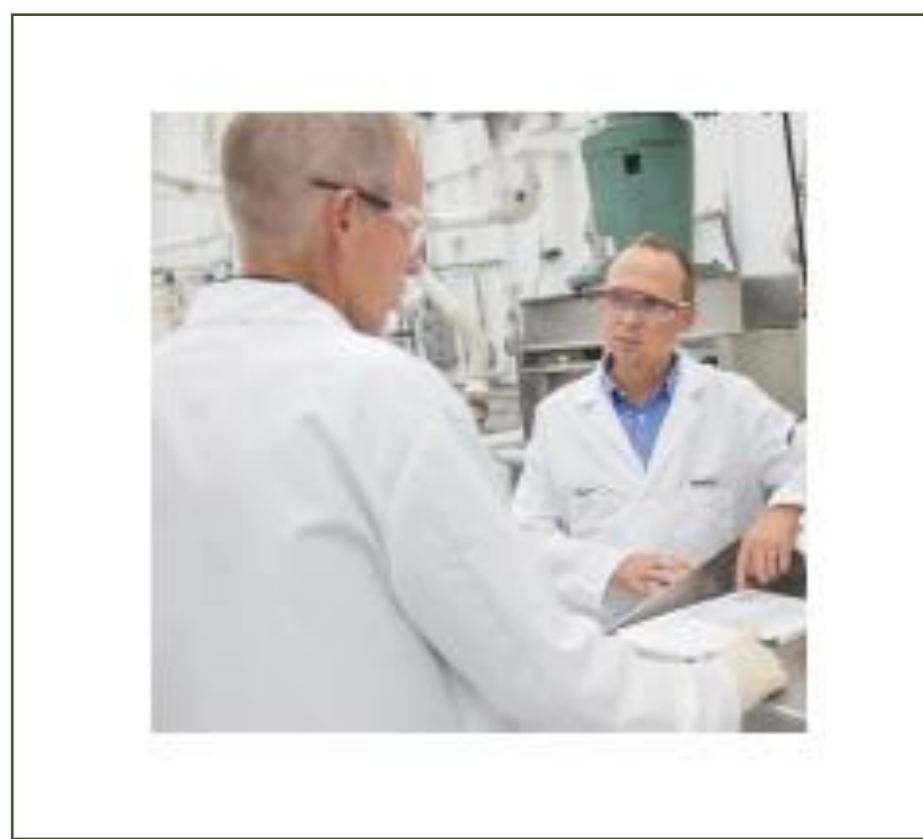
Pomegranates hit their peak nutrients before they ripen so we hand-pick them while they're still immature and quickly freeze them to capture the beneficial phytonutrients. We make the extract at our Nutrilite™ facility in Washington State in the U.S.A. Just as with the growing cycle, every who, where and when of each harvest is recorded on a "birth certificate" that follows the crop from field to final product, so you can trust the ingredients are pure and safe.



Step 6: Extracting

We think of the juicy seed sacs when we think of consuming pomegranates, but the entire fruit contains beneficial phytonutrients, so we use the entire fruit to make our extract. Just as with growing and harvesting, every detail of the extraction process is documented so the final product is fully traceable.

Artistry Skin Nutrition Multi Defense



Step 7: Manufacturing

If plants are our passion, production quality is our obsession. Every process attribute and setting is tracked, saved and analyzed to perfect each Artistry™ recipe. We make sure two people verify the process details before production can begin to safeguard against defects and contamination. From ingredient testing to finished product testing, Artistry Skin Nutrition™ products can have more than 400 tests performed to ensure each batch meets our quality standards.



Step 8: Packaging

We care about the impact of our packaging, from how well it keeps your product safe and effective throughout its shelf life to its impact on the environment. The Artistry Skin Nutrition™ line eliminated 22% of plastic compared to the previous skincare lines¹. And, the line saves 18,246 Kgs (40,142 pounds) of paper annually by eliminating most inserts with information now printed inside cartons.



Step 9: You

Skincare you can love. The peace of mind you deserve. Our promise to reveal your healthy beauty is backed by traceable proof that your product is formulated and made pure, safe and effective – and stays that way throughout its shelf life. That's what makes Artistry Skin Nutrition™ formulations different.

Artistry Skin Nutrition Multi Defense UV Protect SPF50 Pomegranate

ARTISTRY SKIN NUTRITION™ MULTI-DEFENSE UV PROTECT SPF50+ POMEGRANATE* 9-STEP TRACEABILITY STORY

The below messaging details the 9-step traceability story for Artistry Skin Nutrition™ Multi-Defense UV Protect SPF50+ Pomegranate*. This ingredient story can be leveraged in a variety of ways and on multiple channels to support the Artistry Traceability Program in your market. Don't forget to offer the story to your ABOs, so they too can leverage traceability to help differentiate Artistry products.

*Must be reviewed with your local market technical regulatory and legal teams before releasing content externally.

STEP 1 - CHOOSING THE BOTANICAL



Sun protection and defense against the damaging, skin-aging effects of pollution in one product? Yes, please! Skin faces assault from up to six major types of irritation-causing pollutants every day, from urban micro-dust particles (PM2.5) and smoke to diesel exhaust. Pomegranate extract has the extraordinary ability to soothe and protect against all of them. Pomegranate helps put the "multi" in Artistry Skin Nutrition™ Multi-Defense UV Protect SPF50+.

NUT_PHO_POMEGRANATEPLANT_06.TIF

STEP 2 - SELECTING THE SEED



You might know Juicy pomegranates provide antioxidant benefits in nutritional supplements, but they also deliver serious antioxidant skin protection in our multi-defense formula. We cultivate pomegranate varieties that contain high concentrations of the beneficial phytonutrients.

ART_BRAND30_CPS_SCI_SOC.JPG

STEP 3 - CHOOSING THE FARM



There's no better source for high-quality pomegranate fruit than our own certified organic Nutrilite™ farm in Jalisco, Mexico. The hot, sunny climate is ideal for growing high-quality pomegranates. Plus, the farm is located away from urban pollution and contamination sources, so our crops soak up only good stuff from the Earth.

UNI_FARMMX_LIFESTYLE-2.PSD

STEP 4 - GROWING



We keep our pomegranates pure and bursting with phytonutrients by nourishing the groves with contaminant-free organic compost. Our technology ensures the trees receive just the right amount of fresh water to ensure optimum nutrient production while conserving water. No harsh chemicals are used on or near the trees.

UNI_FARMMX_LIFESTYLE-26.PSD

STEP 5 - HARVESTING



Pomegranates hit their peak nutrients before they ripen so we hand-pick them while they're still immature and quickly freeze them to capture the beneficial phytonutrients. We make the extract at our Nutrilite™ facility in Washington State in the U.S.A. Just as with the growing cycle, every who, where and when of each harvest is recorded on a "birth certificate" that follows the crop from field to final product, so you can trust the ingredients are pure and safe.

UNI_FARMMX_LIFESTYLE-29.PSD

STEP 6 - EXTRACTING



We think of the juicy seed sacs when we think of consuming pomegranates, but the entire fruit contains beneficial phytonutrients, so we use the entire fruit to make our extract. Just as with growing and harvesting, every detail of the extraction process is documented so the final product is fully traceable.

NUT_STORY_MX_PROCESS_DRYER3.PSD

STEP 7 - MANUFACTURING



If plants are our passion, production quality is our obsession. Every process attribute and setting is tracked, saved and analyzed to perfect each Artistry™ recipe. We make sure two people verify the process details before production can begin to safeguard against defects and contamination. From ingredient testing to finished product testing, Artistry Skin Nutrition™ products can have more than 400 tests performed to ensure each batch meets our quality standards.

ART_TRACE_MFG_105.JPG

STEP 8 - PACKAGING



We care about the impact of our packaging, from how well it keeps your product safe and effective throughout its shelf life to its impact on the environment. The Artistry Skin Nutrition™ line eliminated 22% of plastic compared to the previous skincare lines*. And, the line saves 18,246 Kgs (40,142 pounds) of paper annually by eliminating most inserts with information now printed inside cartons.

ART_SN_UV_SOC_PROD_10.JPG

STEP 9 - YOU



Skincare you can love. The peace of mind you deserve. Our promise to reveal your healthy beauty is backed by traceable proof that your product is formulated and made pure, safe and effective – and stays that way throughout its shelf life. That's what makes Artistry Skin Nutrition™ formulations different.

ART_SN_UV_SOC_MOD_4.JPG

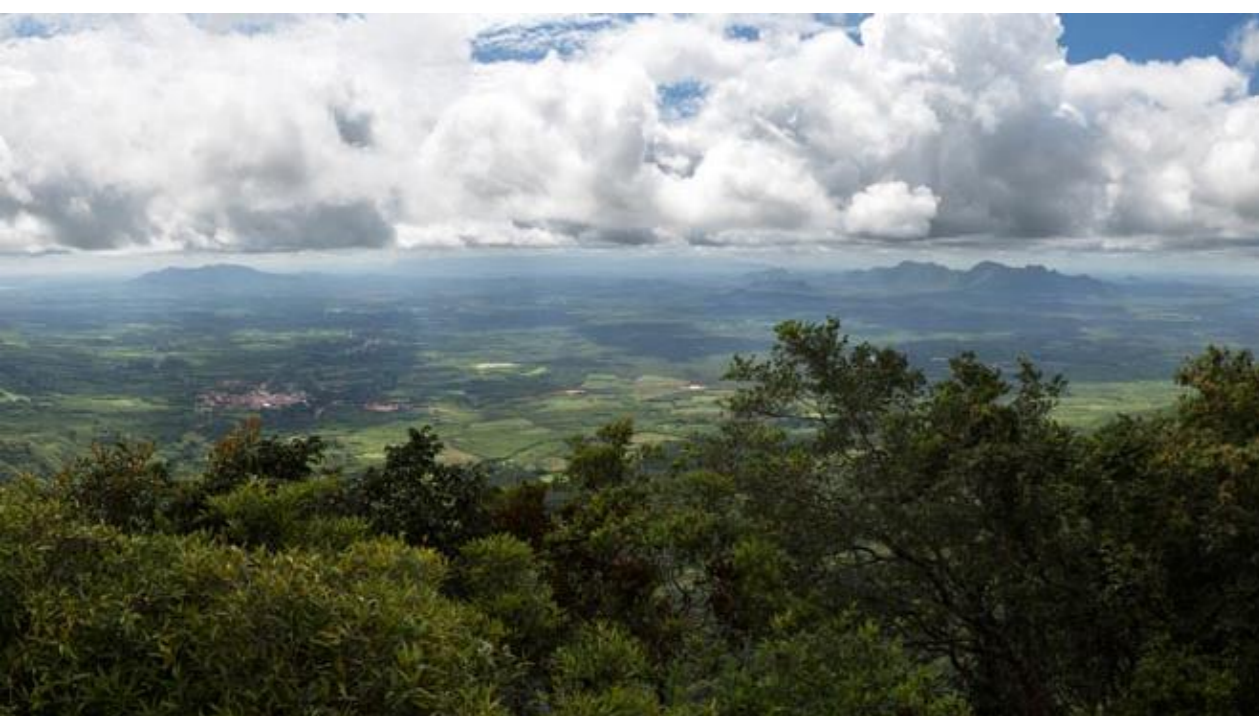
*Artistry Hydra-V™, Artistry Youth Xtend™, Artistry Youth Xtend™ Ultra and Artistry Ideal Radiance™ skin care lines.



So, Why Nutrilite/Artistry?



From the seed in the ground to the supplement in your hand, we're thinking of YOU.



Knowing where your Nutrilite™ ingredients come from and seeing each step in our process gives you the confidence to make smart choices for you and your family.



What's in it for Me as Amway Business Owner?

As customers increasingly demand transparency, pointing out that Nutrilite can trace certain ingredients back to the plants grown on organic farms creating trust in product quality and brand claims gives ABOs more chances of acquiring sales.

Amway products are the cornerstone of the Amway lifestyle, giving prospects something tangible to get excited about.

BEST OF NATURE. BEST OF SCIENCE.

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