

Build Business with Glister™ Oral Care Traceability

Traceability means knowing where products come from and how they're made. Today's oral care customers are looking for more of this information than ever. **You can help your team meet customer needs and grow repeat volume.**

Teach your team why Glister™ product traceability matters and how to bring it into conversations with customers.



THREE BUSINESS BENEFITS

1. Credibility

SAY: “Customers want to trust that the oral care products they use meet their ideals and help them live responsibly. Show that your business’s products are credible by describing the level of care and attention to detail that the Glister™ brand commits to.”

Teach your team to:

- Explain that **Glister™ oral care products are traceable** through the entire creation process.
 - The Glister™ brand **documents** its science and ingredients, **verifies** quality manufacturing and **performs tests** from ingredients through finished products.
 - Nutrilite™-grown peppermint used in Glister™ Skin products can be traced all the way back to the **seed and farm** where they were grown.
- Mention that Glister™ is **one of the few oral care brands** able to share its products' traceable details so that customers can have greater peace of mind about safety and quality.
- Talk about a product's traceability at the same time as explaining its **ingredients and benefits**.

Top purchase drivers for customers globally: seeing **proof of product safety** and effectiveness and having **transparent details** of the product's creation.¹

2. Reputation

SAY: “Seeing is believing. Customers need to see proof of how the Glister™ brand ensures its products are pure, safe and effective. You can gain their trust.”

Teach your team to:

- Show the **traceability story for Glister™ provided by your local Amway team**. Specifically show the tests that are conducted on ingredients and finished products, and the birth certificate of the Nutrilite™-grown peppermint.
- Explain that every ingredient from outside supplier partners **must be proven to comply**.
- **Cross-sell** by explaining that the ingredients made from plants grown on Nutrilite™ farms are traceable for every Amway™ product they're used in – not only for Glister™ products.

Consumers globally say that **transparency** of ingredient sourcing and **sustainable** sourcing of products are key factors in trusting brands.²

3. Confidence

SAY: “Traceability gives buyers proof and peace of mind that they're making the best choice. You can also feel confident that you're selling high-quality products.”

Teach your team to:

- **Describe traceability as a value-add** to help show that Glister™ oral care products are a good value and differentiated from other brands.
- Explain that **strict manufacturing quality standards** are followed for Glister™ products. Tests are conducted over and over to ensure that products are pure, safe and effective.
- **Cross-sell** by explaining that Amway products meet their need for products that are better for the planet by making **thoughtful choices about ingredients and packaging**.
 - Specifically, mention that Amway prefers responsibly grown botanicals as well as responsibly sourced and recyclable packaging materials for Glister™ when possible.

Top benefits consumers globally **will pay more for: Proof** that products are safe and effective, and products made with **plant-based ingredients**.³

¹ Amway's global consumer purchase driver research, September 2021.

² Amway consumer research

³ Amway consumer research

