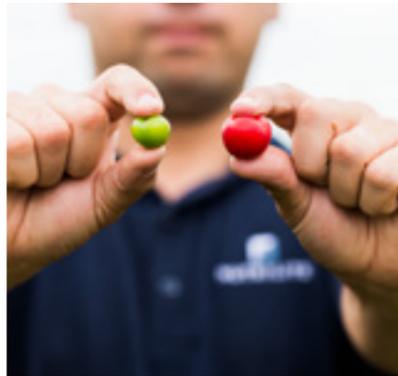


NUTRILITE™ VITAMIN C (GLOBAL) 9-STEP TRACEABILITY STORY

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!

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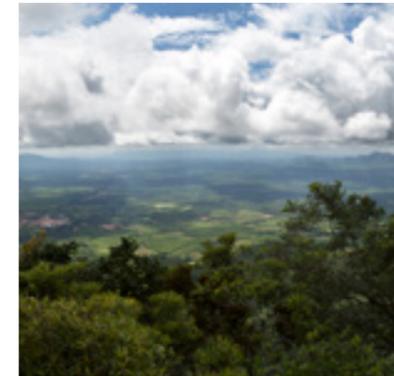
STEP 2 - SELECTING THE SEED



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.

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