

A young child with light brown hair is looking down at their hands in a sink. The child's hands are wet, and there is a small amount of water on the sink surface. The background is softly blurred, showing a window and some household items. A logo is overlaid on the image, consisting of the letters 'g & h' in a large, white, serif font, with the words 'GOODNESS & HEALTH™' in a smaller, white, sans-serif font below it.

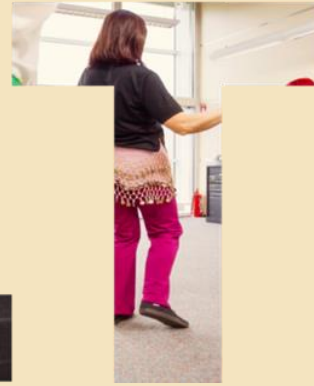
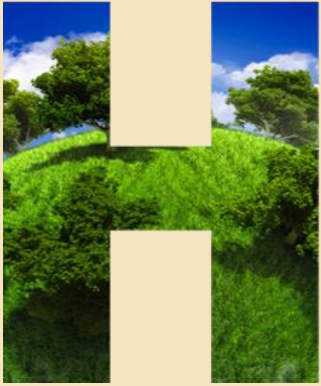
g & h  
GOODNESS  
& HEALTH™

# HEALTH & WELL-BEING AT AMWAY

## Healthspan:

While lifespan refers to the quantity of years lived, healthspan is a measure of the *quality of years lived*.





## ENVIRONMENT

Amway is purposeful and impactful in our contribution to healthier planet

## HEALTHY MIND

Mental clarity, focus, and mindfulness create a positive emotional state that is attained through social, emotional and spiritual means.

## HEALTHY BODY

Maintaining a healthy body involves a combination of various factors, including nutrition, physical activity, mental well-being and lifestyle choices.

## PERSONAL GROWTH

Maintaining a healthy body involves a combination of various factors, including nutrition, physical activity, mental well-being and lifestyle choices.

## COMMUNITY CONNECTION

Building meaningful relationships is critical to providing a sense of belonging and social connectedness which can lead to longer life, better health and improved wellbeing.

## FINANCIAL WELL-BEING

Having control of your financial health contributes to holistic wellbeing.

# WHY HEALTH & WELLBEING

Foundation for a fulfilling life

Physical health impact on daily functions

Mental & emotional resilience

Enhanced productivity & creativity

Prevention of illness

Quality of relationships

Longevity

Community impact

Economic impact





# ACHIEVE WELLNESS

Address nutritional gaps

Observe healthful diet (adequate, balanced, in  
portion and variety)

Mindful rest

Build meaningful relationships

Find balance in work

Manage your money

Being active in the community



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# Baby Care Infographics

52%

of Filipino moms get their source of awareness from Friends and Family

78%

of Filipino moms shop for products and choose the brand of products themselves

## CHILD-RAISING BEHAVIOR

- Safety is the topmost priority of parents for their child, cost comes in second.
- Giving bath to baby is one of the daily baby activities parents do for their child.
- Parents are primarily concerned about baby's nutrition and health, which they look for online.

## STRONG GROWTH POTENTIAL IN PH MARKET

- Increase in Baby and Child-specific product sales by 10% at PHP 12.5B in 2022, CAGR of 7%
- Pandemic increased parents' caution in terms of their children's hygiene designed specifically for delicate skin.
- Growing interest in dermocosmetics and natural formulations.

A young child with light brown hair is shown from the chest up, leaning over a white sink. The child's hands are being washed with water, and their face is partially visible as they look down. The background is softly blurred, showing what appears to be a kitchen or bathroom setting. Overlaid on the center of the image is a white logo consisting of the lowercase letters 'g' and 'h' in a large, elegant serif font, with an ampersand '&' between them. Below this, the words 'GOODNESS & HEALTH™' are written in a smaller, clean, uppercase sans-serif font.

g & h  
GOODNESS  
& HEALTH™





g&h

## Goodness and Health

Designed for the ultimate well-being of your whole family – to nourish and care for the skin and indulge the senses with purpose and purity.





# Protected Skin. Peace of Mind.

Body care that harnesses plant-based goodness for healthy-looking skin from the outside in.





# Plant-based Goodness

Look and feel good in the skin you're in with the help of our clean formulas, rich botanical fragrances and sustainably sourced ingredients grown on Nutrilite™ farms and partner farms.





# Clean. Sustainable. Traceable.

We understand that the best lotion for dry skin or the best baby wash for you is the one you trust to be safe and effective for your family.

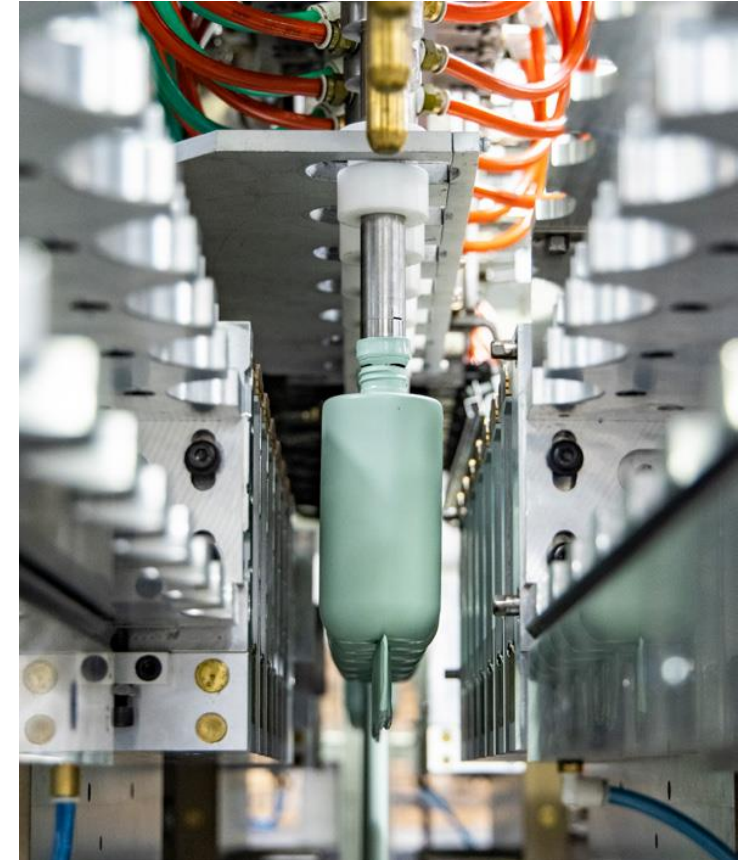








# The Traceable Story of G&H™ Body and Baby Care



# The Traceable Story of G&H™ Body and Baby Care



## The **Science** of *Plant-based Goodness.*

Traceability means that even the tiniest details of the science behind our products' creation are documented – every bit of plant research, every formulation recipe, every clinical effectiveness result, every safety test, every comment from our consumer testing.



# The Traceable Story of G&H™ Body and Baby Care

Clean, **Consciously**  
**Chosen** *Ingredients.*



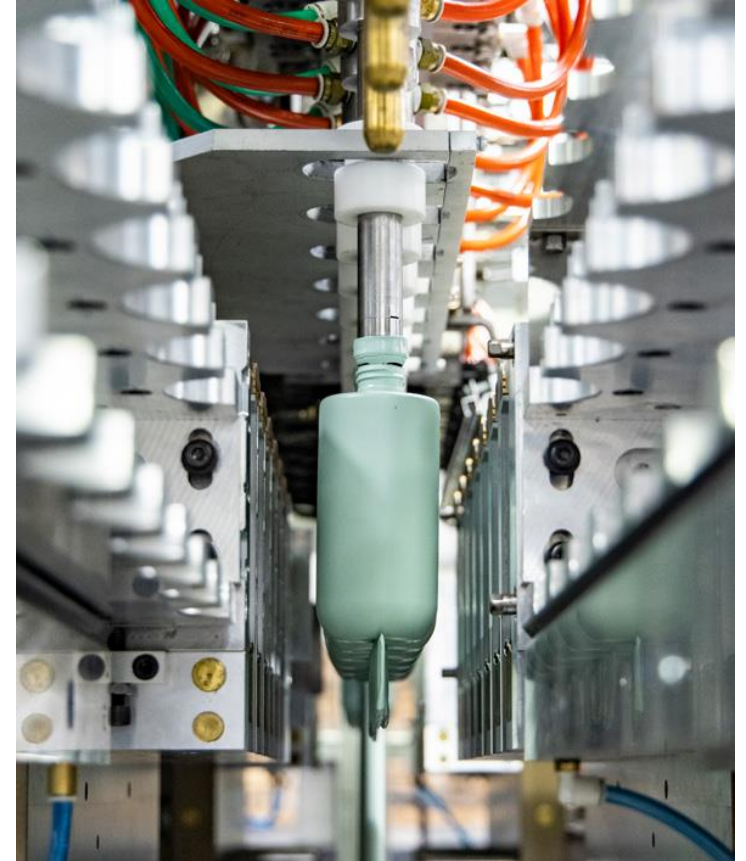
We say NO to parabens, sulfate surfactants, animal derived ingredients, and more than 1,300 chemicals. Our formulas are vegan, and only ingredients that provide proven skin benefits from our clean “yes” list have a place in g&h™ products.

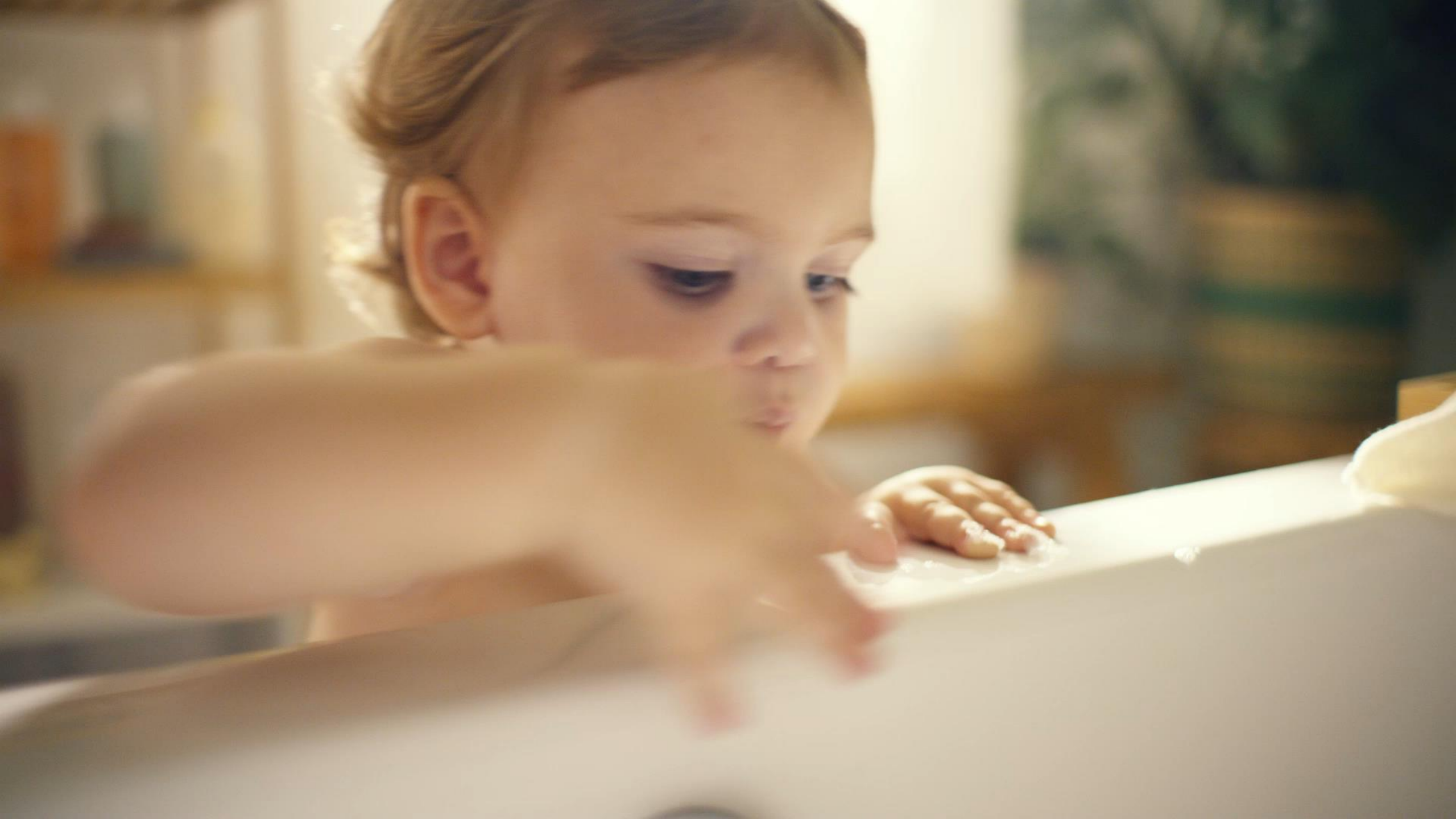
# The Traceable Story of G&H™ Body and Baby Care

**Responsible *Packaging.***  
**Made Safe and *Quality Tested.***

Containers are designed to conveniently deliver consistent quality throughout the product's promised shelf life.

We have an army of people – specialists in cleaning and sanitizing, engineering, toxicology, microbiology, quality assurance – who are relentless about the details that ensure your product is pure, safe and effective.









# Meet g&h™ Baby Care

Designed for the skin of your littlest family members.

We consciously choose ingredients to nourish and care for baby skin and indulge the senses with purpose and purity.





PROTECTING

PURE

PROVEN

*What separates*  
Plant-Based  
Goodness from the  
rest?

# Protecting

## Triple Barrier Protection

When a baby is born, its skin is not fully matured, and it can't effectively carry out these core activities. While baby skin is born to be beautiful, it needs extra help, support and protection during these early years.

This targeted link between protecting natural skin activities and the “blissful baby” benefits of our plant-based ingredients is at the core of our Plant-Based Goodness philosophy.



# Ultra-Gentle Approach: Triple Barrier Protection

## Hyaluronic Acid Barrier

Adds moisture protection on top of the skin to help slow and minimize moisture loss

## Ceramide Barrier

Strengthens skin's protective moisture barrier to boost and maintain stable moisture level.

## Lipid Barrier

Helps protect skin against environmental stressors.





# Ultra-Gentle Approach: Triple Barrier Protection

## Hyaluronic Acid Barrier

Adds moisture protection on top of the skin to help slow and minimize moisture loss



## Calendula Complex Water

helps strengthen the hyaluronic acid barrier to provide moisture protection on top of the skin, slowing and protecting against moisture loss.

# Ultra-Gentle Approach: Triple Barrier Protection

## Ceramide Barrier

Strengthens skin's protective moisture barrier to boost and maintain stable moisture level.



## Olive Oil-Derived Ceramide



helps strengthen skin's protective moisture barrier to boost and maintain a more stable moisture level in baby skin.

# Ultra-Gentle Approach: Triple Barrier Protection

## Lipid Barrier

Helps protect skin against environmental stressors.



## NutriCert™-certified Chamomile Essential Oil

helps support lipid barrier, which is important in skin's natural protection against external stressors.



# Enhanced with Phyto Complex

## Fresh Sprout Extract Complex

This blend includes sprout extracts from broccoli, alfalfa, cabbage, sprouted wheat, bok choy and radish sprouts. Soothes baby's delicate skin.

## Green Leaf Extract Complex

Helps build a strong protective layer to defend baby's skin from external stressors.

## Natural Ferment Extract Complex

The Baby Lotion formula, which includes Natural Ferment Extract Complex helps to comfort baby's delicate skin.





# Pure

## Safe and Clean Formulas

Committed to crafting clean formulas that use only ingredients you'd be happy to have on your skin, or your baby's skin.

When formulating each product, special care was taken in ingredient selection. Plant-based and synthetic ingredients were chosen based upon their safety and efficacy profiles.

# Proven

## Phytochemical Fingerprinting

Once we identified certain ingredients, we used a technique called phytochemical fingerprinting to demonstrate and prove the presence of phytonutrients in our most important plant-based ingredients.

With this proof, we can all be confident that the most important plant-based ingredients in g&h™ Baby Care products are actually present so they can deliver on their promises—with absolutely no compromises just because they are derived from plants.





# The g&h™ Baby Care Collection



# The g&h™ Baby Care Collection

Protecting. Pure. Proven

This is what our Baby Care formulas with “Plant-Based Goodness” offer.

In a crowded market, this a real differentiator for g&h™ Baby Care.





The g&h™ Baby Care Collection

## g&h™ Baby Wash & Shampoo

Gently foaming 2-in-1 shampoo and body wash with Triple Barrier Protection. Helps soothe while thoroughly cleanses baby's delicate skin from head to toe.





# g&h™

## Baby Wash & Shampoo

### Features and Benefits

2 in 1 formula gently cleanses baby's hair, scalp and skin.

Tear-free.

Every pump creates a rich, dense foam lather that makes bath time easier and faster.

Gentle enough for babies 6 months and older.

Ultra mild formula won't leave baby's skin feeling dry after rinsing.

Suitable for daily use as needed.

Dermatologist-tested. Allergy-tested. Soap-free.

g&h™

# Baby Wash & Shampoo

Triple Barrier Protection

## HA Barrier

This mild cleanser helps strengthen the HA Barrier to provide moisture protection on baby's skin.

## Ceramide Barrier

With every bath, it cleanses hair, scalp and skin while helping to support skin's protective moisture barrier to maintain stable moisture level of baby's skin.

## Lipid Barrier

The mild formula helps to support lipid barrier, a key element of skin that keeps natural protection against external stressors.



# g&h™ Baby Wash & Shampoo

## How to Use

Wet baby's hair and body with warm water, apply baby wash with your hand or washcloth, gently lather and rinse.

Full Size: 400ml bottle with pump







The g&h™ Baby Care Collection

## g&h™ Lotion

Mild body lotion that gives deep moisturization for delicate baby skin. Wraps skin with our Triple Barrier Protection that provides lasting moisture and leaves baby's skin feeling smooth and supple.



# g&h™ Lotion

## Features and Benefits

Deeply moisturizing lotion.

Locks in moisture for 24 hours—lasts until baby’s next daily bath time.

Helps strengthen baby skin’s natural moisture barrier to help improve skin’s natural moisture level.

Easy-gliding, non-greasy texture.

Leaves baby’s skin feeling touchably soft, smooth and visibly moisturized.

Gentle enough for babies 6 months and older.

Suitable for daily use as needed.

Dermatologist-tested. Allergy-tested.

# g&h™ Lotion

Triple Barrier Protection

## HA Barrier

The Lotion deeply moisturizes baby and protects against moisture loss.

## Ceramide Barrier

Special ingredients called ceramides help maintain a stable moisture level.

## Lipid Barrier

The Lotion helps support the lipid barrier for healthier-looking baby skin.





# g&h™ Lotion

## How to Use

After drying with towel, gently massage baby lotion all over baby's entire body

Full Size: 400ml bottle with pump





# g&h Baby



**No Sulfate Surfactants**  
**No Artificial Colorants**  
**No Mineral Oil**

**No Phthalates**  
**No Parabens**



**No animal testing**  
done by Amway



**Dermatologist Tested**  
**Allergy Tested**



Registered with  
the **Vegan Society**



**Amway Traceable**



**Biodegradable**



**Fragrance Free**



g&h™ Baby  
Wash and Shampoo  
126308 400 ml

g&h™ Baby  
Lotion  
126309 400 ml



# Have It All

Traceable from Seed to Your Baby's Skin



## PROTECTING

With Triple Barrier Protection from plant-based and NutriCert-certified ingredients.



## PURE

With a Clean “NO” list such as surfactants and fragrance that may strip away baby’s skin barrier



## PROVEN

Through Phytochemical fingerprinting to ensure that our ingredients deliver on their promise



# Our Customer

## Mindful Millennial Moms

Moms who care about the health and safety of their families and loved ones.

They are the key decision makers in their families, driving most purchase decisions for their households. And they look for products that are green, clean, effective, safe yet sustainable to the environment.



# Why is G&H Baby safe for your baby and those with delicate skin?

## REASONS TO LOVE:

- Clean, plant-based ingredients– Nutrilite approved chamomile oil, calendula water, and olive oil.
- Suitable for daily use as needed
- Helps support lipid barrier to protect skin against environmental stressors
- Dermatologist-tested. Allergy-tested.
- Registered with The Vegan Society
- Fragrance-free
- Omits potentially concerning ingredients like artificial colors, mineral oil, parabens, and phthalates.
- Amway Traceable
- Bottle is made with 30% recycled material



# Why is G&H Baby safe for your baby and those with delicate skin?

## REASONS TO LOVE:

### **G&H Baby Wash and Shampoo**

- Light and fluffy foam formula
- Mild, tear-free formula

### **G&H Baby Lotion**

- Provides 24 hours of moisturization
- Easy-gliding, non-greasy texture





# 8 ways we create sustainable products

Our ingredients are consciously selected, and we strive for more eco-conscious packaging, creating more sustainable products that empower our customers to live responsibly.



## Biodegradable Legacy

Sustainable products have been part of our portfolio since 1959, beginning with Liquid Organic Cleaner (L.O.C.), one of the world's first biodegradable cleaners.



## Sustainable Farming Principles

We embrace organic and regenerative farming on our Amway farms, cultivating potent and healthy ingredients for some of our products.



## Powerful Eco-Conscious Formulas

Our laundry and dish formulas are phosphate-free, cold water-effective, and use plant derived ingredients wherever possible.



## Safer Choice Recognition

Many formulas in the Amway Home and Legacy of Clean lines have been formulated to meet and maintain the U.S. EPA's Safer Choice criteria.



## "NO" List of Harmful Ingredients

Over 1,700 ingredients are never used in our Artistry Skin Nutrition and g&h™ products.



## Transparency through Traceability

From seed to final product, we require meticulous documentation of botanical ingredient quality and processes.



## Reducing Packaging Waste

Artistry Skin Nutrition eliminated 21% of its plastic use globally and reduced its annual plastic use by 288,047 lbs<sup>1</sup> – all without compromising on product quality or quantity.



## Using Recycled Content

g&h™ baby lotion and body wash bottles are made with 30% post-consumer recycled plastic.<sup>2</sup>

<sup>1</sup> Compared to Artistry Hydra-V, Artistry Youth Xtend, Artistry Youth Xtend Ultra and Artistry Ideal Radiance skincare lines

<sup>2</sup> Applies to g&h™ products produced in Ada, Michigan, USA, and g&h™ baby products produced in Korea

# G&H Products are created SUSTAINABLE

Sustainability of g&h ingredients:

- **PROTECT THE EARTH**

Our Nutrilite™-grown and NutriCert™-sourced botanicals come from sustainable farms

- **PROTECT THE PEOPLE**

Crops grown on Nutrilite™ and NutriCert™ certified farms are ethically produced, with care for the health and welfare of our employees and our surrounding communities.

- **PROTECT OUR RESOURCES**

Dedicated to further incorporating regenerative practices that build up healthy soil, increase biodiversity and conserve water, and we encourage our partner farms to do the same.





# COMPARISON

## See How We Compare



### Leading Masstige Brand X

### Leading Premium Brand Y

With *Calendula Complex Water*, *Olive Oil Derived Ceramide* and *Chamomile Essential Oil*. Also, with *Phytonutrients* from *Fresh Sprout Complex*.

With unique ¼ moisturizing cream

With *Avocado Perseose*, *Vitamin B5* and mild surfactants

With *Nutri-cert* and *traceable ingredients*

-

With *organically farmed ingredients*

Fragrance-free

Fragrance-free

With M\* perfume

Mild, tear-free, soap-free formula, pH-balanced, Vegan, Derma and allergy tested

pH-neutral, tear-free, and hypoallergenic baby wash; ophthalmologist, dermatologist and pediatrician-tested

Hypoallergenic, tear-free, Paraben-free, Soap-free, Vegan

Only P795

-39% cheaper than g&h Baby

+10% more expensive than g&h Baby

Only P895



Earn **AmPay** with **g&h**  
GOODNESS  
& HEALTH™

# EARN AmPay with G&H Baby



**ABO**  
Amway  
Business Owner

# EARN **AmPay** with G&H Baby Wash & Shampoo



AES PRICE: 795.00

ABO PRICE: 715.00

**AMPAY EARNING: 80.00**

\*AmPay earning is subject to VAT & Withholding Tax



**ABO**

Amway  
Business Owner



**AES**

Amway  
Exclusive Shopper



# EARN **AmPay** with G&H Baby Lotion



AES PRICE: 895.00  
ABO PRICE: 805.00  
**AMPAY EARNING: 90.00**

\*AmPay earning is subject to VAT & Withholding Tax



**ABO**  
Amway  
Business Owner



**AES**  
Amway  
Exclusive Shopper



# EARN **AmPay** with G&H Baby Care



## **G&H BABYWASH & SHAMPOO**

AES PRICE: 795

ABO PRICE: 715

AMPAY INCOME: 80



## **G&H BABY LOTION**

AES PRICE: 895

ABO PRICE: 805

AMPAY INCOME: 90

**TOTAL: 170**

\*AmPay earning is subject to VAT & Withholding Tax



**ABO**  
Amway  
Business Owner



**AES**  
Amway  
Exclusive Shopper

# EARN **AmPay** with G&H Products

**ABO**  
Amway  
Business  
Owner



**AES**  
Amway  
Exclusive  
Shopper

**ABO PRICE:**

G&H PROTECT SOAP : 1,107.00  
 G&H BODYWASH: 499.50  
 G&H BODY MILK : 535.50  
 G&H PROTECT DEO: 283.50  
 G&H COMPLEXION BAR: 459.00  
 G&H BABY WASH: 715.50  
 G&H BABY LOTION: 805.50

**AES PRICE:**

G&H PROTECT SOAP : 1,230  
 G&H BODYWASH: 555.00  
 G&H BODY MILK : 595.00  
 G&H PROTECT DEO: 315.00  
 G&H COMPLEXION BAR: 510.00  
 G&H BABY WASH: 795.00  
 G&H BABY LOTION: 895.00

**AMPAY EARNING:**

**123.00**  
**55.00**  
**59.50**  
**31.50**  
**51.00**  
**80.00**  
**90.00**

**TOTAL AMPAY EARNING: 490**

\*AmPay earning is subject to VAT & Withholding Tax



g&h  
GOODNESS  
& HEALTH™