



QUALITY ASSURANCE STANDARDS

FOR BUSINESS SUPPORT
MATERIALS (BSMs)

REFER SECTION 7 OF RULES OF CONDUCT
FOR AMWAY DIRECT SELLER



Amway India - BSM Quality Assurance Standards

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Amway believes that the use of memorialized BSM, and the use of other BSM such as meetings and events, can be an effective tool in building an Amway Direct Seller's business. The use of tools and teachings developed and/or made available by successful Amway Direct Seller Leaders should impact the Amway Business in a meaningful, measurable and positive way.

To further that goal, Amway has created these BSM Quality Assurance Standards (QAS) which set forth the requirements and standards that are applicable to all BSM, and to all Amway Direct Sellers in the conduct of their Amway Business.

Zero Tolerance Policy: Part of our Code of Ethics, we have enhanced the scope of this Policy and have included Quality Assurance Standards (QAS) and DS Guidelines in it.

The QAS is divided into two sections:

- (1) **Program Standards**, which contain the mandatory processes and requirements related to BSM, and
- (2) **Content Standards**, which detail the standards and requirements relating to the subject matter, messaging, content and material within the BSM.

Specific provisions within the QAS apply only to those Amway Direct Sellers who meet the qualification criteria to create, promote, sell, distribute or offer BSM for sale (Amway Direct Seller Training Providers), and these provisions are marked accordingly.

Please note that the requirements and standards included in the QAS cannot possibly cover every aspect or situation that may be encountered regarding BSM review or other situations requiring compliance. Amway, however, believes that these standards, combined with the Amway Rules of Conduct and the Amway BSM Policy, are essential to protect and enhance the reputation of Amway and Amway Direct Sellers.

Amway India - Program Standards

All promotion, sales and distribution of BSM must comply with the Amway Rules of Conduct and the Amway BSM Policy established for all Amway Direct Sellers as those documents may be amended from time to time. The Amway Rules of Conduct and the Amway BSM Policy are incorporated into these Program Standards by this reference.

DEVICES / SALES AIDS

[APPLICABLE TO AMWAY DIRECT SELLERS]

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 written authorization by Amway India.

EVENTS AND FUNCTIONS

[APPLICABLE TO AMWAY DIRECT SELLERS]

All Amway Direct Sellers that offer, sponsor, provide access to, or are otherwise associated or involved with meetings, functions, and/or events must ensure that such meetings, functions and events comply with the relevant Standards for Events and Functions set forth below. Upon request from Amway, Amway Direct Sellers must provide advance information and details regarding the meetings, functions and events they intend to offer, sponsor, provide access to, or with which they are associated or involved.

Amway Direct Sellers must ensure that all speakers at the meetings/ functions/events comply with the Content Standards portion of the QAS. Those Amway Direct Sellers selling BSM must have a standard refund policy that complies with Section 7.5 of the Rules of Conduct. In addition, they must have a dispute resolution procedure that requires the Amway Direct Seller to use its best efforts to resolve in good faith any disputes with a BSM purchaser, and to submit any unresolved disputes to the dispute resolution procedure in Section 11 of the Rules of Conduct. The refund policy, dispute resolution procedure, and the responsible person for returns, must be clearly communicated to the purchaser prior to any BSM sale. In the event such terms do not include the responsible person for returns, the seller shall be responsible for handling returns.

STANDARDS FOR EVENTS AND FUNCTIONS

All Meetings/Events/Functions must meet the following basic standards:

- The venue should be presentable with basic amenities like drinking water, enough number of lighted washrooms, proper lighting in the hall and outside, adequate ventilation, etc.
- Efforts should be made to ensure the availability of proper seating for all participants/ audience. A maximum deviation of 5% from the authorized seating capacity of the hall is permitted, unless otherwise dictated by law or regulation.

- The audience should have clear visibility of the proceedings on the stage either directly or through screens with live feed.
- If using the seating area behind the stage, there should be a live feed on the opposite side, for the audience sitting there.
- Provide good audio quality of presentations throughout the venue.
- All required and applicable permissions and licenses to be obtained from the concerned Authorities prior to conducting the Meeting/Event/Function.

Ticket language must include.

FRONT:

- Event
- Host name
- Date and time
- Location
- Ticket price

REVERSE:

- Ticket price cannot exceed the indicated one.
- Terms of refund.
- Series of the ticket comply with the respective event.
- Persons under 18 shall not be allowed to come to Amway business meetings/ events.
- Purchase of this ticket is optional, not mandatory. Results may vary from person to person and results are not guaranteed.
- Training agency / Speakername, contact telephone number, address.

FRONT OR REVERSE:

- “ Purchase of this ticket is optional, not mandatory. 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 Amway business”.

The following shall be clearly explained to the customer before ticket purchase:

- Purchase of this ticket is optional, not mandatory.
- No audio or video recording is allowed.



Requirements for BSM Packaging and Use of BSM Content Review Number

All BSM must meet the requirements existing for the quality of production and reproducing of similar materials produced by Amway itself.

Each authorized BSM must contain the following information:

- Information about Amway Direct Seller or the third party vendor producing the BSM, and edition including the dates they were published or recorded.
- BSM title
- BSM author's name
- BSM price
- Content Review Number and year authorized by Amway
- Mandatory BSM Disclosures (See Obligatory Disclosures Section)

This information specified above must be clear and intelligible; however the position on the BSM may vary depending on the media type as below:

- CDs and DVDs
To be printed on the CD / DVD itself and on the cover.
- Printed Materials
To be printed preferably on the (back) cover.
- Audio recordings
To be spoken clearly at the beginning or the end of the recording.
- Video recordings
To be spoken clearly at the beginning or the end of the video.

A sticker with full legend might be used as well on CDs, DVDs and Printed Materials.

Audio and video-recordings duration approved by Amway as BSM cannot be less than 30 minutes.



Mandatory Core Curriculum

[Applicable to Amway Direct Seller Training Providers]

REQUIREMENTS

All Amway Direct Seller Training Providers who offer BSM for sale, use, or distribution must meet the Core Curriculum Requirement set forth in this section. The requirements are intended to ensure that training is offered in all three areas that are considered core to the Amway business.

The three core training areas are:

- **Business Fundamentals:** Accurately represent, teach and develop appropriate skills needed to help Amway Direct Sellers reach their goals.
- **Product Sales:** Provide Amway Direct Sellers with necessary skills to effectively sell products.
- **Sponsoring:** Provide Amway Direct Sellers with the necessary skills to effectively sponsor new Amway Direct Sellers into the Amway business.

To satisfy the Core Curriculum Requirement, Amway Direct Seller Training Providers must maintain at all times in its memorialized BSM offerings, a Core Curriculum, and must include teachings consistent with the Core Curriculum at its meetings and events.

Core Curriculum means a BSM consisting Amway-approved BSM in each core training areas above. The BSM in the Core Curriculum must meet the educational objectives and essential elements of the category it covers as set forth in the grid in Diagram A-1. When Amway Direct Seller Training Providers offer any BSM for sale or distribution, it must also offer the Core Curriculum.



This may be accomplished in one of three ways:

1. Utilize Amway Materials Exclusively.

Amway will make available to all Amway Direct Sellers, free of charge, a Core Curriculum consisting of approved BSM in each core training areas.

2. Utilize Self-Created / Sourced Materials Exclusively, approved by Amway.

Amway Direct Seller Training Providers may create and/or source (from third parties) its own Core Curriculum consisting of Amway approved BSM in core training areas, and make them available to other Amway Direct Sellers.

Amway Direct Seller Training Providers may charge Amway Direct Sellers for such BSM provided that the charges meet all applicable requirements and restrictions. The Core Curriculum BSM must be submitted for review and approval by Amway in its discretion, to ensure that the BSM complies with the QAS and meets the educational objectives and essential elements as specified in Diagram A-1 below.

3. Utilize a Combination of Amway and Self-Created/Sourced Materials, approved by Amway.

Amway Direct Seller Training Providers may elect to utilize a combination of BSM from Amway, and either self-created BSM or BSM sourced by third parties, and make them available to other Amway Direct Sellers to meet the Core Curriculum Requirement for all three core training areas. All BSM created or sourced by Amway Direct Seller Training Providers must be submitted for review and approval by Amway in its discretion, to ensure that the BSM complies with the QAS and meets the educational objectives and essential elements as specified in Diagram A-1 below.

DIAGRAM A1

CATEGORY	OBJECTIVE	ESSENTIAL ELEMENTS
Business Fundamentals – accurately represent, teach and develop appropriate skills needed to help Amway Direct Sellers reach their goals	A. Promote accurate and complete understanding of the Amway Direct Seller Compensation Plan.	<ul style="list-style-type: none"> Teach about the Amway Direct Seller Compensation Plan, Retail Margin, Trade Discount, Distributor Price, PV, BV and how Pass Up / Group Volume works. Teach the components of the First Purchase Offer and Growth Incentive Program and their benefits. 100% money Back Guarantee
	B. Promote balanced business skills (selling and sponsoring) for new Amway Direct Seller.	<ul style="list-style-type: none"> Teach all components of a balanced business (Retailing, Sponsoring, and Personal Use).
	C. Provide an ongoing education and leadership development program for Amway Direct Sellers.	<ul style="list-style-type: none"> Teach the history of Amway and all the credentials of the company, Founders Fundamentals, Visions and Values. Teach how to effectively present the Amway business in accordance with Rules of Conduct and consistent with the Code of Ethics.
Product Sales – provide Amway Direct Sellers with necessary skills to effectively sell products	A. Provide the methods used to teach ongoing product sales.	<ul style="list-style-type: none"> Teach Basic selling skills.
	B. Product Knowledge.	<ul style="list-style-type: none"> Explain Features and benefits of Amway products and brands, including the available resources to support and increase product knowledge and sales. Teach profitability of the different product categories and how they relate to the Amway Direct Seller Compensation Plan. Explain the Amway Satisfaction Guarantee. Teach about making accurate product claims.
Sponsoring – provide Amway Direct Sellers with the necessary skills to effectively sponsor new Amway Direct Sellers into the Amway business	A. Provide the methods used to teach sponsoring skills.	<ul style="list-style-type: none"> Demonstrate how to effectively communicate the Amway opportunity with Prospects – including what you should say and should not say. Explain Sponsor responsibilities.



Mandatory BSM Content

[Applicable to all Amway Direct Sellers]

REQUIREMENTS

To be compliant with the QAS, all Approved BSM, regardless of form, must contain information and/or teaching in areas that are considered to be core to the Amway business. The three core training areas are:

- **Business Fundamentals:** Accurately represent, teach and develop appropriate skills needed to help Amway Direct Sellers reach their goals.
- **Product Sales:** Provide Amway Direct Sellers with necessary skills to effectively sell products.
- **Sponsoring:** Provide Amway Direct Sellers with the necessary skills to effectively sponsor new Amway Direct Sellers into the Amway business.

Mandatory Meeting Content

[Applicable to all Amway Direct Sellers]

Amway Direct Sellers that offer, sponsor, provide access to, or are otherwise associated or involved with meetings and/or events falling within one of the categories below, must ensure that such meeting and/or event complies with the Content Standards portion of the QAS, provides the Mandatory BSM Content as described in the previous section, and provides the mandatory meeting content set forth below.

The Amway Product Display/Demonstration is mandatory for each of the meetings below and consists of a display including a minimum of five Amway products (with at least one from each product category), plus the live demonstration or video play back of an Amway-approved product demonstration that appears on the Amway e-learning website.

OPEN PLAN/PLAN PREVIEW MEETING

Open Plan/Plan Preview Meetings are those meetings with ten or more people in the audience that have the objective of introducing the Amway Business to Prospects. The target audience is comprised of Prospects, Customers and Amway Direct Sellers. However, a prospect cannot be charged for the meeting. The meeting shall be hosted by a Qualified Platinum and above.

The duration of the mandatory meeting content is approximately 75 minutes.

Mandatory Meeting Content – Open Plan/Plan Preview Meeting

The Open Plan/Plan Preview Meetings must contain the following elements:

1. Introduction (Approximately 5 minutes).
2. Amway Sales and Marketing Plan Presentation (Approximately 35 minutes), as per the media / tools provided by Amway.
3. Amway Product Display/Demonstration (15 Minutes) to be presented by Amway Direct Seller leader.
4. Recognition (10 minutes).
5. Sharing of Success Stories (10 minutes).

The following points must be covered during the meeting:

- Amway Credentials
- Zero cost to join the Amway business.
- Money back Guarantee for 100% Satisfaction of use.
- Cooling off period.
- No minimum product purchase requirement.
- Income is based on the sale of products.
- Income is based on effort and not based on position in Line of Sponsorship.
- Mandatory Disclaimers as defined in the QAS.
- Refund Policy for BSMs.
- Approved income claims.



BUSINESS BUILDING SEMINARS

Business Building Seminars are those meetings that focus on how to build a profitable and sustainable Amway business. The target audience is primarily Amway Direct Sellers but prospects may also attend. However, a prospect cannot be charged for the meeting. The keynote speaker for a Business Building Seminar must be a Qualified Emerald or above. Only, approved material, speaker guidelines should be followed in the event. The duration of the meeting content is 3-4 hours.

MANDATORY MEETING CONTENT – BUSINESS BUILDING SEMINARS

The Business Building Seminars must contain the following elements:

1. Motivation, Recognition of Sales Team – (20% of Meeting time).
2. Business Hygiene/Providing Clarity on important aspects of business hygiene. (10% of Meeting time).
3. Experience Sharing and Testimonials, Cardinal Rules. (10% of Meeting time).
4. Approved BSM promotion (5% of Meeting time).
5. Company Credentials (Fact Sheet Presentation to be provided by Amway) and Growth Drivers (e.g. Gold Forum, NPF, GIP, ALS, etc.) (5% of Meeting).
6. Business Building techniques by the Key Note Speaker (50% of Meeting). New Business Builder activation with emphasis on reward vs effort.

i. Focus on skill enhancement to increase the Sales Team reach with accurate representation of Amway.

SALES AND MARKETING PLAN.

- b. Volume Generation.
 - i. **Skill enhancement** – servicing Customers to create new customers & generate repeat volume.
 - ii. **Knowledge Enhancement** – enhancing product knowledge by using Amway Training Platforms (physical and virtual) which is available for free.
- c. Topic of the Day. E.g. relationship management, emotional intelligence, nuances of team management, etc.
7. Amway Product Display/Demonstration.



MAJOR FUNCTION

Major Functions are those meetings that have the objective of recognition and motivation. The target audience is comprised of Amway Direct Sellers and Prospects. However, a prospect cannot be charged for the meeting. The keynote speaker(s) at the Major Functions must be a Diamond or above (must be at least a Qualified Emerald during the day of the event). The duration of the event is 5-8 hours.

MANDATORY MEETING CONTENT - MAJOR FUNCTION

The Major Function must contain the following elements:

1. Recognition Parade.
2. Reward vs effort presentation based on success story by Amway Direct Seller speakers (Qualified Diamonds & above only), with a flair of personal experience.
3. Recognition of New Pins (if applicable) with a balance message to give a sense of reward vs effort.
4. BSM promotion (not more than 5% of the meeting duration).
5. Panel discussions to address current questions in mind/clear doubts.
6. Corporate presentation by Amway spokesperson.
7. Amway Product Display/Demonstration.

Major Functions may also have a separate Meeting for Leaders that is a focused group meeting reserved for Amway Direct Sellers that have at a minimum achieved the Silver Producer level or higher. There can be no extra charge for this meeting. Mandatory Content for the Meeting for Leaders is as follows:

1. Re-enforcement of best practices to maintain business hygiene. To be presented by Amway representative, if available.
2. Senior Amway Direct Seller leader to re-enforce the idea of reward vs. effort.
3. Strategies & tools to increase productivity & profitability.
4. Steps and efforts to achieve the next / higher level.
5. Question and Answer Session.



GO DIAMOND FUNCTION

Go Diamond Functions are those meetings that have the objective of providing a higher level of teaching about business building and business hygiene for Amway Direct Sellers. The target audience is comprised of Amway Direct Sellers who have reached the Qualified Silver producer level and up. The duration for Go Diamond-Functions must not exceed the approved allocated duration.

MANDATORY MEETING CONTENT – GO DIAMOND MEETINGS

The Go Diamond Meetings must contain the following elements:

GENERAL MEETING (GO DIAMOND)

Re-enforce best practices to maintain business hygiene (preferably by Amway representative).Senior Amway Direct Seller Leaders Speaks about:

- Rewards V/s Efforts.
- GOAL Setting & Action Planning.
- Retailing and Sales Team Building.
- Importance of Consistency.
- Sneak Preview of Corporations Growth Drivers.
- Introduce them to Team Initiatives / Strategy.
- Amway Product Display/Demonstration.

Go Diamond Functions may also have a separate optional Meeting for Leaders that is a focused group meeting reserved for Amway Direct Sellers that have at a minimum achieved a certain Pin level. The target audience is Qualified Emeralds or higher. There can be no extra charge for this meeting, and must be included in the time frame of the Go Diamond meeting. Mandatory Content for the Meeting for Leaders is as follows:

1. Re-enforcement of best practices to maintain business hygiene.
2. Senior Amway Direct Seller Leaders to teach on aspects of business which will fosters among others the following:
 - a. Team bonding.
 - b. Business sustainability.
 - c. Enhance productivity.
 - d. Pin change (personal and group).
 - e. Strategies to increase profitability.
 - f. SeniorAmway Direct Seller Leaders speak to the team in detail on the SWOT of the market.
3. Question and Answer session.



Submission and Review of BSM

[Applicable to all Amway Direct Sellers]

Except as otherwise provided in the Amway Rules of Conduct, written policies, or other policies which Amway may communicate from time to time, it is the responsibility of all qualified Amway Direct Sellers that sell, offer for sale, distribute, provide access to, or create BSM, to ensure that such BSM comply with the Content Standards portion of the QAS, and be submitted to Amway for review and authorization according to the process stated below. The review and authorization of BSM by Amway does not relieve the Amway Direct Seller of any liability related to compliance with applicable laws and guidelines including without limitation, laws relating to the use of intellectual property of third parties.

MEMORIALIZED BSM PRE-SUBMISSION PROCESS

Qualified Amway Direct Seller Training Providers and/or those submitting BSM for review will make efforts to ensure that all BSM submitted for review to Amway comply with the Content Standards portion of the QAS, and contain the Mandatory BSM Content. If BSM are submitted in a language other than English or Hindi, the Amway Direct Seller Training Provider and/or BSM submitter shall submit an accurate English translation of the BSM and shall provide a Declaration stating that to the best of his/her knowledge, the English translation is accurate to the original BSM.

SUBMISSION PROCESS

1. Amway Direct Seller Training Provider and/or BSM submitter will submit a digital copy of the BSM for which authorization is requested, together with any written summary, and the general details of the BSM to the contact person or department designated by Amway.
2. Amway will, at its election, review the submitted BSM for compliance, authorize the BSM without review, or reject the item if it is not a BSM.
3. Once the BSM is authorized, Amway will assign a Content Review Number (CRN) to the BSM and notify the Amway Direct SellerSubmitter of the authorization. The BSM is formally authorized by Amway for promotion, sale and distribution to Amway Direct Sellers (and/or prospects, as the case may be), only with the CRN placed on the BSM.
4. In case there is a violation of the QAS found by Amway during the review process, the BSM will be rejected. However, if permitted by the authors and those holding the applicable rights to the BSM, BSM submitter may edit the BSM accordingly and resubmit it for review approval. The BSM may not be promoted, sold, or distributed to Amway Direct Sellers or Prospects until the BSM is formally authorized by Amway and contains a CRN.
5. Appropriate action as provided in the BSM policy.



MEETINGS AND EVENTS BSM PRE-SUBMISSION PROCESS

In advance of the meeting or event, the Qualified Amway Direct Seller Training Provider and/or anyone sponsoring or involved in the organizing of the meeting or event, will ensure that the content of the meeting or event will comply with the Content Standards portion of the QAS, and that the Mandatory BSM Content will be provided. There is no pre-approval or pre-authorization process for content of meetings or events.

SUBMISSION PROCESS

Video Recording Requirement: The Amway Direct Seller Training Provider and/or anyone sponsoring or involved in the organization of the meeting or event, must create an audio or video recording of such meeting or event as stated below. The recording must capture the entire content of the meeting or event, and must be of sufficient quality to enable Amway to conduct a review against the QAS of the event or meeting.

Zero Tolerance Policy: Part of our Code of Ethics, we have enhanced the scope of this Policy and have included Quality Assurance Standards (QAS) in it.

OPEN MEETING WITH AN AUDIENCE OF 10 PEOPLE OR MORE

1. The Host Platinum has an option to upload the unedited audio / video recording, of the meeting, for review on www.sendbsm.com, within 15 days of the meeting.
2. In case the meeting is hosted by a leader designated by the Platinum, it is the responsibility of Platinum to ensure that the meeting is uploaded through the Qualified Silver Producer & Up.
3. The meeting recording can also be submitted in person to the nearest Amway office.
4. The upload, for the meeting, must be as per the detailed process shared by Amway India.

ALL OTHER MEETINGS AND EVENTS

1. An Audio and/or Video (with audio) recording of the meeting needs to be manually submitted to the nearest Amway office.
2. The required video recording must be submitted to the Amway office within 15 days after the completion of the event.



Amway India-Content Standards

BSM content cannot be false, misleading, inaccurate, or deceptive. BSM content must be consistent with the Amway Rules of Conduct and the Amway BSM Policy as the same may be amended from time to time. The Amway Rules of Conduct and the Amway BSM Policy are incorporated into the Content Standards by this reference.

Positioning the Amway Business Opportunity

[Applicable to all Amway Direct Sellers and to Amway Direct Seller Training Providers]

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 Amway Sales and Marketing Plan. These Materials should not suggest this is anything other than the Amway Business Opportunity.

DESCRIBING THE AMWAY BUSINESS OPPORTUNITY

The Amway Business must be presented as an opportunity to earn income through the retailing of products and mentoring of others to do the same. It is a business including products and product education, distribution, sales, customer service, building Sales Team and the Amway Sales and Marketing Plan.

The Amway Business should not be referred to as anything other than the Amway Business Opportunity. It must be clear that the Amway Direct Seller Training Providers and any third parties that supply BSM do not supply the business opportunity but only supply optional Business Support Materials, support and community. Using a deceptive synonym for Amway is not allowed (see examples in Speaker Rules (Section 2 (1) "Amway's Role").

Any representations of Amway earnings and/or bonuses from the Amway Sales and Marketing Plan must be consistent with, and no greater than, the appropriate earnings figures as published by Amway from time to time. Earnings and Amway Sales and Marketing Plan materials must have the appropriate, required disclosures.



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

- Amway business is free to join.
- New Joinee are provided cooling off period of 90 days.
- The Amway Direct Seller contract (rights and responsibilities).
- Amway Sales and Marketing Plan which includes:
 - Sales and marketing (and their administration);
 - Amway Direct Seller Rewards (and their administration);
 - Amway Direct Seller Recognition (and its administration);
 - The products, product education, product support.
 - Distribution (products and services).
 - Free trainings (Instructor-led and Web-based).
- Amway Products come with Money back Guarantee for 100% Satisfaction of use.
- Digital Support: Download the Amway India app on mobile to shop or support your business.
- Can plan order at the website www.amway.in

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



Showing the Amway Sales and Marketing Plan/Business Building

[Applicable to all Amway Direct Sellers and to BSM]

All income representations must be limited to income earned from the Amway Sales and Marketing Plan, and not from any other source. The income representations must provide realistic, not exaggerated, income potentials. Income representations at various levels of achievement must be consistent with, and no greater than, the appropriate corresponding income figures published by Amway from time to time for various levels of achievement. When describing the Amway Sales and Marketing Plan, the roles of a balanced business (Amway Direct Seller retail sales, personal use, and sponsoring) must be accurately explained.

- **Amway Direct Seller Retail Sales** – Selling to customers is a great way to earn immediate income, and is a requirement to earn additional bonuses under the Amway Sales and Marketing Plan.
- **Amway preferred Customer Program**
- **Personal Use** – When showing the Amway Sales and Marketing Plan and in discussing it with anyone, personal use of products 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 must not be represented as such. Implying that the business is a wholesale buying club is not allowed.

Implying that a successful Amway Business can be built solely on personal consumption is contrary to the Rules of Conduct as having customers is an essential component of the Amway Sales and Marketing Plan.

- **Sponsoring** –Income is not earned from the act of sponsoring. Stating or implying that an Amway Direct Seller 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. Sponsoring may support Amway Direct Seller to build a successful business.

The Amway Sales and Marketing Plan does not compensate Amway Direct Sellers for the act of sponsoring. Compensation is earned when products are sold to customers. To imply that an Amway Direct Seller can be successful by merely sponsoring others is an inaccurate representation of the business opportunity.

SELF-IMPROVEMENT PROGRAM

Presenting the business primarily as a self-improvement program, e. g. to improve yourself, save your marriage, or improve relationships with your family or others, rather than a for-profit business is a misrepresentation of the business. That would imply that the primary activity in the business is something other than generating profit. The self-improvement aspects of the business are intangible and should be presented in that context.

EQUAL OPPORTUNITY BUSINESS

The Amway Business must be presented as an equal opportunity business and does not exclude people due to personal beliefs, political affiliations, ethnic background or racial origins.

CONTENT PERMITTED

Requirement:

It must be clear that what is being described or offered is the Amway Business Opportunity. Refer Amway Mandatory Orientation Schedule available at www.Amway.in site.

Content options permitted (some examples):

- The Amway Business Opportunity.
- The Amway Business.
- The Amway Sales Plan.
- The Amway Sales and Marketing Plan.

Additional content permitted with appropriate context or description. To be used only in conjunction with Amway Business Opportunity (some examples):

- Independent commerce.
- Personal commerce.
- Amway Direct Seller business model / opportunity.
- Business Opportunity.
- Free enterprise opportunity.
- Independent business.
- Direct selling opportunity.

- Distributorship Opportunity with immense potential.
- Choosing to create a sales team who do the same activities
- Expand your business by supporting key people.

Content NOT Permitted (some examples)

- Internship program.
- Savings plan.
- Tax shelter.
- Wholesale buying club.
- Franchise.
- Virtual mall / Internet Store.
- Sponsoring company.
- Use of terms like 'Financial / trading project' or 'project', 'program', 'concept', 'Business idea' or 'idea' while referring to the Amway Business opportunity.
- Financial or investment seminar.
- Class / Workshop seminar or e-seminar.
- 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.
- Employee, agent, e-commerce Amway Direct Seller, or legal representative (as a synonym for Amway Direct Seller).
- Amway is just a supplier.
- Amway Direct Seller "outsources" administrative support.
- "Get rich quick" scheme.
- Guarantee of success.
- Diminish time and effort.
- "Risk-free", "investment-free" opportunity / business.
- Employment opportunity.
- Retirement programme.
- Mentorship program.
- Consumer Network / Organization.
- Prosumer / Consumer / Customer (as a synonym for Amway Direct Seller).
- Pipeline.
- No (product) sale required.
- To describe Amway as the (support) system.
- Market research.
- Job interview or set up an interview.
- Job application documents.
- Cheaper shopping.
- Vendor (as a synonym for Amway).

- One of many partners (when used to describe the Amway Business).
- Web Portal Provider.
- Customer Registration except as it may relate to registration of Preferred Customers with Amway.

TIME AND EFFORT

A guarantee of success is not allowed.

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

FACTS AND FIGURES

Anything, including statements, statistics, direct quotations, and other information, used to promote the business or the Amway products must always be truthful, accurate and not misleading. In addition, with the exception of speeches and audio recordings, all BSM must have statistics substantiated within the BSM at the point of use, citing both the source and date of the statistic. Make any factual representation to anyone that cannot be verified or make any promise that cannot be fulfilled.

CORPORATE INFORMATION

Corporate statistics, rankings, and historical information should be consistent and not vary from what I currently presented by Amway. 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 should be made only in conjunction with the ownership of Amway Corporation and the Alticor family of companies, including Amway.

References to any of the private projects, businesses, and philanthropy of the Van Andel and DeVos families must always be accurate and with a clear distinction between those and Amway and the Alticor family of companies.

STATISTICAL INFORMATION

Graphs, visuals, quotes, and references to statistical data must be substantiated from an identified, credible source and dated currently (no more than three years).

Facts must be applicable to the intended market.

PRODUCT COMPARISON

Price or product comparisons have a potential to become delicate and sensitive issues. Therefore price or product comparisons are prohibited because of the risk level and need for substantiation.

QUOTES

Quotes from the speeches of other Qualified Amway Direct Sellers and/or specifying their names as well as the facts from success stories of well-known Amway Leaders can be used only after prior authorization from them.

Test results performed by respective publications in mass media may be quoted, but results cannot be characterized as an endorsement.

Health or medical associations or similar bodies cannot be cited as a source in connection with NUTRILITE™ products.

Intellectual Property

Using copyrighted material

Amway Direct Sellers shall not copy, distribute or in any other manner use copyrighted materials from a third party or produced by Amway or Alticor Inc. without proper written assignment, license or other permission by the owner or through applicable laws that permit the use. Any written permission obtained shall be retained by the Amway Direct Seller and produced to Amway upon request.

Copyrighted materials include, but are not limited to: music; books; magazines; articles and other writings, including excerpts and translations; speeches; photographs, artwork, including clip art on the Internet; websites; blogs, and other social media posts; videos, movies, plays; sculptures, buildings, 3D forms; and computer software.

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

A Special Note About Music: Music reproduced, altered, played, performed, recorded, broadcast or streamed via the Internet cannot be used in connection with BSM without a proper written assignment, license, or other permission of the owner or through applicable laws that permit the use. **MORE THAN ONE LICENSE IS OFTEN REQUIRED WHEN USING RECORDED MUSIC.** Any written permission obtained shall be retained by the Amway Direct Seller and produced to Amway upon request.

A copyright owner may grant only limited rights. Those rights may be limited in several ways, including in time, use, territory or media. Therefore, a license to use copyrighted material in one situation may not include the right to use the same material in another situation. You are responsible for confirming that your use is covered by the permission granted.

Tips For Avoiding Mistakes:

1. Do not assume materials on the Internet are available for copying without permission. Internet postings may be subject to copyright. This would include re-use of materials submitted by visitors to an Amway Direct Seller site.

If you want to republish or re-use material posted on your site, such as republishing a customer quote in promotional materials, you should seek permission.

2. If you permit content to be posted on your website, the conditions for posting of materials by others should comply with these restrictions on BSM, including prohibition of posting BSM without approval of Amway.

3. Purchasing music online does not mean the purchaser can use the purchased music for any purpose. For example, you may need to obtain additional licenses to use the music in connection with BSMs, such as in videos, or for use on the Internet.
4. Quoting even a small portion of a copyrighted work may violate the author's copyright. Obtain written permission before using the writings or speeches of other people.
5. Even if Amway has obtained a license to use a copyrighted material, it does not necessarily mean that the license extends to an Amway Direct Seller's use of the material.

AMWAY-PRODUCED MATERIALS

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

AMWAY EMPLOYEES

Presentations by employees or representatives of Amway or Alticor Inc. should not be recorded, distributed, or sold in whole or in part without prior written authorization of Amway.

RIGHTS OF PUBLICITY

Amway Direct Sellers shall refrain from using an individual's likeness, including his or her name, photograph, image or voice, without written permission of the individual. The Amway Direct Seller shall maintain the written permission and produce it to Amway upon request.

Like copyright permissions, publicity permissions may be limited in several ways, including time, use, territory or media. Therefore, permission to use a person's image in one situation may not include the right to use the same image in another situation. You must confirm that your use is covered by the permission granted.

The following are common situations where publicity rights may arise:

1. A photograph contains the images of a number of individuals. The photographer provides written permission to the Amway Direct Seller to use the photograph. You also should obtain the written permission of the individuals in the photograph to use their image (e.g. a model release).
2. A celebrity appears at an Amway Direct Seller event to provide a motivational speech and provides permission for the Amway Direct Seller to record the speech. That permission would not automatically include the right to use the celebrity's name in promoting the business or for other purposes.



PROPER TRADEMARK USE

Amway Direct Sellers shall not copy, distribute or in any other manner use trademarks of a third party or Amway or Alticor Inc. without proper written assignment, license, or other permission by the trademark owner. The written permission shall be retained by the Amway Direct Seller and produced to Amway upon request.

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 and must be used in accordance with Section 9 of the Amway Rules of Conduct.

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. Amway and 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™ Polishing Scrub.

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 PERSONA™ Soaps.

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.

QUALITY OF MATERIALS

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

DISCUSSING EARNINGS

INCOME

Direct or indirect earnings representations must be truthful, accurate, and not misleading and must only reflect the income available or earned through the Amway Sales and Marketing Plan. All other sources of income are to be excluded.



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

All income representations must provide realistic, not exaggerated, income potentials. Income representations at various levels of achievement must be consistent with, and no greater than, the appropriate corresponding income figures published by Amway from time to time for various levels of achievement.

Amway Direct Sellers may make income representations of their own personal Amway income provided that they are truthful, accurate, and not misleading, only reflect income earned through the Amway Sales and Marketing Plan, and include the proper disclosure from the Obligatory Disclosures section of the QAS.

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 Amway Direct Seller depicted in the representation accrued as a result of building a successful Amway business. Lifestyle representations that are not limited to that which is obtained solely through the Amway business may be allowed by Amway at its sole discretion provided that the mandatory Lifestyle Disclosure from the Obligatory Disclosures section of the QAS is used. No representation that income is guaranteed or assured is allowed.

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

Refer Mandatory Orientation Schedule for different level of income opportunities.

FULL TIME BUSINESS

It must be clear that generating income through the Amway Sales and Marketing Plan requires time and effort. Amway Direct Sellers should not be encouraged to leave their traditional occupation to operate their Amway business full time unless they have been able to achieve a certain sustainable level in the business. The Amway Business Opportunity does not guarantee income for life.

RETIREMENT

The Amway Business does not offer “retirement” in the traditional sense, because it requires ongoing effort and qualification to maintain earnings. It can only produce income as long as it is actively operated.

INHERITANCE

Income from the Plan is not “willable” or “inheritable”. The Amway business must continue to be actively operated and promoted to meet monthly and annual criteria to generate income.

An Amway Business may be inherited. As long as the person(s) taking over the business continues to achieve qualifications under the Amway Sales and Marketing Plan, they can also continue to achieve income, rewards and awards.



One of the attributes of the Amway Sales and Marketing Plan is the ability of an Amway Direct Seller to build and establish a substantial business and then pass it on to his heirs or beneficiaries.

TAX BENEFITS

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

CONTENT PERMITTED REQUIREMENT:

It must be clear that what is being described is income generated from the Amway Sales and Marketing Plan. Amway offers an opportunity, not a guarantee. There are no guarantees that one will achieve a particular level in any particular time frame, as results are individual and vary widely.

CONTENT SUGGESTION PERMITTED (SOME EXAMPLES):

- Amway Sales and Marketing Plan income.
- Sales and Marketing Plan offered by Amway.

Additional content permitted with appropriate context or description. To be used only in conjunction with

AMWAY SALES AND MARKETING 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 business activity.
- Customizable income potential.
- Outstanding income / earnings potential.
- Rich, wealthy, millionaire (if true) as a result of building a successful Amway business.
- Financial flexibility Earnings and/or bonus representations exclusively based on your own personal experiences.
- Ongoing income is acceptable with saying or implying ongoing effort.
- Inheritable business (Term can be used as long as it is clear the Amway Business, not the income, can be inherited. (“Your independent business is an asset you can pass on to your heirs, subject to the Amway Rules.”).



- Maintainable income/bonuses (Term can be used as long as it is clear that income is based on product sales and not guaranteed. “If you build and maintain a strong Amway Direct Seller organization meeting the Amway Sales criteria, you can receive maintainable income based on sales of that whole group.”)
- Ongoing income / bonuses (Term can be used as long as it is clearly stated that income is based on product sales and not guaranteed. “If you build and maintain a strong Amway Direct Seller organization meeting the Amway Sales criteria, you can receive ongoing income based on sales of that whole group.”)
- Sustainable income/bonuses (Term can be used as long as it is clearly stated that income is based on product sales and not guaranteed. “If you build and maintain a strong Amway Direct Seller organization meeting the Amway Sales criteria, you can receive sustainable income based on sales of that whole group.”)
- Long-term income/bonus (The term can be used as long as it is clearly stated the income depends on long term effort, on continuing product sales and is not guaranteed. “If you stay active in this business over the long term, you can receive long-term income”.
- Low risk (free to join and freedom to exit).

CONTENT NOT PERMITTED (SOME EXAMPLES)

- Risk free, no investment, no risk, secure / safe.
- Success or profit guaranteed or assured.
- Setting time frames on income.
- Tax shelter.
- Residual, passive, or recurring income.
- Royalties or endorsements.
- Never work again, always on vacation or always travelling. Freedom from work, statements like - we are “free” or have “freedom”.
- The money saved in personal use represented as income.
- Permanent income.
- Retirement money, retirement.
- Guaranteed income.
- “Get Rich quick” opportunity.



- Easy income.
- Use of the terms “financial freedom”, “economic freedom”, “financial security”, and “financial independence”, “rich”, “wealthy”, or “millionaire” with prospects are indirect income representations and cannot be used. Some alternative phrases that would be appropriate are: “achieving your financial goals”, “financial flexibility”, or “financial growth”.
- Describing income or the business opportunity as leading to “security” or being “secure” is a misrepresentation of the Sales Plan. Claims for Amway products must be used verbatim from official Amway India sources and cannot be altered/ modified in any way.

DESCRIBING PRODUCTS

Claim for Amway products must be used verbatim from official Amway India sources and cannot be altered / modified in any way.

CONTENT PERMITTED REQUIREMENT:

Statements on Amway products may only be taken verbatim from official Amway literature and official Amway Websites intended and approved for use in the respective market.

- Nutrilite is the world’s No. 1 selling vitamins and dietary supplements brand (Footnote “Source Euromonitor International Limited; Vitamins and Dietary Supplements, World, GBN, Retail Value RSP, % breakdown, 2013.”)
- ”ARTISTRY™ is among the world’s top five, largest-selling, premium skincare brands (Footnote “Source Euromonitor International Limited; Beauty and Personal Care 2014, Premium Beauty and PersonalCare and Premium Skin Care category and subcategory; global 2013 value RSP”.
- Biodegradable products (relative to specific products).

CONTENT NOT PERMITTED (SOME EXAMPLES)

- Statements on illness / disease.
- Medical claims.
- Analysis, diagnosis.
- Erase signs of aging.
- Direct or implied statements regarding Cure / treatment / relieving symptoms.
- Prevention (in conjunction with illness / disease).
- Prescribing.
- Bio-products.

- Ecological products.
- Herbal.

DESCRIBING PRODUCTS

Claims for Amway products must be used verbatim from official Amway India sources and cannot be altered/ modified in any way.

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- Direct or implied statements regarding Cure / treatment / relieving symptoms.
- Prevention (in conjunction with illness / disease).
- Prescribing.
- Bio-products.
- Ecological products.
- Herbal.



Participation with the Amway Direct Seller Training Provider and/or any Third Party Vendor and Purchase of BSM

The primary business relationship of an Amway Direct Seller in the Amway business is with Amway. To imply otherwise is inaccurate and misleading.

PARTICIPATION AND PURCHASE ARE OPTIONAL

Participation with any third party vendor is voluntary and the purchase of BSMs must be presented as optional and not a required component of building an independent Amway business.

Participation with an Amway Direct Seller Training Provider and/or third party vendor may assist an Amway Direct Seller to build a successful business, however it is not a guarantee to success.

Suggesting that any material(s) other than the Amway Business Starter Guide is required or must be purchased to register as an Amway Direct Seller is not allowed.

Direct Seller shall not require to prospective or existing direct seller to purchase any literature or training material or sales demonstration equipment.

FINANCIAL RESPONSIBILITY

Encouraging financially irresponsible activities as a means to purchase BSM or attend events is not allowed.

Financially irresponsible activities include (but is not limited to) stating or implying:

- Necessary to “invest” money to purchase BSMs or attend events.
- BSMs/Tools are required to “build” an Amway Business.
- Money spent on BSM as an investment opportunity.

OTHER BUSINESS OPPORTUNITIES

BSM cannot be used to promote any other business opportunity than the Amway Business.

CONTENT PERMITTED REQUIREMENT (SOME EXAMPLES):

It must be clear that purchase of BSM or other materials, or participation with a Amway Direct Seller Training Provider and/or another third party vendor is optional.

CONTENT SUGGESTION PERMITTED (SOME EXAMPLES):

- Amway Direct Seller Training Provider and / or third party vendor.
- BSM system / program / team.
- Many Amway Direct Sellers find it helpful to purchase and use optional BSM. The amount of materials an Amway Direct Seller purchases should be commensurate with the size of his or her Amway Business. Amway Direct Sellers 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 Program.
 - Professional Development Program/Materials.
 - Business Support and Training System.
 - Business Development System.
 - Training Organization / System.
 - Support System.
 - Support Team.
 - Entrepreneurial Development Program.
- Amway Direct Seller Training Provider and / or third party vendor provide training, education, motivation, development and support.
- Amway Direct Seller Training Provider and / or third party vendor offers an environment that can help you learn about and grow your Amway Business.

CONTENT NOT PERMITTED (SOME EXAMPLES)

- Stating or implying a guarantee of success from participation with aAmway Direct Seller Training Provider and / or thirdparty vendor.
- Stating or implying the Amway Direct Seller Training Provider and / or third party vendor is the only source available for training or support.
- Stating or implying that participation with anAmway Direct Seller Training Provider and/or third party vendor is a required component of operating an Amway Business.



- Implying that an Amway Direct Seller must follow all the steps of the System or purchase all recommended BSM in order to succeed.
- Grouping the cost of BSM as an initial registration fee.
- Mandatory participation.
- Spiritual counselling.
- Financial counselling.
- Encouraging financially irresponsible activities as a means to purchase BSM or attend events.
- Characterizing money spent on BSM as an investment opportunity.
- Equating BSM to system of secondary and higher education is not allowed.

AMWAY BUSINESS ENVIRONMENT

The Amway Business must be presented as an equal opportunity business. Promoting religious, political causes or other issues of a personal nature in the Amway Business environment is not permitted.

SPIRITUAL/RELIGIOUS COMMUNICATIONS

Spiritual references are not allowed.

Prayer/Worship services can neither be offered, presented nor promoted as part of the Amway Business. Demeaning, 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, Amway Direct Sellers, or other Amway Direct Seller Training Providers and / or third party vendors 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 Amway Direct Seller to limit contact or cut ties to family and friends is not allowed. It is appropriate to encourage Amway Direct Sellers to maintain a professional appearance and demeanor.

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

POLITICAL COMMUNICATIONS

Endorsement or denouncement of specific candidates, political parties, and/or issues, is not allowed. Inflammatory labels or personal attacks on the character or integrity of government officials or candidates are not allowed.

CONTENT PERMITTED REQUIREMENT (SOME EXAMPLES):

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, ethnic backgrounds, and racial origins and gender.

CONTENT SUGGESTION PERMITTED (SOME EXAMPLES):

- Equal opportunity business.
 - A business opportunity for everyone.
 - 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 free economy and free enterprise.
 - Values like accountability, commitment, integrity, honesty, trustworthiness, family, individual initiative.

CONTENT NOT PERMITTED (SOME EXAMPLES)

- Spiritual or religious beliefs are critical to business success.
- Recommendation of spiritual writings or practices that imply 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

Even though BSM is often created by Amway Direct Seller Training Providers, they can also be created by third parties, other than Amway Direct Seller Training Providers. This section applies to BSM created by third parties only. The third party materials are treated differently depending upon the category in which they fall. There are three categories of third party materials: (1) Third Party General Business Materials; (2) Other Third Party Business Materials; and (3) Third Party Non-Business Materials. If you have any questions about categorizing Third Party Materials, please contact your BSM Advisor for assistance.

THIRD PARTY GENERAL BUSINESS MATERIALS

Materials that fall into this category do not need to be submitted to Amway India for review and approval before being sold or distributed to Amway Direct Sellers.



“Third Party General Business Materials” are materials that:

- Address general business topics that would be useful to Amway Direct Sellers in the operation of an Amway independent business;
- Do not reference or discuss Amway or a competitor company, Multi-Level Marketing, or Direct Selling;
- Are not produced or authored by any current or former Amway Direct Seller, or any Amway Direct Seller Training Provider;
- Do not contain any information about Amway products, the Amway Amway Direct Seller Compensation Plan, or any other information designed or intended to solicit prospective Amway Direct Sellers;
- Do not deal primarily with spiritual, religious, political, moral or social issues (see the section called “Third Party Non-Business Materials” for treatment of these types of materials);
- Do not contain any statements which, when understood in context, would violate the Content Standards portion of the Quality Assurance Standards;
- Are published through recognized commercial publishing houses and are available through ordinary retail distribution outlets; and
- Do not undermine or negatively affect the positioning or reputation of Amway, its brands or products & Amway Direct Sellers.

OTHER THIRD PARTY BUSINESS MATERIALS

Materials that fall into this category must be submitted to Amway India for review and authorization pursuant to the normal BSM review process. The BSM can only be distributed/sold after approval from Amway and the BSM has a content review number (CRN) clearly placed on the BSM. “Other Third Party Business Materials” are third party materials that deal with:

- Business topics, trends, techniques or issues related to Amway Business or direct selling industry;
- Direct Selling;
- The Amway Sales and Marketing Plan, or any other information designed or intended to solicit prospective Amway Direct Sellers; or
- Any other business related materials that are not Third Party General Business Materials. Other Third Party Business Materials must be submitted to Amway for review and authorization through the normal BSM submission process prior to being promoted, distributed, sold or used.



THIRD PARTY NON-BUSINESS MATERIALS

Materials that fall into this category do not need to be submitted to Amway India for review and approval before being sold or distributed to Amway Direct Sellers.

“Third Party Non-Business Materials” are materials that deal primarily with non-business related topics including without limitation, relationships, team building, motivation, and do not fall within the categories of Third Party General Business Materials or Other Third Party Business Materials. Third Party Non-Business Materials may be offered for sale if they do not undermine or negatively affect the positioning or reputation of Amway, its brands or products, & Amway Direct Sellers.



Websites

Disclosures

Please refer to the current Website Rules and Guidelines as contained in the Amway Rules of Conduct.

Obligatory Disclosures

To be compliant with the QAS, all BSM must contain obligatory disclosures, as described in this section, depending on context and media type. The triggers for insertion of the obligatory disclosures, and the requirements for appearance of the obligatory disclosures, are set forth below. In addition, Amway may provide additional obligatory disclosures to the person that submitted the BSM for review together with the BSM review. BSM will not be authorized by Amway without the proper obligatory disclosures.

WHEN TO USE DISCLOSURE

TOPIC	WHEN TO USE	DISCLOSURE
Required Disclosure for Memorialized BSM	Mandatory on all Memorialized BSM	<p>Memorialized BSM: "The purchase and use of this BSM is optional. It is for use in India only. While the techniques and approaches suggested have worked for others, no one can guarantee that these techniques will work for you."</p> <p>Placement: Print/Video/Slide Presentation/Web Content: Disclosure must be clearly and conspicuously displayed. For CDs and DVDs, the disclosure must be printed on the CD/DVD itself and on the cover. For other BSM, the disclosure must appear on the front (or the beginning of the BSM), or on the back cover (or the end of the BSM).</p> <p>Audio Presentation: Disclosure must be clearly and conspicuously displayed. The disclosure must be printed on the cover/packaging (if applicable), and must be recorded at the beginning or the end of the audio presentation. Please note that this disclosure is in addition to the other labeling requirements for BSM specified in the Program Standards portion of the QAS.</p>
Required Disclosure for Tickets to Meetings and/or Events	On all Tickets to Meetings, Events, Conventions, Gatherings, etc.	<p>"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 Amway business."</p> <p>Placement: Disclosure must be clearly and conspicuously displayed on the front or back of the ticket. Please note that this disclosure is in addition to the other labelling requirements for tickets specified in the Program Standards portion of the QAS.</p>

TOPIC	WHEN TO USE	DISCLOSURE
Lifestyle Disclosure	When the income representation also reflects income from sources other than Amway.	<p>Print/Video/Slide Presentation/Audio Presentation: The success depicted in this profile may reflect income from sources other than Amway,</p> <p>Placement: Print/Video/Slide Presentation/Audio presentation: Disclosure must be clearly and conspicuously displayed or read immediately after the triggering income representation. If not possible or practical, the disclosure may appear at the beginning or at the end of the BSM, whichever is closer to the first triggering income representation.</p>
Amway Direct Seller ONLY BSM	Always for BSM Intended For Amway Direct Sellers Only	<p>"For existing Amway Direct Sellers ONLY. Not for use with prospects."</p> <p>Notes for disclosure: the disclosure MUST be clear, conspicuous, and contiguous. 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>Placement: Print/Video/Slide presentation: The disclosure is to be displayed at either the beginning or the end of BSM, on each slide of a slide presentation, or on the cover and face of the BSM.</p> <p>Audio: The disclosure is to be recorded at either the beginning or the end of the audio, or on the packaging or cover.</p>
Building the Business	When discussing techniques and/or approaches for sponsoring, selling, or personal use.	<p>"While the techniques and approaches suggested here have worked for other Amway Direct Sellers no one can guarantee these techniques and approaches will work for you. We believe the ideas presented here combined with hard work can assist you in developing a strong and profitable Amway business. The success of an Amway business does not come merely by the act of registering ABOs; no Amway Direct Sellers earn income by simply registering others. The sale of products to Amway Direct Sellers and customers is essential for earning income from the Amway business. When the speaker mentions the "business", "the plan", or "the opportunity", they refer to the Amway Sales and Marketing Plan."</p> <p>Notes for disclosure: the disclosure MUST be clear, conspicuous, and contiguous with the triggering discussion.</p> <p>Placement: Print/Video/Slide presentation/Audio presentation: 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>
Income Disclosure	When any specific representations are made about income that an Amway Direct Sellers has personally made from the Amway Sales and Marketing Plan.	<p>Print/Video/Slide Presentation/Audio Presentation: Income at the same qualification levels may vary based on personal sales volume, group sales volume, and organization size and structure,</p> <p>Placement: Print/Video/Slide Presentation/Audio presentation: Disclosure must be clearly and conspicuously displayed or read immediately after the triggering income representation. If not possible or practical, the disclosure may appear at the beginning or at the end of the BSM, whichever is closer to the first triggering income representation.</p>



Speaker Rules

[Applicable to all Amway Direct Sellers]

The content of all meetings and events must comply with the Content Standards. That means that those who are producing meetings/events must ensure that all Amway Direct Sellers speaking at such meetings/events comply with the Content Standards. In addition, what appears below are rules applicable to speakers at meetings and events (the "Speaker Rules"). All Amway Direct Sellers speaking at such meetings or events are required at all times to comply with the Speaker Rules. Those who are producing meetings/events must ensure that all Amway Direct Sellers speaking at their meetings/events are aware of the Speaker Rules and the Content Standards.

SECTION 1. ACCEPTANCE

(1) SPIRITUAL/RELIGIOUS COMMUNICATIONS

Presenters may not:

- Use the stage as a platform to promote religious and/or personal social beliefs.
- Advocate that success is dependent on holding certain beliefs.
- Recommend certain religious or spiritual writings and practices.
- Conduct religious/worship services.

(2) POLITICAL COMMUNICATIONS

Presenters may not:

- Use the stage as a platform to promote their political beliefs and affiliation.
- Make references to preferences regarding specific political views, parties, candidates or elected officials.

(3) AN EQUAL OPPORTUNITY BUSINESS

Presenters must promote the Amway business as an equal business opportunity – it's a business for everyone. The business for everyone means an acceptance of all people, regardless of their personal beliefs, political affiliations, ethnic backgrounds, racial origins and gender.

(4) MORAL/SOCIAL COMMUNICATIONS

Positive statements related to values such as trustworthiness, honesty, integrity, responsibility, commitment, family, individual initiative, etc. are permitted.

Demeaning statements regarding personal lifestyle, ethnicity, or the roles of males and/or females are not permitted. Using the stage as a platform to promote personal social beliefs or social and cultural issues are not permitted.

SECTION 2. ACCURACY

The presentation of the Amway business has a critical impact on the reputation and credibility of the presenting Amway Direct Seller, the Sales Team (LOS), Amway, and the overall business.

A general rule is to "under-promise" so the business can "over-deliver". The goal is to ensure that Prospects and Amway Direct Sellers have realistic expectations about the business, understand how income is earned, and are clear about the time and effort required to earn income as an Amway Direct Seller.

(1) AMWAY'S ROLE

The Amway Business must be presented as an opportunity to gain income through the retailing of products and the mentoring of others to do the same. It's a business including products and product education, distribution, compensation, customer service, and the Sales and Marketing Plan. The Presenter must not misrepresent the relationship of the Amway Direct Seller to Amway by, for example, suggesting or implying that Amway is "just a supplier", or that the Amway Direct Seller represents a business opportunity of which "Amway is a part", or that the Amway Direct Seller is an Amway-commerce distributor, or that the Amway Direct Seller "outsources" administrative support to Amway, etc.

(2) AMWAY DIRECT SELLER ROLE

Presenters must not promote the use of false, misleading, inaccurate, or deceptive statements with Prospects or other Amway Direct Sellers. Presenters must promote behavior that results in an Amway Direct Seller making themselves known as an Amway Direct Seller, as soon as possible. It's necessary to identify the purpose of the contact – namely the sale of Amway products and/or to introduce the Prospect to the business. The invitation to see the Plan may not be disguised.

(3) ROLE OF THE AMWAY DIRECT SELLER TRAINING PROVIDER AND/OR THIRD PARTY VENDOR

Amway Direct Sellers must understand that the participation with the Amway Direct Seller Training Provider and / or third party vendor is voluntary and participation does not guarantee success. Providing examples of how participation with the Amway Direct Seller Training Provider and/or third party vendor contributed to the growth of a profitable business is acceptable. The primary business relationship of an Amway Direct Seller is with Amway and not a support system or organization. To imply otherwise is inaccurate and misleading.

(4) BUSINESS SUPPORT MATERIAL ROLE

Amway believes that the use of BSM and attendance at meetings may be an effective tool in building an Amway Direct Seller's business. However, Amway believes that BSM should do more than just motivate. Amway believes that



the use of tools and teachings developed by successful organizations and their leaders should impact the Amway business in a meaningful and measurable way. Ultimately, the decision to purchase BSM and/or at end events is strictly voluntary. It is entirely optional and should be presented as such. The entitlement for an Amway Direct Seller to receive support from their sponsor or upline Platinum cannot be conditioned upon whether or not BSM are purchased.

Amway Direct Sellers must promote only those BSM which are officially authorized by Amway India for use in the market.

(5) OPEN AND ACCURATE REPRESENTATION OF THE SALES AND MARKETING PLAN

The Sales and Marketing Plan should not be represented as anything other than what it is: the business and compensation framework for an independent Amway business. Prospects must understand this as well as the fact they are entering into a contract with Amway, which includes the rights and responsibilities that come with being an Amway Direct Seller. The Plan should not be positioned as a “get rich quick” scheme. Amway Direct Sellers must not guarantee any level of success and diminish the time and effort necessary to build an independent Amway business.

(6) PERSONAL CONSUMPTION

Retailing of products and mentoring others to do the same is fundamental to the Amway business. Implying that a successful business can be built solely on personal consumption is prohibited by the Rules of Conduct. Having customers is the primary component of the Sales and Marketing Plan. Prospects and Amway Direct Sellers should understand how having a customer base contributes to a profitable business.

(7) SELF-IMPROVEMENT PROGRAM

Presenting the business primarily as a self-improvement program rather than a ‘for-profit business’ is a misrepresentation. For example, presenting the business as a way to improve yourself, save your marriage, or improve relationships with your family or others implies that the primary activity in the business is something other than generating profit. The self-improvement aspects of the business are intangible benefits and should be presented in that context.

(8) SPONSORS-ONLY

An Amway business is built on the balance of retailing products and sponsoring and mentoring others who do the same. The Amway Sales and Marketing Plan does not compensate Amway Direct Sellers for the act of sponsoring. Compensation is earned when products are sold to customers. To imply that an Amway Direct Seller can be successful or earn from merely recruiting and sponsoring others is an inaccurate representation of the business opportunity.

(9) EARNING REPRESENTATIONS

Direct or indirect earnings representations must be truthful, clear, accurate, and not misleading. Representations to Prospects and Amway Direct Sellers can only reflect the income available or earned through the Amway Sales and



Marketing Plan and must exclude all other sources of income. Amway Direct Sellers may use only those earnings and/or bonus representations based on their own personal experiences, provided that they at the same time disclose the average income, earnings, and sales figures and percentages as published by Amway. They may disclose only other current financial figures about Amway as published by Amway.

Use of the terms “financial security,” “rich,” “wealthy,” and “millionaire” could exaggerate and suggest a level of earnings that are not typical and may be unacceptable, depending on context. Acceptable terms are: “achieving your financial goals,” “financial flexibility,” or “financial growth.” Use of the terms “residual income,” “residuals,” “passive income,” “royalty income” or “royalties” misrepresents the nature of earnings from the Sales and Marketing Plan. These terms imply that earnings can continue endlessly without further effort. The Rules of Conduct require fulfilment of certain responsibilities. Acceptable terms are “leadership bonus,” “maintainable,” “sustainable” income.

(10) GUARANTEES OF RESULTS

Amway offers an opportunity, not a guarantee. Language that implies a guarantee of success misrepresents the business being offered. Use of “risk-free” or other terms that imply a guarantee of results must be avoided. Each Amway Direct Seller determines the amount of time and effort he will devote to building an independent Amway business. There are no guarantees that one will achieve a particular level in any particular time frame, as results are individual and vary widely.

(11) SPONSORSHIP RESPONSIBILITIES

Each Amway Direct Seller must personally provide training and motivation to other Amway Direct Sellers they have sponsored.

(12) RETIREMENT, INHERITANCE AND AN AMWAY BUSINESS

The Amway Business does not offer “retirement” in the traditional sense because it requires effort and qualification to maintain earnings. It will produce income only so long as it is actively operated. One of the attributes of the Amway Sales and Marketing Plan is the ability of an Amway Direct Seller to build and establish a substantial business and then pass it on to his heirs or beneficiaries.

Certain frequently used “retirement” phrases – including “never work again,” “always on vacation,” “always travelling,” or that Amway Direct Sellers have “freedom from work” or are “free” – imply that no work is required after one builds an Amway business to a certain level, and so must not be used. Use of the terms “residual income,” “residuals,” “passive income,” “royalty income,” or “royalties” is also unacceptable, as they misrepresent the nature of earnings from the Sales and Marketing Plan.

(13) INDEPENDENT CONTRACTOR RELATIONSHIP

Amway Direct Sellers own their businesses and operate as independent contractors. Every Amway Direct Seller has a contractual relationship with Amway, own their Amway business and are personally responsible for managing



their Amway business. An Amway Direct Seller is not an employee, agent, or legal representative of Amway or any other Amway Direct Seller.

(14) FACTS AND FIGURES

Anything, including statements, statistics, direct quotations, and other information, used to promote the business or Amway's products must always be correct and substantiated. Sharing unsubstantiated information could be misleading and damage the credibility of Amway, the presenting Amway Direct Seller, the business, and Amway Direct Seller organizations. Statements that cannot be substantiated must never be used in any support materials. References to the DeVos and Van Andel families should be made only in conjunction with ownership of Alticor and the Alticor family of companies, including Amway. References to any of the private projects, businesses, and philanthropy of the Van Andels and DeVoses must always be accurate and with a clear distinction between those and Amway and the Alticor family of companies.

Graphs, visuals, quotes, and references to statistical data must be substantiated with an information source and date. They must also be current (no more than 3 years old). Additionally, if you reference material from a copyright-protected work and are using either a substantial portion of the work or such portion that represents the essence of the work, then written permission or authorization for use from the source must be provided prior to authorization by Amway's BSM review team. Third-party materials such as articles or books, when used to support or promote Amway's business model, opportunity, or products, must be reviewed and authorized for use.

(15) OTHER BUSINESS OPPORTUNITIES

Presenters may not promote any other business opportunity other than the Amway Business, nor may participants be solicited from stage to attend meetings for the purpose of presenting another business opportunity at any future date. Presenters may not substitute group or non-Amway organizational identity for the Amway Business.

(16) AVERAGE ANNUAL INCOME – PIN LEVEL WISE

Speakers must use the average incomes published by Amway while describing the income from the business at different Pin level.

(17) PRODUCT CLAIMS

Claims for Amway products must be used verbatim from official Amway India sources and cannot be altered/modified in any way.