

“There is no shortcut to success”

- Jay Van Andel

Rules of Conduct: Zero Tolerance Policy

The Amway Zero Tolerance policy covers issues that can lead to potential reputational concerns for Amway thereby affecting the business at large. This policy underlines that Amway will not overlook any violation of the policy and no leniency shall be shown in dealing with a Direct Seller/ Retailer who is found to violate this policy.

At present, six areas have been identified by Amway India as ‘Zero Tolerance these are as follows:

- Selling and/or making available Amway products for sale through retail shops, unauthorized channels, and online stores
- Unauthorized Amway Direct Retailer/Seller activity in unopened markets.
- Amway Business Support Material Policy (BSM), as amended from time to time;
- Amway Quality Assurance Standards (QAS), as amended from time to time;
- Amway Direct Selling Guidelines, as amended from time to time;
- Amway Digital Communication Standards (DCS), as amended from time to time.

For full information on the Rules of Conduct and other related policies, please refer to our website - <https://www.amway.in/rulesOfConduct> or scan the QR code or write to us at plain_speak@amway.com

