

# Quality Assurance Standards – Content Standards

(Also serves as Attachment C – Content Standards of  
Uniform Accreditation Plus Approved Provider Agreement)

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## Quality Assurance Standards for BSM Content

All BSM, and promotion of BSM, must comply with the Rules of Conduct which form an important part of the contract between Amway and an IBO.

### Purpose

The Quality Assurance Standards (“QAS”) provide requirements regarding Business Support Materials (“BSM”) related to training, motivation, and education materials that may be used in building an Amway business. These QAS also serve as the Content Standards portion of the Uniform Accreditation Plus Approved Provider Agreement (“Agreement”).

All messaging must be truthful, accurate, and not misleading. All BSM created, used, promoted, distributed, or offered for sale by or to IBOs, or created, used, promoted or distributed to Prospects, must comply with the Rules of Conduct established for Amway Independent Business Owners (“IBOs”).

## Positioning the Amway Opportunity

### DETERMINING INTEREST/PROSPECTING

Materials in this category are designed to determine the level of interest in the Amway opportunity and not used to show or explain the Amway IBO Compensation Plan (“Plan”).

Approved Provider (“AP”) name and/or logo or Amway name and/or logo are not required on Prospecting BSM labels or packaging. However, materials must not state, suggest, or imply that the opportunity promoted or described is anything other than the Amway opportunity.

### DESCRIBING THE AMWAY OPPORTUNITY

The Amway opportunity may not be referred to as anything other than the Amway business. Amway provides the opportunity to own your own business to sell products offered by Amway and sponsor and teach others to do the same.

Using a deceptive synonym or a description for Amway that does not accurately portray the Amway business, how it operates, or what is expected of IBOs is not allowed (see examples on page 6).

Earnings and Plan materials require the use of appropriate disclosures (see Disclosures section).

It must be clear that the AP does not supply or offer the opportunity itself, but rather is authorized by Amway to provide optional value-added training,

motivation, and education to support the Amway opportunity. It must be clear to the Prospect that Amway provides the following:

- The IBO Contract (rights and responsibilities)
- The Plan compensation, rewards, recognition
- Products and product support
- Education, training, and business tools at no additional cost

If the AP name and/or logo is used or promoted within a prospecting piece, the Amway name and/or logo must also be used or promoted with at least equal prominence the first and last time the AP name and/or logo appears.

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

### APPROVED PROVIDER COSTS AND COSTS TO REGISTER

Costs associated with AP provided products, services, and support must never be presented in such a way that they could be confused with the registration costs associated with the Amway opportunity. An IBO or AP must not combine any BSM cost or product purchases with the IBO registration fee.

An AP must never charge a Prospect for any BSM (products, support, or services). A ticket to a function or meeting is a BSM, as defined in Rule 7 of the Rules of Conduct. A Prospect must never be solicited to become a customer or member of an AP or any AP program without first registering as an Amway IBO.

## Showing the Plan/Business Building

Earnings and Plan materials require the use of appropriate disclosures (see Disclosures section).

Whenever the Plan is explained, express or implied financial representations about the Amway opportunity are made, or any earnings or profit representations are made in connection with the Amway opportunity, disclosures must be made in accordance with the requirements set forth in the section of the QAS entitled Disclosures.

All income representations must provide realistic, not exaggerated, income potential, and are required to include the latest average monthly Gross Income data for “active” IBOs in the U.S. published by Amway if the representation exceeds such number and is made to a Prospect or for training on presenting the Plan to Prospects. When describing the Plan, the roles of a balanced business (product sales, personal use, and sponsoring) must be accurately explained.

- **Product Sales** – Selling to customers is how to earn immediate income through retail margin and is a requirement to earn bonuses on group volume under the Plan. A solid base of customers is part of building a healthy, sustainable business.
- **Personal Use** – When showing the Plan and in discussing it with anyone, personal use of products offered by Amway can be characterized as a way to learn about the products and develop personal experience that may be useful

in marketing and selling the products. The benefits and value of Amway's products may also be explained. Money saved through personal use must not be represented as income or as a way to build an Amway business. Positioning the Amway business as a wholesale buying club or a self-consumption model is not allowed.

- **Sponsoring** – Sponsoring is not a requirement of the Plan and income is never earned from the act of sponsoring itself. Stating or implying that an IBO can be successful or earn bonuses solely from the act of sponsoring others is inaccurate and is not allowed. When describing sponsoring, emphasis must be placed on the importance of a prior or existing personal relationship.

## POSITIONING THE AMWAY OPPORTUNITY/ SHOWING THE PLAN/BUSINESS BUILDING

### Content Permitted

#### Requirement:

- It must be clear that what is being described or offered is the Amway opportunity.
- It must be clear that Amway, and not the IBO or the AP, offers the Amway opportunity.
- It must be clear that the Amway opportunity is a direct selling opportunity that involves the sale of products to customers and that income is generated through product sales.
- The Amway business must not be mischaracterized or described in a way that would mislead a reasonable listener into believing it is anything other than a direct selling opportunity.

#### Content options permitted (some examples):

- The Amway opportunity
- The Amway business
  - The Amway IBO Compensation Plan
  - The AP approach to the Plan
  - IBOs powered by Amway and supported by AP
  - IBOs powered by Amway and affiliated with AP

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

- Independent commerce
- Personal commerce
- i-commerce
- IBO business model
- Free enterprise opportunity
- Empowered entrepreneurs
- Empowered ownership
- Independent business
- Direct selling opportunity with limited investment
- Opportunity with limited investment
- Redirect your spending, build clientele, and sponsor others to do the same
- Looking for a few key people
- Interview
- Prosumer (savings are not income)

### Content NOT Permitted (some examples)

- Private franchising
- Internship program
- Savings Plan
- Tax shelter
- Wholesale buying club
- Franchise
- Virtual mall
- Sponsoring company
- Financial or investment seminar
- I'll hold a spot open
- Ground floor opportunity
- If you don't like selling, this business is for you
- To go Diamond, all you have to do is find six people and sponsor them
- Is a mentoring business or mentoring opportunity
- Amway is just a supplier or vendor

### Recommended Content:

#### POSITIONING THE AMWAY OPPORTUNITY:

- Amway manufactures high quality products for three key product areas: Health, Home, and Beauty – all backed by a Satisfaction Guarantee.
- Amway provides the opportunity to achieve: Extra Income, Business Skills, Flexibility, and Freedom.
- When it comes to scheduling your day, you decide how it should be. You can allocate as much or as little time on your business as you want.

#### SHOW THE PLAN/BUSINESS BUILDING

- Switching from products I was using to products offered by Amway gave me personal stories and experiences to share with others.

## Time and Effort

A guarantee of success based on time and effort is not allowed.

Each IBO has complete freedom in determining the number of hours worked and in scheduling those hours. Mandatory quotas of appointments, calls, etc., are not allowed, and APs and IBOs must not demand or pressure IBOs to make time commitments that they feel are unreasonable or burdensome. IBOs can and should be encouraged to spend their time where they believe they will get the most benefit. It is appropriate for IBOs to share personal stories about how they manage their time to help them achieve their goals.

## Facts and Figures

Amway Corp. and the Van Andel and DeVos families own and have contributed to several properties in the U.S. and beyond. For up-to-date information on the significant roles these properties play in their communities, reference the following sources:

- Amway.com
- Amwayglobal.com
- Amway Grand Plaza Hotel: [www.amwaygrand.com](http://www.amwaygrand.com)
- JW Marriott in Grand Rapids: [www.marriott.com](http://www.marriott.com)
- Helen DeVos Children's Hospital: [www.spectrumhealth.org](http://www.spectrumhealth.org)
- Van Andel Institute: [www.vai.org](http://www.vai.org)
- Orlando Magic, Amway Arena, and Amway Center: [www.nba.com/magic](http://www.nba.com/magic) and [www.amwaycenter.com](http://www.amwaycenter.com)
- Van Andel Arena: [www.vanandelarena.com](http://www.vanandelarena.com)
- Peter Island: [peterisland.com](http://peterisland.com)

## PRODUCT STATISTICAL INFORMATION

Graphs, visuals, quotes, and references to statistical data must be substantiated from an identified, credible source and dated currently.

Facts must be applicable to the intended market.

## Intellectual Property

### USING COPYRIGHTED MATERIAL AND TRADEMARKS

Music played, performed, recorded, or broadcast in connection with the development or use of BSM must be appropriately licensed. Proof of all necessary licensing and authorization shall be retained and produced to Amway upon request.

The use of any copyrighted materials or other intellectual property including but not limited to music, textual materials, graphics, photos, people or model imaging, logos, or trademarks, either from a third party or produced by Amway or Alticor Inc. without proper licensing, authorization, or permission by the owner and without proof of same is not allowed.

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.

## PROPER TRADEMARK USE

**Trademarks Are Proper Adjectives** – A trademark is a proper adjective (never a noun), and it must be followed by the generic (or common descriptive) name of the product. The standard corporate style is to display trademarks in initial capital letters in text, or in stylized, bold, or distinctive type, followed by the “TM” symbol. There may be exceptions to the initial caps rule if the mark itself uses all upper or lower-case letters.

Example: L.O.C.<sup>TM</sup>, Nutrilite<sup>TM</sup>, XS<sup>TM</sup>, iCook<sup>TM</sup>

Generic product descriptors must have lowercase letters only.

Example: Artistry<sup>TM</sup> waterproof mascara

The trademark notice symbol (™ or ®) must appear after every use of the trademark.

In text or copy, always use a product descriptor or noun after the trademark.

**Trademarks Must Not Be Pluralized** – Since trademarks cannot be nouns, do not use them in the plural form. Instead pluralize the common nouns they describe.

Examples: Correct: Artistry Signature Color<sup>TM</sup> Lipsticks  
Incorrect: Artistry Signature Colors

**Trademarks Must Not Be Used in the Possessive Form** – Trademarks must never be used in the possessive form, unless the trademark itself is possessive.

Examples: Correct: We enjoy using Nutrilite<sup>TM</sup> products  
Incorrect: We enjoy using Nutrilite's products



**Trademarks Are Never Verbs** – You can “make six copies on the XEROX copier” or “make a photocopy” but it is improper trademark usage to say “XEROX the report.” To determine if you have used the trademark correctly, if you can insert the word “brand” after the trademark and the sentence still make sense, the trademark usage is correct.

Examples:   Correct:   Use the DITTO™ scheduled ordering program  
              Incorrect: DITTO your orders

**Trade Names and Trademarks Are Not the Same** – Trademarks must not be confused with trade names, which are corporate or business names. Trade names are proper nouns. Trade names can be used in the possessive form and do not require a generic term. It is neither necessary nor appropriate to use a trademark notice symbol (™ or ®) after a trade name.

Examples:   “Amway makes great products” or “I love Amway’s newest NUTRILITE probiotic supplement.”

## CORPORATE INFORMATION

Corporate statistics, rankings, and historical information must be consistent and not vary from what is currently presented by Amway or Alticor Inc. Using proprietary and/or confidential Amway or Alticor Inc. information in any form or medium is not allowed.

## RIGHTS OF PUBLICITY

The use of an individual’s likeness, including his or her name, photograph, image, or voice, may not be used without first obtaining written permission from that individual. Proof of written permission from the individual must be retained and produced to Amway upon request.

Permission to use an individual’s likeness may be limited in several ways, including by time, manner of use, territory, or media. Therefore, permission to use a person’s likeness in one situation may not permit the right to use the same image in another situation.

## QUALITY OF MATERIALS

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

## AMWAY-PRODUCED MATERIALS

All Amway-produced materials are protected by copyright and may not be used or reproduced in whole or in part without Amway’s specific written authorization. To the extent that BSM incorporate Amway-produced materials, the notice “© (insert year of creation) Amway Corp.” must be maintained or added to that section of the BSM.

## AMWAY EMPLOYEES

Presentations by employees or representatives of Amway or Alticor Inc. may not be recorded, duplicated, used, distributed, or sold in whole or in part without Amway’s specific written authorization.

## **PARTNER STORES**

Depending on contracts, using Partner Store logos and product images may or may not be allowed. Approval must be given on behalf of the Partner Store through Amway.

## **OTHER SOURCES**

Test results performed by respected publications in mass media may be quoted only if written permission is obtained from the publisher, but results cannot be characterized as an endorsement of Amway or Amway products. Health or medical associations or similar bodies must not be cited in BSM as a source in connection with Amway products. Permission from the publisher must still comply with requirements in the Describing Products section below.

## Describing Products

Amway makes claims in its marketing and advertising materials (e.g. its websites) and on its product labels. APs and IBOs may use claims for Amway products as long as they are from official Amway sources and cannot be altered in any way. Statements on Amway products may only be taken from official Amway literature and official Amway websites intended and approved for use in the Region.

### ENDORSEMENTS AND TESTIMONIALS

Endorsements and testimonials must be truthful, accurate, not misleading, and substantiated.

An endorsement or testimonial must reflect the honest opinion of the person providing it.

An endorsement or testimonial cannot be used to make a claim that Amway could not legally make. Do not use endorsements or testimonials to make unapproved product claims.

The connection between Amway and the IBO or the AP, or between the IBO or the AP and the person providing the endorsement or testimonial must be disclosed if the audience would not understand or know about the connection.

#### Recommended Content

- We sell products people use every day. One of the things that sets Amway apart is the quality of the entire product line.
- Unlike many other direct sellers, we are not limited to just one or two product types – rather, we have many types of products to meet your and your customers' needs. We have many products, which are backed with a Satisfaction Guarantee!

## Discussing Earnings

### INCOME

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

All income representations must provide realistic, not exaggerated, income potential, and lifestyle expectations. Earnings and Plan materials require the use of appropriate disclosures (see Disclosure section on page 25).

APs and IBOs are not permitted in any manner to represent that income is guaranteed or assured.

### LIFESTYLE

Lifestyle representations may be used if:

- They provide realistic, not exaggerated income potential;

- Are appropriate for the level (in the Amway business) of the IBO making the representation;
- Contain the appropriate disclosures (see Disclosures Section); and
- Reflect the actual lifestyle of the IBO depicted in the representation and the time and effort required to attain that lifestyle.

## **RETIREMENT**

IBOs can build their businesses to a level that may enable them to leave their traditional occupation to operate their businesses full time. It must be clear that generating income through the Plan requires time and effort.

The Amway opportunity does not guarantee income for life. An IBO may discuss retiring from the Amway business. However, the ongoing income generated from this business must be discussed in the context of ongoing effort.

## **INHERITANCE**

An Amway Independent Business may be disposed of in a will, but only according to the Rules of Conduct (see Rule 3.10.3). Stating or implying income or earnings may be inheritable without stating the heir or other beneficiary must be an IBO in compliance with the Rules, and have continued effort in the business, is not permitted. The Independent Business may be inherited, but incentives may not as incentives are based on ongoing effort.

## **TAX BENEFITS**

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

## DISCUSSING EARNINGS

### Content Permitted

#### Requirement:

- It must be clear that what is being described is income generated from the Plan

#### Content permitted (some examples):

- Amway IBO Compensation Plan income
- IBO Compensation Plan offered by Amway
- The AP approach to the Plan

#### Additional content permitted with appropriate context or description. To be used only in conjunction with 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
- Customizable income potential
- Substantial income/earnings potential
- Ongoing or recurring income is acceptable if it clearly states or implies ongoing effort
- Inheritable business (Terms can be used if it is clear the Independent Business, not the income, can be inherited, and only subject to Amway's Rules. "Your independent business is an asset you can pass on to your heirs, subject to Amway Rules.")
- Willable business (Terms can be used if it is clear the IB, not the income, can be inherited, and only subject to Amway's Rules. "Your independent business is an asset you can pass on to your heirs, subject to Amway Rules.")
- Maintainable income/bonuses (Term can be used if it clearly states income is based on continuing product sales, not guaranteed, and not likely to continue indefinitely. "If you build and maintain a strong IBO organization, you can receive maintainable income based on continuing sales of that whole group.")
- Ongoing income/bonuses (Term can be used if it clearly states the income is based on continuing product sales, not guaranteed, and not likely to continue indefinitely. "If you build and maintain a strong IBO organization, you can receive ongoing income based on continuing sales of that whole group.")
- Sustainable income/bonuses (Term can be used if it clearly states the income is based on continuing product sales, not guaranteed, and not likely to continue indefinitely. "If you build and maintain a strong IBO organization, you can receive sustainable income based on continuing sales of that whole group.")
- Continuing income/bonuses (Term can be used if it clearly states the income depends on long-term effort, on continuing product sales, not guaranteed, and not likely to continue indefinitely. "If your IBO group generates continuing sales, you can receive continuing income." "As long as they keep selling products, you can earn continuing income.")
- Long-term income/bonus (Term can be used if it clearly states the income depends on long-term effort, on continuing product sales, not guaranteed, and not likely to continue indefinitely. "If you stay active in this business over the long term, you can receive long-term income." "As long as they keep selling products, you can keep earning long-term income.")

### Content NOT Permitted (some examples):

- Risk-free (low risk is allowed)
- Success or profit guaranteed or assured
- Setting time frames on income
- Tax Shelter
- Residual, passive income
- Royalties, endorsements, rebates
- Never work again
- The money saved in personal use is not to be represented as income
- Permanent income
- 

### Recommended Content

How much you are actually able to earn depends on you and how much effort you put into your Amway business. Amway rewards people based on results, and the way to earn income through Amway is by selling products to customers and earning bonuses through your group's volume.

## Positioning the Approved Provider

Amway contracts with APs to provide optional value-added training and motivation that supports IBOs in growing their Amway businesses.

### **PARTICIPATION AND PURCHASE ARE OPTIONAL**

Participation with an AP and the purchase of BSM must be presented as optional and not a required component of building an Amway business. Participation with an AP may assist an IBO to build a successful business; however, it is not a guarantee.

APs and IBOs must not require an IBO or Prospect to purchase BSM. A Prospect must not be required to budget or reserve funds for future purchase of BSM as a condition of being sponsored by an IBO. It is, however, acceptable to discuss the benefits of optional training to further education toward goals.

### **FINANCIAL RESPONSIBILITY**

Sharing stories of financially irresponsible decisions as a means to purchase BSM is not allowed.

Stating or implying money spent on BSM is an investment or positioning such spend as an investment opportunity is not allowed. However, it is acceptable to talk about investing in yourself with training that can help to grow your Amway business.

## PARTICIPATION WITH THE APPROVED PROVIDER AND PURCHASE OF BSM

### Content Permitted

#### Requirement:

- It must be clear that purchase of materials or participation with an AP is optional

#### Content permitted (some examples):

- APs provide optional Amway-authorized training, motivation, and education that supports IBOs in growing their Amway businesses
- Approved Provider of Business Support Materials
- BSM Provider
- BSM system/program/team
- Training is available from APs who are accredited by Amway. While this may be helpful in building your business, training is optional. It is important for a new IBO to understand the scope and costs of all training options available to IBOs. The amount of materials an IBO purchases should be commensurate with the size of his or her independent business. IBOs 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 BSM (some examples):

- BSM System
- BSM Program/Materials
- Professional Development Program/Materials
- Business Support and Training System
- Business Development System
- Professional Training Organization/System
- Support System
- Support Team
- Entrepreneurial Development Program
- Community
- APs provide training, education, motivation, development, support, and community
- APs offer training, mentorship, and community support
- APs offer an environment that can help you learn about and grow your independent business

### Content NOT Permitted (some examples)

- Stating or implying a guarantee of success from participation with an AP
- Stating or implying the AP is the only source available for training or support
- Stating or implying that participation with an AP is a required component of operating an Amway™ business
- Implying that an IBO must follow all the steps of the System or purchase all recommended BSM to succeed
- Grouping the cost of BSM into the initial registration fee
- Marriage counseling
- Spiritual counseling
- Financial counseling
- Life coach – mandatory consulting on life and financial decisions
- Sharing stories of financially irresponsible decisions to enable purchase of BSM or attend an event
- Characterizing money spent on BSM as an investment opportunity
- Equating BSM to a college degree or college education

### Recommended Content, if Discussing Mentoring

Mentoring others is an important part of what drives the Amway business. When you sponsor others, you have an obligation to support them by teaching them about the business, helping them to learn what they can and cannot do, and working alongside of them as they learn. Similarly, your upline may have valuable experience in the business. She/he/they can help you avoid common mistakes, provide you with valuable insights, share personal successes and challenges, help you develop new skills and positive habits, and support you as your business grows

## Amway Business Environment

The Amway™ business must be presented as an equal opportunity business.

Promoting religious doctrine, political causes, or other issues of a personal nature in the Amway business environment is not permitted unless tied to the business.

### **SPIRITUAL/RELIGIOUS COMMUNICATIONS**

Any spiritual references must be personal and brief in nature and may not be the focus or main message of any communication.

Denouncing, or making demeaning, disparaging, or sarcastic remarks about any specific religion or system of belief is not allowed.

Endorsing any specific religion or system of belief as an element or requirement for success in the Amway business is not allowed.

Faith-based services, if offered, must be clearly optional and positioned as such in all communications, written or verbal, and must be separate from the business event. IBOs or APs may announce optional faith-based services (type of service, time, and location), but must not promote faith-based services during a business meeting or in any other BSM. No pressure to attend services may be applied, and business perks for attendance may not be offered (e.g., special seating, recognition, etc.).

Faith-based services, if offered, must never: (1) suggest that a particular religious viewpoint will enhance one's organizational standing or business; (2) include pressure to make a public commitment; or (3) include overt spiritual displays (e.g., baptism, anointing, etc.). Any financial collection must be positioned as optional and for an announced and specific purpose.

### **MORAL/SOCIAL COMMUNICATIONS**

Public disparaging statements regarding Amway, Alticor Inc., any of their affiliates, employees, IBOs, or other APs are not allowed.

Making public demeaning, disparaging, or sarcastic statements jeopardizes the reputation of Amway, APs, and/or IBOs, and is not allowed (e.g., against education, traditional employment, socio-economic status, race, ethnicity, gender, lifestyle, people with disabilities, etc.).

IBOs may encounter negative friends and family who discourage them. It is important to protect and encourage IBOs; however, IBOs may not pressure or require IBOs or Prospects to sever relationships.

In building an Amway business, it is appropriate to encourage IBOs to maintain a professional appearance or provide general guidance about attire (e.g. business dress, business casual, etc.). However, mandating a specific uniform or set of clothing or specific appearance is not allowed.



## POLITICAL COMMUNICATIONS

Endorsing political parties, officials, candidates, causes, and/or issues is allowed only when they specifically relate to the operation of an Amway business.

Denouncing, or making demeaning, disparaging, or sarcastic remarks regarding specific political officials, candidates, causes, parties, or issues is not allowed.

## AMWAY BUSINESS ENVIRONMENT

### Content Permitted (some examples):

#### Requirement:

- It must be clear that the Amway™ business is an equal opportunity business open to all people from all backgrounds - people with varying religious beliefs, political affiliations, nationalities, ethnicities, and racial origins.

#### Content permitted (some examples):

- Equal opportunity business
- An opportunity for everyone
- A business for everyone
- An inclusive opportunity
- Respect for individuals, their individuality, and their individual beliefs
- Surround yourself with people who support your business

**Additional content permitted with appropriate context or description. To be used only in conjunction with a clear explanation that the Amway opportunity accepts all people regardless of their personal beliefs (some examples):**

- Preserving capitalism and free enterprise
- Importance of voting
- Excessive government regulation on small business
- Announcement regarding optional worship service
- Values like accountability, commitment, integrity

### Content NOT Permitted (some examples):

- Certain religious beliefs are critical to business 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

### BUSINESS-RELATED THIRD-PARTY BSM

Materials that fall into this category must be submitted to BSM Administration for review and authorization pursuant to the BSM review process. APs who have qualified for Self-Certification may submit these materials pursuant to the Self-Certification process.

Business-related third-party BSM include:

- Product or business topics, trends, techniques, or issues related to Amway or a competitor company;
- Multi-Level Marketing, Network Marketing, or Direct Selling; and
- Amway products, the Plan, or any other information designed or intended to solicit Prospects.

### OTHER THIRD-PARTY MATERIALS

Third-Party General Business Materials and non-business-related topics may be offered for sale through the AP without prior review and approval by Amway. Third-Party General Business Materials include those materials that:

- Address general business topics that would be useful to IBOs in the operation of an Amway independent business;
- Do not reference or discuss Amway or a competitor company, Multi-Level Marketing, Network Marketing or Direct Selling;
- Are not produced or authored by any current or former IBO, or any AP;
- Do not contain any information about Amway products or the Plan;
- 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 would violate the QAS or the Amway IBO Rules of Conduct;
- Are published through recognized commercial publishing houses (not "vanity press") and are available through ordinary retail distribution outlets; and
- Do not undermine or negatively affect the positioning or reputation of Amway, its brands, products, IBOs or APs.

Third-party materials that deal solely with non-business-related topics such as relationships, spirituality, or religion may be offered for sale through the AP under the following conditions:

- A list of materials being sold or promoted must be submitted to Amway.
- Unless prior approval from the purchaser is obtained, these materials cannot be included in any standing-order programs.
- If the materials are offered for sale on an AP website, they must be grouped under a descriptive heading and not included in the section listing business-related materials.
- In the sections of the website which offer these materials, it must be made clear that the content of the items is neither reviewed nor endorsed by Amway.

## Websites and Digital Applications

Information on the APs' websites and digital applications ("Apps") must be password protected and available only to IBOs or guests approved by the AP.

### Approved Provider Websites

Open to web:	Content requiring passcode protection:
Introduction page	Calendar of functions, open meetings, and locations
Product information	Training and procedural information (such as ordering and other information specific to IBOs)
Licensed trademarks	AP promotion information
General business trends	BSM/tool listing
Information regarding Amway and the AP	Authorized sales plan information and materials Bulletin board FAQ
Profiles of Success (with appropriate disclosures)	

## Devices/Sales Aids

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 prior authorization from Amway. Exceptions: AP logo-wear, key chains, pens, and other similar items, as well as hotel rooms and other accommodations related to AP meetings or events, do not require prior authorization by Amway before AP use or sale.

## Events and Functions

Ticket language must include:

- Purchase of this ticket is optional
- No audio or video recording is allowed
- No guarantee that these techniques will work for you

Suggested ticket language:

“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 business.”

AP must ensure that all speakers and third-party vendors comply with the QAS, consistent with the relevant terms of the Agreement.

## Use of Logos on BSM Packaging and Labeling

No Amway logo may be placed on Third-Party Material.

### DETERMINING INTEREST/PROSPECTING BSM

Amway and AP logos are not required on Prospecting BSM labels or packaging. If AP chooses to use their name and/or logo, the Amway name and/or logo must also be used or promoted with at least equal prominence the first and last time the AP name and/or logo appears.

### PLAN BSM

Amway and AP logo is not required on Plan BSM labels or packaging. If AP chooses to use their logo, they must also use Amway logo.

### PRODUCT BSM

Amway, Artistry®, or Nutrilite® logo is required on product BSM labels or packaging; AP logo is optional. Corresponding Amway, Artistry®, or Nutrilite® web address is required.

### IBO-ONLY BSM

Amway and AP names and/or logos are not required on IBO-only BSM labels or packaging. If AP chooses to use their name and/or logo, they may also use Amway’s name and/or logo.

However, for the New IBO Foundational Education as defined in the Program Standards [see Part D], the Amway name and logo must be used.

## Disclosures

The following section contains rules regarding when and how various disclosures must be used when income representations are made in connection with the Amway business, with examples of approved formats provided for use with BSM. This section is divided into various parts, based on the type of disclosure that must be provided in view of the claim(s) being made:

Formats 1A – 1I and 2A – 2I	- Average Income Disclosures
Formats 3A – 3B	- Disclosures for Specific Performance Levels (5000 + PV)
Format 4A	- Disclosure for Leadership Bonus
Format 5A	- Disclosures for Lifestyle Representations
Format 6A – 6C	- Disclosures for Growth Incentive Plan
Page 46 – 47	- IBO-Only Disclosures

Each part of this section contains specific language that must be used in connection with the disclosure in one or more acceptable Formats that may be used to present the disclosure. Accompanying each Format are notes that detail specific requirements regarding placement and formatting (including prominence of the disclosure). Each Format section is followed by a table that describes when the disclosure is “triggered” and summarizes the options and requirements for the disclosure.

There are two broad categories of BSM that may contain income disclosures, and the requirements differ depending on the category of BSM:

- “IBO-Only” BSM
- All other BSM

IBO-Only BSM means BSM that are for use with IBOs only and do not train IBOs on how to recruit or show the Plan. IBO-Only BSM do not need to contain the income disclosures. Such BSM must be prominently marked “For IBO Use Only. Not for use with Prospects.” or with a similar designation approved by Amway. However, Approved Providers are encouraged to use the income disclosures in any BSM, even IBO-Only BSM, if the BSM could reasonably be expected to be accessed by a Prospect or if including an appropriate disclosure would help the user to better understand the information being presented.

The detailed instructions that follow pertain to income disclosures that are required in all except IBO-Only BSM. In particular, they apply to BSM that are for use with Prospects or for training IBOs on how to recruit or show the Plan. The instructions that follow are divided into several categories depending on, for example, what income representations are being made, to whom they are being made, how frequently they are being made, etc.

For your convenience, a summary of the usage rules for the income disclosure formats is as follows:

- For BSM that are for use only in the United States, Approved Providers **may** use, when applicable, Formats 1A, 1B, 1C, 2A, 2B, 2C, 3A, 3B and/or 6A. Formats 4A and 5A must also be used when applicable.
- For BSM that are for use only in Canada, Approved Providers **may** use, when applicable, Formats 1D, 1E, 1F, 2D, 2E, 2F, 3A, 3B and/or 6B. Formats 4A and 5A must also be used when applicable.
- For BSM that are for use in both Canada and the United States, Approved Providers **may** use, when applicable, Formats 1G, 1H, 1I, 2A, 2G, 2H, 2I, 3A, 3B and/or 6C. Formats 4A and 5A must also be used when applicable.

- For BSM that are for use in the Dominican Republic or the Miscellaneous Atlantic and Caribbean Islands, there is no requirement to use a particular income disclosure. However, if an income claim is made, that claim must meet the requirements as stated in the section of the Content Standards portion of the Quality Assurance Standards entitled, "Discussing Earnings." Any disclosure made to support a claim must be truthful, accurate, relevant and must not be inconsistent with or create confusion with respect to disclosures that are required for use in the United States or Canada.
  - For BSM used in the Dominican Republic Approved Providers **may** use any of the disclosures authorized for use in the United States and/or Canada pursuant to bullet points 1-3, above, provided that it is clear from the context that the disclosure relates to IBOs in the United States or Canada and is in United States or Canadian dollars, as appropriate. If the BSM is also for use in the United States or Canada, or both, the appropriate Formats for the United States and/or Canada as set forth in bullet points 1-3, above, **must** be used.
  - For BSM used in the Miscellaneous Atlantic and Caribbean Islands, Approved Providers **may** use any of the disclosures authorized for use in the United States pursuant to bullet points 1, above, provided that it is clear from the context that the disclosure relates to IBOs in the United States and is in United States dollars. If the BSM is also for use in the United States, the appropriate Formats for the United States, **must** be used.

Amway will consider alternatives to the approved disclosure formats on a case by case basis upon submission. All disclosures must be formatted in such a way that they remain clear and conspicuous in the context of the particular earnings representation, and must be placed contiguous to the earnings representation consistent with the instructions on use. A request to review a proposed disclosure may lengthen the typical time to review a BSM, so please submit any proposed disclosures accordingly.

#### **EFFECTIVE DATE:**

The authorized Formats have been updated effective, June 29, 2017. The updated Formats must be implemented immediately in all new BSM, and in all previously approved BSM that are being re-produced. To assist Approved Providers with any BSM inventory containing the previous disclosure Formats (i.e., those formats authorized for use prior to June 29, 2017), Approved Providers may continue to distribute and or sell such BSM until **October 30, 2017**. Any BSM found for sale or distribution with the previous income disclosure Formats after **October 30, 2017** will not be authorized for use under the Accreditation Plus Program, and any Approved Provider continuing to sell, offering for sale or otherwise distributing such BSM, will be in violation of the Uniform Accreditation Plus Approved Provider Agreement.

## Formats 1A, 1B and 1C – Income Disclosure for BSM available in the United States

The income disclosures found in Formats 1A, 1B and 1C are for income representations in BSM available in the United States that are for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 27 – 31 for details on triggers, placement and frequency), Approved Providers **may** use any of these new disclosures described in Formats 1A, 1B and 1C in BSM. However, they may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on October 30, 2017. If previously authorized BSM are updated to use the new disclosure Formats 1A, 1B and 1C, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

### Format 1A – For BSM available in the United States

**The average monthly Gross Income for “active” IBOs in the U.S. was \$207.**

Approximately 48% of IBOs in the U.S. were “active.”

IBOs were considered “active” in months in 2016 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,484. Of course, not every IBO chooses to be active every month. “Gross Income” means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation.

Before registering as an Independent Business Owner (IBO) powered by Amway, you should read and understand the AMWAY™ Business Overview Brochure, which contains important information for those interested in becoming IBOs.

*Notes for Format 1A: The standard disclosure must appear in bold within a box. The font size must be as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text may appear within the box, and there must be at least one blank space of the same font size as the standard disclosure between the box and any surrounding text. The remainder of the disclosure must be no larger than the standard disclosure and not less than two font sizes smaller than the standard disclosure.*

## Format 1B – For BSM available in the United States

***The average monthly Gross Income for “active” IBOs in the U.S. was \$207.***

Approximately 48% of IBOs in the U.S. were “active.”

IBOs were considered "active" in months in 2016 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,484. Of course, not every IBO chooses to be active every month. "Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation.

Before registering as an Independent Business Owner (IBO) powered by Amway, you should read and understand the AMWAY Business Overview Brochure, which contains important information for those interested in becoming IBOs.

**Notes for Format 1B:** The standard disclosure must appear in bold and italics in a font size as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text of the entire disclosure may appear with the same combination of formatting, and there must be at least one blank space of the same font size as the standard disclosure between the text of the standard disclosure and any surrounding text. The disclosures for the definitions of “active” and “Gross Income,” and the disclosure regarding the Amway Business Overview Brochure may be no larger than the standard disclosure, nor may they be less than two font sizes smaller than the standard disclosure. They may appear in a two-column format. The entire disclosure must be shaded in a color that will distinguish it from surrounding text.

## Format 1C – For BSM available in the United States

**[IBO Name]** has always been an exceptional businessperson. Even before he/she began his/her independent business, he/she excelled and this excellence continues. He/she is an elite performer, one of **[number]** IBOs (number provided by Global BSM) who achieved the example of **[\$ highest income mentioned]** in calendar year **[20XX]**. Just like you, he/she is a person of goals and achievement who recognized the AMWAY™ business opportunity as a way to achieve those. His/her continued phenomenal success is an inspiration for active IBOs around the world.

The average monthly Gross Income for “active” IBOs in the U.S. based on an independent survey in 2017 was \$207, and approximately 48% of IBOs in the U.S. were “active.” IBOs were considered "active" in months in 2016 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,484. Of course, not every IBO chooses to be active every month. "Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation.

IBO success depicted here may also reflect earnings from additional sources including other business activities or investments. For additional information, see the AMWAY Business Overview Brochure received with this recording.

**Notes for Format 1C:** The language appearing in Format 1C is an option available in addition to Formats 1A and 1B, for disclosures required to be in audible format only. The first and third paragraphs are permissible if the context is appropriate, however, they may not apply. This disclosure must be spoken at a volume and cadence so that an ordinary consumer can hear and understand it in the context in which it is presented.



## Formats 1D, 1E and 1F – For BSM available in Canada

The income disclosures found in Formats 1D, 1E and 1F are for income representations in BSM available in **Canada** that are for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 27 – 31 for details on triggers, placement and frequency), Approved Providers **may** use any of the disclosure formats described in Formats 1D, 1E and 1F in BSM. However, they may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on October 30, 2017. If previously authorized BSM are updated to use the new disclosure Formats 1D, 1E and 1F, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

### Format 1D – For BSM available in Canada

**The average monthly Gross Income for “active” IBOs in Canada was \$186.**

Approximately 52% of IBOs in Canada were “active.”

IBOs were considered “active” in months in 2016 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,232. Of course, not every IBO chooses to be active every month. “Gross Income” means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of this calculation, individuals who were IBOs for less than the entire year in 2016 were excluded.

Before registering as an Independent Business Owner (IBO) powered by Amway, you should read and understand the AMWAY™ Business Overview Brochure, which contains important information for those interested in becoming IBOs.

*Notes for Format 1D: The standard disclosure must appear in bold within a box. The font size must be as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text may appear within the box, and there must be at least one blank space of the same font size as the standard disclosure between the box and any surrounding text. The remainder of the disclosure must be no larger than the standard disclosure and not less than two font sizes smaller than the standard disclosure.*

**Format 1E – For BSM available in Canada**

***The average monthly Gross Income for “active” IBOs in Canada was \$186.***

Approximately 52% of IBOs in Canada were “active.”

IBOs were considered "active" in months in 2016 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,232. Of course, not every IBO chooses to be active every month. "Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of this calculation, individuals who were IBOs for less than the entire year in 2016 were excluded.

Before registering as an Independent Business Owner (IBO) powered by Amway, you should read and understand the AMWAY™ Business Overview Brochure, which contains important information for those interested in becoming IBOs.

**Notes for Format 1E:** *The standard disclosure must appear in bold and italics in a font size as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text of the entire disclosure may appear with the same combination of formatting, and there must be at least one blank space of the same font size as the standard disclosure between the text of the standard disclosure and any surrounding text. The disclosures for the definitions of “active” and “Gross Income,” and the disclosure regarding the Amway Business Overview Brochure may be no larger than the standard disclosure, nor may they be less than two font sizes smaller than the standard disclosure. They may appear in a two-column format. The entire disclosure must be shaded in a color that will distinguish it from surrounding text.*

**Format 1F – For BSM available in Canada**

**[IBO Name]** has always been an exceptional businessperson. Even before he/she began his/her independent business, he/she excelled and this excellence continues. He/she is an elite performer, one of **[number]** IBOs (number provided by Global BSM) who achieved the example of **[\$ highest income mentioned]** in calendar year **[20XX]**. Just like you, he/she is a person of goals and achievement who recognized the AMWAY™ business opportunity as a way to achieve those. His/her continued phenomenal success is an inspiration for active IBOs around the world.

The average monthly Gross Income for “active” IBOs in Canada was \$186, and approximately 52% of IBOs in Canada were “active.” IBOs were considered "active" in months in 2016 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,232. Of course, not every IBO chooses to be active every month. "Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of this calculation, individuals who were IBOs for less than the entire year in 2016 were excluded.

IBO success depicted here may also reflect earnings from additional sources including other business activities or investments. For additional information, see the AMWAY Business Overview Brochure received with this recording.

**Notes for Format 1F:** *The language appearing in Format 1F is an option available in addition to Formats 1D and 1E, for disclosures required to be in audible format only. The first and third paragraphs are permissible if the context is appropriate, however, they may not apply. This disclosure must be spoken at a volume and cadence so that an ordinary consumer can hear and understand it in the context in which it is presented.*

## Formats 1G, 1H and 1I – Income Disclosures for BSM available in the United States and Canada

The income disclosures found in Formats 1G, 1H and 1I are for income representations in BSM available **in the United States and Canada** that are for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 27 – 31 for details on triggers, placement and frequency), Approved Providers **may** use any of the disclosure formats described in Formats 1G, 1H and 1I in BSM. However, they may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on October 30, 2017. If previously authorized BSM are updated to use disclosure Formats 1G, 1H and 1I, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

### Format 1G – For BSM available in the United States and Canada

**The average monthly Gross Income for "active" IBOs was \$207 (in the U.S.)/CAD \$186 in Canada).**

Approximately 48% of IBOs in the U.S. and 52% of IBOs in Canada were "active."

IBOs were considered "active" in months in 2016 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,484 (U.S.)/\$2,232 (Canada). Of course, not every IBO chooses to be active every month. "Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of the calculation in Canada, individuals who were IBOs for less than the entire year in 2016 were excluded.

Before registering as an Independent Business Owner (IBO) powered by Amway, you should read and understand the AMWAY™ Business Overview Brochure, which contains important information for those interested in becoming IBOs.

**Notes for Format 1G:** *The standard disclosure must appear in bold within a box. The font size must be as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text may appear within the box, and there must be at least one blank space of the same font size as the standard disclosure between the box and any surrounding text. The remainder of the disclosure must be no larger than the standard disclosure and not less than two font sizes smaller than the standard disclosure.*

**Format 1H – For BSM available in the United States and Canada**

***The average monthly Gross Income for “active” IBOs was USD \$207 (in the U.S.)/CAD \$186 (in Canada).***

Approximately 48% of IBOs in the U.S., and 52% of IBOs in Canada, were “active.”

IBOs were considered “active” in months in 2016 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,484 (U.S.)/\$2,232 (Canada). Of course, not every IBO chooses to be active every month. “Gross Income” means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of the calculation in Canada, individuals who were IBOs for less than the entire year in 2016 were excluded.

Before registering as an Independent Business Owner (IBO) powered by Amway, you should read and *understand the AMWAY™ Business Overview Brochure, which contains important information for those interested in becoming IBOs.*

***Notes for Format 1H:*** The standard disclosure must appear in bold and italics in a font size as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text of the entire disclosure may appear with the same combination of formatting, and there must be at least one blank space of the same font size as the standard disclosure between the text of the standard disclosure and any surrounding text. The disclosures for the definitions of “active” and “Gross Income,” and the disclosure regarding the Amway Business Overview Brochure may be no larger than the standard disclosure, nor may they be less than two font sizes smaller than the standard disclosure. They may appear in a two-column format. The entire disclosure must be shaded in a color that will distinguish it from surrounding text.

**Format 1I – For BSM available in the United States and Canada**

**[IBO Name]** has always been an exceptional businessperson. Even before he/she began his/her independent business, he/she excelled and this excellence continues. He/she is an elite performer, one of **[number]** IBOs (number provided by Global BSM) who achieved the example **of [\$ highest income mentioned]** in calendar year **[20XX]**. Just like you, he/she is a person of goals and achievement who recognized the AMWAY™ business opportunity as a way to achieve those. His/her continued phenomenal success is an inspiration for active IBOs around the world.

The average monthly Gross Income for “active” IBOs was USD \$207 (in the U.S.)/CAD \$186 (in Canada), and approximately 48% of IBOs in the U.S. and 52% of IBOs in Canada were “active.” IBOs were considered “active” in months in 2016 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,484 (U.S.)/\$2,232 (Canada). Of course, not every IBO chooses to be active every month. “Gross Income” means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of this calculation, individuals who were IBOs for less than the entire year in 2016 were excluded.

IBO success depicted here may also reflect earnings from additional sources including other business activities or investments. For additional information, see the AMWAY Business Overview Brochure received with this recording.

***Notes for Format 1I:*** The language appearing in Format 1I is an option available in addition to Formats 1G and 1, for disclosures required to be in audible format only. The first and third paragraphs are permissible if the context is appropriate, however, they may not apply. This disclosure must be spoken at a volume and cadence so that an ordinary consumer can hear and understand it in the context in which it is presented.

## Formats 2 A , 2B and 2C – Income Disclosures for BSM available in the United States

The following income disclosures found in Formats 2A, 2B and 2C are for income representations in BSM available **in the United States** that are for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 27 – 31 for details on triggers, placement and frequency), Approved Providers **may** use any of the new disclosures described in Formats 2A, 2B and 2C in BSM. However, they may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on October 30, 2017. If previously authorized BSM are updated to use disclosure Formats 2A, 2B and 2C, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

### Format 2A – For BSM available in the United States

**The average monthly Gross Income for “active” IBOs in the U.S. was \$207 in 2016.**

Approximately 48% of IBOs in the U.S. were “active.”

*Notes for Format 2A: The standard disclosure must appear in bold within a box. The font size must be as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text may appear within the box, and there must be at least one blank space of the same font size as the standard disclosure between the box and any surrounding text. The remainder of the disclosure must be no larger than the standard disclosure and not less than two font sizes smaller than the standard disclosure.*

### Format 2B – For BSM available in the United States

**The average monthly Gross Income for “active” IBOs in the U.S. was \$207 in 2016.**

Approximately 48% of IBOs in the U.S. were “active.”

*Notes for Format 2B: The standard disclosure must appear in bold and italics in a font size as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text of the entire disclosure may appear with the same combination of formatting, and there must be at least one blank space of the same font size as the standard disclosure between the text of the standard disclosure and any surrounding text. The remaining disclosure may not be larger than the standard disclosure, nor may it be less than two font sizes smaller than the standard disclosure. The entire disclosure must be shaded in a color that will distinguish it from surrounding text.*

### Format 2C – For BSM available in the United States

**[IBO Name]** has always been an exceptional businessperson. Even before he/she began his/her independent business, he/she excelled and this excellence continues. He/she is an elite performer, one of **[number]** IBOs (number provided by Global BSM) who achieved the example of **[\$ highest income mentioned]** in calendar year **[20XX]**. Just like you, he/she is a person of goals and achievement who recognized the AMWAY™ business opportunity as a way to achieve those. His/her continued phenomenal success is an inspiration for active IBOs around the world.

The average monthly Gross Income for “active” IBOs in the U.S. was \$207 in 2016, and approximately 48% of IBOs in the U.S. were “active.”

IBO success depicted here may also reflect earnings from additional sources including other business activities or investments. For additional information see the AMWAY Business Overview Brochure received with this recording.

*Notes for Format 2C: The language appearing in Format 2C is an option available in addition to Formats 2A and 2B, for disclosures required to be in audible format only. The first and third paragraphs are permissible if the context is appropriate, however, they are not required. This disclosure must be spoken at a volume and cadence so that an ordinary consumer can hear and understand it in the context in which it is presented.*

## Formats 2D, 2E and 2F – Income Disclosures for BSM available in Canada

The following income disclosures found in Formats 2D, 2E and 2F are for income representations in BSM available in **Canada** that are for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 27 – 31 for details on triggers, placement and frequency), Approved Providers **may** use any of the disclosure formats described in Formats 2D, 2E and 2F in BSM. However, they may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on October 30, 2017. If previously authorized BSM are updated to use disclosure Formats 2D, 2E and 2F, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

### Format 2D – For BSM available in Canada

**The average monthly Gross Income for “active” IBOs in Canada was \$186.**

Approximately 52% of IBOs in Canada were “active.”

*Notes for Format 2D: The standard disclosure must appear in bold within a box. The font size must be as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text may appear within the box, and there must be at least one blank space of the same font size as the standard disclosure between the box and any surrounding text. The remainder of the disclosure must be no larger than the standard disclosure and not less than two font sizes smaller than the standard disclosure.*

### Format 2E – For BSM available in Canada

**The average monthly Gross Income for “active” IBOs in Canada was \$186.**

Approximately 52% of IBOs in the U.S. were “active.”

*Notes for Format 2E: The standard disclosure must appear in bold and italics in a font size as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text of the entire disclosure may appear with the same combination of formatting, and there must be at least one blank space of the same font size as the standard disclosure between the text of the standard disclosure and any surrounding text. The remaining disclosure may not be larger than the standard disclosure, nor may it be less than two font sizes smaller than the standard disclosure. The entire disclosure must be shaded in a color that will distinguish it from surrounding text.*

### Format 2F – For BSM available in Canada

**[IBO Name]** has always been an exceptional businessperson. Even before he/she began his/her independent business, he/she excelled and this excellence continues. He/she is an elite performer, one of **[number]** IBOs (number provided by Global BSM) who achieved the example of **[\$ highest income mentioned]** in calendar year **[20XX]**. Just like you, he/she is a person of goals and achievement who recognized the AMWAY™ business opportunity as a way to achieve those. His/her continued phenomenal success is an inspiration for active IBOs around the world.

The average monthly Gross Income for “active” IBOs in Canada was \$186, and approximately 52% of IBOs in Canada were “active.”

IBO success depicted here may also reflect earnings from additional sources including other business activities or investments. For additional information see the AMWAY Business Overview Brochure received with this recording.

*Notes for Format 2F: The language appearing in Format 2F is an option available in addition to Formats 2D and 2E, for disclosures required to be in audible format only. The first and third paragraphs are permissible if the context is appropriate, however, they are not required. This disclosure must be spoken at a volume and cadence so that an ordinary consumer can hear and understand it in the context in which it is presented.*



## Income Disclosures for BSM available in Canada and the United States

The income disclosures found in Formats 2G, 2H and 2I are for income representations in BSM available **in the United States and Canada** that are for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 27 – 31 for details on triggers, placement and frequency), Approved Providers **may** use any of the disclosure formats described in Formats 2G, 2H and 2I in BSM. However, they may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on October 30, 2017. If previously authorized BSM are updated to use disclosure Formats 2G, 2H and 2I, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

### Format 2 G – For BSM available in the United States and Canada

**The average monthly Gross Income for “active” IBOs was \$207 (in the U.S.)/CAD \$186 in Canada).**

Approximately 48% of IBOs in the U.S. and 52% of IBOs in Canada were “active.”

*Notes for Format 2G: The standard disclosure must appear in bold within a box. The font size must be as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text may appear within the box, and there must be at least one blank space of the same font size as the standard disclosure between the box and any surrounding text. The remainder of the disclosure must be no larger than the standard disclosure and not less than two font sizes smaller than the standard disclosure.*

### Format 2H – For BSM available in the United States and Canada

**The average monthly Gross Income for “active” IBOs was  
USD \$207 (in the U.S.)/CAD \$186 (in Canada).**

Approximately 48% of IBOs in the U.S., and 52% of IBOs in Canada were “active.”

*Notes for Format 2H: The standard disclosure must appear in bold and italics in a font size as large as that of the income representation itself unless it appears in a title followed by explanatory text in which case, the font size of the standard disclosure may be the same size as the explanatory text. No other text may appear within the box, and there must be at least one blank space of the same font size as the standard disclosure between the box and any surrounding text. The remainder of the disclosure must be no larger than the standard disclosure and not less than two font sizes smaller than the standard disclosure.*

### Format 2I – For BSM available in the United States and Canada

**[IBO Name]** has always been an exceptional businessperson. Even before he/she began his/her independent business, he/she excelled and this excellence continues. He/she is an elite performer, one of **[number]** IBOs (number provided by Global BSM) who achieved the example of **[\$ highest income mentioned]** in calendar year **[20XX]**. Just like you, he/she is a person of goals and achievement who recognized the AMWAY™ business opportunity as a way to achieve those. His/her continued phenomenal success is an inspiration for active IBOs around the world.

The average monthly Gross Income for “active” IBOs was USD\$207 (in the U.S.)/CAD\$186 (in Canada), and approximately 48% of IBOs in the U.S. and 52% of IBOs in Canada were “active.”

IBO success depicted here may also reflect earnings from additional sources including other business activities or investments. For additional information, see the AMWAY Business Overview Brochure received with this recording.

*Notes for Format 2I: The language appearing in Format 2I is an option available in addition to Formats 2G and 2, for disclosures required to be in audible format only. The first and third paragraphs are permissible if the context is appropriate, however, they may not apply. This disclosure must be spoken at a volume and cadence so that an ordinary consumer can hear and understand it in the context in which it is presented.*

## Income Disclosures for BSM available in the Dominican Republic or the Miscellaneous Atlantic and Caribbean Islands

For BSM that are for use in the Dominican Republic or the Miscellaneous Atlantic and Caribbean Islands, there is no requirement to use a particular income disclosure. However, if an income claim is made, that claim must meet the requirements as stated in the section of the Content Standards portion of the Quality Assurance Standards entitled, "Discussing Earnings." Any disclosure made to support a claim must be truthful, accurate, relevant and must not be inconsistent with or create confusion with respect to disclosures that are required for use in the United States or Canada.

**For BSM used in the Dominican Republic:** Any of the disclosures authorized for use in the United States and/or Canada pursuant to the restrictions provided in these Quality Assurance Standards can be used, provided that it is clear from the context that the disclosure relates to IBOs in the United States or Canada and is in United States or Canadian dollars, as appropriate. If the BSM is also for use in the United States or Canada, or both, the appropriate Formats for the United States and/or Canada as set forth in these Quality Assurance Standards, **must** be used.

**For BSM used in the Miscellaneous Atlantic and Caribbean Islands:** Any of the disclosures authorized for use in the United States pursuant to these Quality Assurance Standards can be used provided that it is clear from the context that the disclosure relates to IBOs in the United States and is in United States dollars. If the BSM is also for use in the United States, the appropriate Formats for the United States as set forth in these Quality Assurance Standards, **must** be used.



## FOR BSM USING FORMATS 1A, 1B, 1C, 1D, 1E, 1F, 1G, 1H, 1I, 2A, 2B, 2C, 2D, 2E, 2F, 2G, 2H AND/OR 2I

	One-page Publication	Multi-page Publication	Magazine Article	Slide Presentation
<b>Trigger</b> (For BSM that are for use in the U.S. only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or the U.S. and Dominican Republic only)	When the income being represented (directly, indirectly, or by implication) is greater than \$207 USD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$207 USD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$207 USD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$207 USD per month.
<b>Trigger</b> (For BSM that are for use in Canada only, the Dominican Republic only or Canada and the Dominican Republic only)	When the income being represented (directly, indirectly, or by implication) is greater than \$186 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$186 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$186 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$186 CAD per month.
<b>Trigger</b> (For BSM that are for use in both the U.S. and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)	When the income being represented (directly, indirectly, or by implication) is greater than \$207 USD per month or \$186 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$207 USD per month or \$186 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$207 USD per month or \$186 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$207 USD per month or \$186 CAD per month.
<b>Format</b> (For BSM that are for use in the U.S. only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or the U.S. and Dominican Republic only)	1A or 1B	1A or 1B for first income representation and 2A or 2B for subsequent income representations in the same piece.	1A or 1B for first income representation and 2A or 2B for subsequent income representations in the same piece.	1A or 1B on the introductory slide and 2A or 2B for subsequent income representations in the same piece.
<b>Format</b> (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only)	1D or 1E	1D or 1E for first income representation and 2D or 2E for subsequent income representations in the same piece.	1D or 1E for first income representation and 2D or 2E for subsequent income representations in the same piece.	1D or 1E on the introductory slide and 2D or 2E for subsequent income representations in the same piece.

	One-page Publication	Multi-page Publication	Magazine Article	Slide Presentation
<b>Format</b> (For BSM that are for use in both the U.S. and Canada only, the Dominican Republic only, or the United States, Canada, and Dominican Republic only)	1G or 1H	1G or 1H for first income representation. 2G or 2H for subsequent income representations in the same piece.	1G or 1H for first income representation. 2G or 2H for subsequent income representations in the same piece.	1G or 1H on the introductory slide. 2G or 2H for subsequent income representations in the same piece.
<b>Location</b> (For BSM that are for use in the U.S. only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or the U.S. and Dominican Republic only)	On the same page as income representation and either in close proximity to the representation or at the bottom of the page.	On the same page as income representation and either in close proximity to the representation or at the bottom of the page.	On the same page as income representation and either in close proximity to the representation or at the bottom of the page. If article is multiple pages, then at the end of the article if three pages or less.	1A or 1B on the introductory slide for at least 10 seconds in duration and for subsequent disclosures, on the same slide as the income representation and either in close proximity to the representation or at the bottom of the page. Disclosure 1A or 1B should also appear on media label or packaging whenever possible.
<b>Location</b> (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and Dominican Republic only)	On the same page as income representation and either in close proximity to the representation or at the bottom of the page.	On the same page as income representation and either in close proximity to the representation or at the bottom of the page.	On the same page as income representation and either in close proximity to the representation or at the bottom of the page. If article is multiple pages, then at the end of the article if three pages or less.	1D or 1E on the introductory slide for at least 10 seconds in duration and for subsequent disclosures, on the same slide as the income representation and either in close proximity to the representation or at the bottom of the page. Disclosure 1D or 1E should also appear on media label or packaging whenever possible.
<b>Location</b> (For BSM that are for use in both the U.S. and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)	On the same page as income representation and either in close proximity to the representation or at the bottom of the page.	On the same page as income representation and either in close proximity to the representation or at the bottom of the page.	On the same page as income representation and either in close proximity to the representation or at the bottom of the page. If article is multiple pages, then at the end of the article if three pages or less.	1G or 1H on the introductory slide for at least 10 seconds in duration, and for subsequent disclosures, on the same slide as the income representation and either in close proximity to the representation or at the bottom of the page. Disclosure 1G or 1H should also appear on media label or packaging whenever possible.
<b>Frequency</b> (For all)	Disclosure need only appear one time per section or page.	The appropriate disclosure is required each time an income representation is made. However, disclosure need only appear one time per section or page.	The appropriate disclosure is required each time an income representation is made. However, disclosure need only appear one time per page or at the end of the article if three pages or less.	The appropriate disclosure is required each time an income representation is made. However, disclosure need only appear one time per slide and must appear on the introductory slide for at least 10 seconds.

Note: if disclosure is not possible immediately after the require income representation, the reasons must be documented in writing and submitted to Amway in advance of release of BSM.

## FOR BSM USING FORMATS 1A, 1B, 1C, 1D, 1E, 1F, 1G, 1H, 1I, 2A, 2B, 2C, 2D, 2E, 2F, 2G, 2H AND/OR 2I

	Website	Email	Audio	Video
<b>Trigger</b> (For BSM that are for use in the U.S. only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or the U.S. and Dominican Republic only)	When the income being represented (directly, indirectly, or by implication) is greater than \$207 USD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$207 USD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$207 USD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$207 USD per month.
<b>Trigger</b> (For BSM that are for use in Canada only, the Dominican Republic only or Canada and the Dominican Republic only)	When the income being represented (directly, indirectly, or by implication) is greater than \$186 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$186 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$186 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$186 CAD per month.
<b>Trigger</b> (For BSM that are for use in both the U.S. and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)	When the income being represented (directly, indirectly, or by implication) is greater than \$207 USD per month or \$186 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$207 USD per month or \$186 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$207 USD per month or \$186 CAD per month.	When the income being represented (directly, indirectly, or by implication) is greater than \$207 USD per month or \$186 CAD per month.
<b>Format</b> (For BSM that are for use in the U.S. only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or the U.S. and Dominican Republic only)	1A or 1B for first income representation and 2A or 2B for subsequent income representations in the same piece.	1A or 1B	1A, 1B or 1C for first income representation and 2A, 2B or 2C for subsequent income representations in the same piece.	1A or 1B for first income representation and 2A or 2B for subsequent income representations in the same piece.
<b>Format</b> (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only)	1D or 1E for first income representation and 2D or 2E for subsequent income representations in the same piece.	1D or 1E.	1D, 1E or 1F for first income representation and 2D, 2E or 2F for subsequent income representations in the same piece.	1D or 1E for first income representation and 2D or 2E for subsequent income representations in the same piece.

	Website	Email	Audio	Video
<b>Format</b> (For BSM that are for use in both the U.S. and Canada only, the Dominican Republic only, or the United States, Canada, and Dominican Republic only)	1G or 1H for first income representation. 2G or 2H for subsequent income representations in the same piece.	1G or 1H.	1G, 1H or 1I for first income representation. 2G, 2H or 2I for subsequent income representations in the same piece.	1G or 1H for first income representation. 2G or 2H for subsequent income representations in the same piece.
<b>Location</b> (For BSM that are for use in the U.S. only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or the U.S. and Dominican Republic only)	On the same page as income representation and either in close proximity to the representation or at the bottom of the page.	Either in close proximity to the representation or at the bottom of the email.	Audio disclosure 1A, 1B, or 1C read immediately after the first triggering income representation. If not possible or practical, the required audio disclosure may be read either at the beginning or at the end of the audio, whichever is closer to the first triggering income representation. *Audio disclosure 2A, 2B, or 2C read immediately after each subsequent triggering representation. If not possible or practical, the required audio disclosure may be read either at the beginning or at the end of the audio, whichever is closer to the subsequent triggering income representation(s). Must be spoken at a volume and cadence to be understood by an ordinary consumer. Disclosure 1A or 1B should also appear on media label or packaging whenever possible or when placement at the beginning or end of the audio would not be clear, conspicuous or contiguous and placement immediately after the triggering income representation is not practical.	Required disclosure must be displayed in print if the triggering income representation is in print for a minimum of 10 seconds in duration, and appearing on the same frames as the income representation, either in close proximity to the representation or at the bottom of the frame. Disclosure may be read if the triggering income representation is in audio format, at a volume and cadence to be understood by an ordinary consumer, and must be immediately read after the triggering income representation. If such placement is not possible or practical, the required disclosure may appear or be read, as the case may be, at the beginning or at the end of the video, whichever is closer to the triggering income representation. Disclosure 1A or 1B should also appear on the media label or packaging whenever possible or when placement at the beginning or end of the video would not be clear, conspicuous or contiguous, and placement immediately after the triggering income representation is not practical.

	Website	Email	Audio	Video
<p><b>Format</b> (For BSM that are for use in Canada only, the Dominican Republic only, or Canada, and Dominican Republic only)</p>	<p>On the same page as income representation and either in close proximity to the representation or at the bottom of the page.</p>	<p>Either in close proximity to the representation or at the bottom of the email.</p>	<p>Audio disclosure 1D, 1E, or 1F read immediately after the first triggering income representation. If not possible or practical, the required audio disclosure may be read either at the beginning or at the end of the audio, whichever is closer to the first triggering income representation. *Audio disclosure 2D, 2E, or 2F read immediately after each subsequent triggering representation. If not possible or practical, the required audio disclosure may be read either at the beginning or at the end of the audio, whichever is closer to the subsequent triggering income representation(s). Must be spoken at a volume and cadence to be understood by an ordinary consumer. Disclosure 1D or 1E should also appear on media label or packaging whenever possible or when placement at the beginning or end of the audio would not be clear, conspicuous or contiguous, and placement immediately after the triggering income representation is not practical.</p>	<p>Required disclosure must be displayed in print if the triggering income representation is in print for a minimum of 10 seconds in duration, and appearing on the same frames as the income representation, and either in close proximity to the representation or at the bottom of the frame. Disclosure may be read if the triggering income representation is in audio format, at a volume and cadence to be understood by an ordinary consumer, and must be immediately read after the triggering income representation. If such placement is not possible or practical, the required disclosure may appear or be read, as the case may be, at the beginning or at the end of the video, whichever is closer to the triggering income representation. Disclosure 1D or 1E should also appear on the media label or packaging whenever possible or when placement at the beginning or end of the video would not be clear, conspicuous or contiguous, and placement immediately after the triggering income representation is not practical.</p>
<p><b>Location</b> (For BSM that are for use in both the U.S. and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)</p>	<p>On the same page as income representation and either in close proximity to the representation or at the bottom of the page.</p>	<p>Either in close proximity to the representation or at the bottom of the email.</p>	<p>Audio disclosure 1G, 1H, or 1I read immediately after the first triggering income representation. If not possible or practical, the required audio disclosure may be read either at the beginning or at the end of the audio, whichever is closer to the first triggering income representation. *Audio disclosure 2G, 2H, or 2I read immediately after each subsequent triggering representation. If not possible or practical, the required audio disclosure may be read either at the beginning or at the end of the audio, whichever is closer to the subsequent triggering income representation(s). Must be spoken at a volume and cadence to be understood by an ordinary consumer. Disclosure 1G or 1H should also appear on media label or packaging whenever possible or when placement at the beginning or end of the audio would not be clear, conspicuous or contiguous, and placement immediately after the triggering income representation is not practical.</p>	<p>Required disclosure must be displayed in print if the triggering income representation is in print for a minimum of 10 seconds in duration, and appearing on the same frames as the income representation, and either in close proximity to the representation or at the bottom of the frame. Disclosure may be read if the triggering income representation is in audio format, at a volume and cadence to be understood by an ordinary consumer, and must be read immediately after the triggering income representation. If such placement is not possible or practical, the required disclosure may appear or be read, as the case may be, at the beginning or at the end of the video, whichever is closer to the triggering income representation. Disclosure 1G or 1H should also appear on the media label or packaging whenever possible or when placement at the beginning or end of the video would not be clear, conspicuous or contiguous, and placement immediately after the triggering income representation is not practical.</p>

	Website	Email	Audio	Video
<b>Frequency (For all)</b>	The appropriate disclosure is required each time an income representation is made. However, disclosure need only appear one time per web page on the website.	Disclosure need only appear one time per email.	*The appropriate disclosure is required each time a triggering income representation is made.	The appropriate disclosure is required each time an income representation is made. However, disclosure must also appear on the introductory screen for at least 10 seconds.

*Note: if disclosure is not possible immediately after the require income representation, the reasons must be documented in writing and submitted to Amway in advance of release of BSM.*

## 5,000 + PV DISCLOSURES FOR ALL BSM (EXCEPT IBO ONLY BSM)

The income disclosures found in Formats 3A and 3B are for any BSM available **in the United States, Canada, Dominican Republic and/or the Miscellaneous Atlantic and Caribbean Islands** containing 5,000 + PV income representations that are for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 33 – 34 for details on triggers, placement and frequency), Approved Providers **may** use the disclosures described in Formats 3A, or 3B in BSM. However, they may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on October 30, 2017. If previously authorized BSM are updated to use the new disclosure, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

### Format 3A

Approximately \* \_\_\_\_\_% of IBOs in North America achieved the illustrated level of performance in the year \* \_\_\_\_\_.

**Notes for Format 3A:** \* The figures in the disclosure must be obtained from Global BSM. The disclosure must appear in a font size as large as that of the triggering representation itself unless it appears in a title followed by explanatory text in which case, the font size of the disclosure may be the same size as the explanatory text. 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.

### Format 3B

One out of every \* \_\_\_\_\_ IBOs in North America achieved the illustrated level of performance in the year \* \_\_\_\_\_.

**Notes for Format 3B:** \* The figures in the disclosure must be obtained from Global BSM. The disclosure must appear in a font size as large as that of the triggering representation itself unless it appears in a title followed by explanatory text in which case, the font size of the disclosure may be the same size as the explanatory text. 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.

## 5,000 + PV DISCLOSURES FOR ALL BSM (EXCEPT IBO ONLY BSM)

	One-page Publication	Multi-page Publication	Magazine Article	Slide Presentation
<b>Trigger</b> (For BSM that are for use in both the U.S. and Canada only, the Dominican Republic only, or the United States, Canada, and Dominican Republic only)	When the sales being represented (directly, indirectly, or by implication) are greater than 5,000 PV per month.	When the sales being represented (directly, indirectly, or by implication) are greater than 5,000 PV per month.	When the sales being represented (directly, indirectly, or by implication) are greater than 5,000 PV per month.	When the sales being represented (directly, indirectly, or by implication) are greater than 5,000 PV per month.
<b>Format</b>	3A or 3B	3A or 3B	3A or 3B	3A or 3B
<b>Location</b>	3A or 3B used following disclosure 1A, 1B, 1D, 1E, 1G or 1H and either in close proximity to the representation or at the bottom of the page.	3A or 3B used following disclosure 1A, 1B, 1D, 1E, 1G, 1H, 2A, 2B, 2D, 2E, 2G or 2H as appropriate, on the same page as the sales representation and either in close proximity to the representation or at the bottom of the page.	3A or 3B used following disclosure 1A, 1B, 1D, 1E, 1G, 1H, 2A, 2B, 2D, 2E, 2G or 2H as appropriate, on the same page as the sales representation and either in close proximity to the representation or at the bottom of the page. If article is multiple pages, then at the end of the article if three pages or less.	3A or 3B used following disclosure 1A, 1B, 1D, 1E, 1G, 1H, 2A, 2B, 2D, 2E, 2G or 2H as appropriate, on the same slide as the sales representation and either in close proximity to the representation or at the bottom of the slide.
<b>Frequency</b>	Disclosure need only appear one time per section or page.	Disclosure is required each time a triggering sales representation is made. However, disclosure need only appear one time per section or page.	Disclosure is required each time a triggering sales representation is made. However, disclosure need only appear one time per page or at the end of the article if three pages or less.	Disclosure is required each time a triggering sales representation is made. However, disclosure need only appear one time per slide.

Note: if disclosure is not possible immediately after the require income representation, the reasons must be documented in writing and submitted to Amway in advance of release of BSM.



**5,000 + PV DISCLOSURES FOR ALL BSM (EXCEPT IBO ONLY BSM)**

	Website	Email	Audio	Video
<b>Trigger</b> <i>(For BSM that are for use in both the U.S. and Canada only, the Dominican Republic only, or the United States, Canada, and Dominican Republic only)</i>	When the sales being represented (directly, indirectly, or by implication) are greater than 5,000 PV per month.	When the sales being represented (directly, indirectly, or by implication) are greater than 5,000 PV per month.	When the sales being represented (directly, indirectly, or by implication) are greater than 5,000 PV per month.	When the sales being represented (directly, indirectly, or by implication) are greater than 5,000 PV per month.
<b>Format</b>	3A or 3B	3A or 3B	3A or 3B	3A or 3B
<b>Location</b>	3A or 3B used following disclosure 1A, 1B, 1D, 1E, 1G, 1H, 2A, 2B, 2D, 2E, 2G or 2H as appropriate on the same page as the sales representation and either in close proximity to the representation or at the bottom of the page.	3A or 3B used following disclosure 1A, 1B, 1D, 1E, 1G or 1H as appropriate, on the same page as the sales representation and either in close proximity to the representation or at the bottom of the page.	3A or 3B used following disclosure 1A, 1B, 1D, 1E, 1G, 1H, 1I, 2A, 2B, 2D, 2E, 2F, 2G or 2H as appropriate, audio disclosure read immediately after the triggering sales representation. If not possible or practical, the required audio disclosure may be read either at the beginning or at the end of the audio, whichever is closer to the triggering sales representation. Must be spoken at a value and cadence to be understood by an ordinary consumer.	3A or 3B used following disclosure 1A, 1B, 1D, 1E, 1F, 1G, 1H, 1I, 2A, 2B, 2D, 2E, 2F, 2G, 2H or 2I as appropriate. Disclosure must be displayed in print if the triggering sales representation is in print, for a minimum of 10 seconds in duration, and appearing on the same frame as the sales representation, and either in close proximity to the representation or at the bottom of the frame. Disclosure must be read if the triggering sales representation is in audio format, at a value and cadence to be understood by an ordinary consumer, and must be read immediately after the triggering sales representation. If such a placement is not possible or practical, the required disclosure may appear or be read, as the case may be, at the beginning or at the end of the video, whichever is closer to the triggering sales representation.
<b>Frequency</b>	Disclosure is required each time a triggering sales representation is made. However, disclosure need only appear one time per web page on the website.	Disclosure is required each time a triggering sales representation is made. However, disclosure need only appear one time per email.	Disclosure is required to be read each time a triggering sales representation is made.	Disclosure is required each time a triggering sales representation is made.

*Note: if disclosure is not possible immediately after the require income representation, the reasons must be documented in writing and submitted to Amway in advance of release of BSM.*

## LEADERSHIP BONUS DISCLOSURE FOR ALL BSM (EXCEPT IBO ONLY BSM)

The income disclosures found in Formats 4A is for any BSM available **in the United States, Canada, Dominican Republic and/or the Miscellaneous Atlantic and Caribbean Islands** containing a 6% Leadership Bonus that are for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 36 – 37 for details on triggers, placement and frequency), Approved Providers **may** use the disclosure described in Formats 4A in BSM. However, it may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on October 30, 2017. If previously authorized BSM are updated to use the new disclosure, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

### Format 4A

The average Leadership Bonus for North American IBOs of record was \$\_\_\_\_\_\* in the calendar year ending December 31, 20XX.\* \_\_\_\_\_%\* of Leadership Bonus recipients in 20XX\* earned at least [insert stated hypothetical amount].

**Notes for Format 4A:** \* The figures in the disclosure must be obtained from Global BSM. The disclosure must appear in a font size as large as that of the triggering representation itself unless it appears in a title followed by explanatory text in which case, the font size of the disclosure may be the same size as the explanatory text. 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.

## LEADERSHIP BONUS DISCLOSURE FOR ALL BSM (EXCEPT IBO ONLY BSM)

	One-page Publication	Multi-page Publication	Magazine Article	Slide Presentation
<b>Trigger</b> (For BSM that are for use in any one or combination of the U.S., Canada, the Dominican Republic or Miscellaneous Atlantic and Caribbean Islands)	When a representation or hypothetical example is made (directly, indirectly, or by implication) illustrating a 6% Leadership Bonus.	When a representation or hypothetical example is made (directly, indirectly, or by implication) illustrating a 6% Leadership Bonus.	When a representation or hypothetical example is made (directly, indirectly, or by implication) illustrating a 6% Leadership Bonus.	When a representation or hypothetical example is made (directly, indirectly, or by implication) illustrating a 6% Leadership Bonus.
<b>Format</b>	4A	4A	4A	4A
<b>Location</b>	Following disclosure 1A, 1B, 1D, 1E, 1G or 1H and either in close proximity to the representation or at the bottom of the page.	Following disclosure 1A, 1B, 1D, 1E, 1G, 1H, 2A, 2B, 2D, 2E, 2G or 2H as appropriate, on the same page as the representation or example and either in close proximity to the representation or at the bottom of the page.	Following disclosure 1A, 1B, 1D, 1E, 1G, 1H, 2A, 2B, 2D, 2E, 2G or 2H as appropriate, on the same page as the representation or example and either in close proximity to the representation or example or at the bottom of the page. If article is multiple pages, then at the end of the article if three pages or less.	3A or 3B used following disclosure 1A, 1B, 1D, 1E, 1G, 1H, 2A, 2B, 2D, 2E, 2G or 2H as appropriate, on the same slide as the representation or example and either in close proximity to the representation or at the bottom of the slide.
<b>Frequency</b>	Disclosure need only appear one time per section or page.	Disclosure is required each time a triggering representation or example is made. However, disclosure need only appear one time per section or page.	Disclosure is required each time a triggering representation or example is made. However, disclosure need only appear one time per page or at the end of the article if three pages or less.	Disclosure is required each time a triggering representation or example is made. However, disclosure need only appear one time per slide.

Note: if disclosure is not possible immediately after the require income representation, the reasons must be documented in writing and submitted to Amway in advance of release of BSM.

## LEADERSHIP BONUS DISCLOSURE FOR ALL BSM (EXCEPT IBO ONLY BSM)

	Website	Email	Audio	Video
<b>Trigger</b> (For BSM that are for use in any one or a combination of the U.S, Canada, the Dominican Republic, or Miscellaneous Atlantic and Caribbean Islands)	When a representation or hypothetical example is made (directly, indirectly, or by implication) illustrating a 6% Leadership Bonus.	When a representation or hypothetical example is made (directly, indirectly, or by implication) illustrating a 6% Leadership Bonus.	When a representation or hypothetical example is made (directly, indirectly, or by implication) illustrating a 6% Leadership Bonus.	When a representation or hypothetical example is made (directly, indirectly, or by implication) illustrating a 6% Leadership Bonus.
<b>Format</b>	4A	4A	4A	4A
<b>Location</b>	Following 1A, 1B, 1D, 1E, 1G, 1H, 2A, 2B, 2D, 2E, 2G or 2H as appropriate on the same page as the representation or example and either in close proximity to the representation or example or at the bottom of the page.	Following disclosure 1A, 1B, 1D, 1E, 1G or 1H as appropriate, either in close proximity to the representation or example or at the bottom of the email.	Following disclosure 1A, 1B, 1D, 1E, 1F, 1G, 1H, 1I, 2A, 2B, 2D, 2E, 2F, 2G or 2H as appropriate, audio disclosure read immediately after the triggering representation or example. If not possible or practical, the required audio disclosure may be read either at the beginning or at the end of the audio, whichever is closer to the triggering representation or example. Must be spoken at a value and cadence to be understood by an ordinary consumer.	Following disclosure 1A, 1B, 1D, 1E, 1F, 1G, 1H, 1I, 2A, 2B, 2D, 2E, 2F, 2G, 2H or 2I as appropriate. Disclosure must be displayed in print if the triggering representation or example is in print, for a minimum of 10 seconds in duration, and appearing on the same frame as the representation or example, and either in close proximity to the representation or example or at the bottom of the frame. Disclosure must be read if the triggering representation or example is in audio format, at a value and cadence to be understood by an ordinary consumer, and must be read immediately after the triggering representation or example. If such a placement is not possible or practical, the required disclosure may appear or be read, as the case may be, at the beginning or at the end of the video, whichever is closer to the triggering representation or example.
<b>Frequency</b>	Disclosure is required each time a triggering representation or example is made. However, disclosure need only appear one time per web page on the website.	Disclosure need only appear one time per email.	Disclosure is required to be read each time a triggering representation or example is made.	Disclosure is required each time a triggering representation or example is made.

Note: if disclosure is not possible immediately after the require income representation, the reasons must be documented in writing and submitted to Amway in advance of release of BSM.

## LIFESTYLE REPRESENTATION DISCLOSURE FOR ALL BSM (EXCEPT IBO ONLY BSM)

The disclosure found in Format 5A is for any BSM available **in the United States, Canada, Dominican Republic and/or the Miscellaneous Atlantic and Caribbean Islands** containing a Lifestyle Representation that are for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on page 39 for details on triggers, placement and frequency), Approved Providers **may** use the disclosure described in Format 5A in BSM. However, it may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on October 30, 2017. If previously authorized BSM are updated to use the new disclosure, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

### Format 5A

The success depicted in this profile may reflect income from sources other than Amway such as earnings from the sale of Business Support Materials or other businesses and investments.

*Notes for Format 5A: 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.*

## LIFESTYLE REPRESENTATION DISCLOSURE FOR ALL BSM (EXCEPT IBO ONLY BSM)

	One-page Publication	Multi-page Publication	Magazine Article	Slide Presentation
<b>Trigger</b> (For BSM that are for use in any one or combination of the U.S., Canada, the Dominican Republic or Miscellaneous Atlantic and Caribbean Islands)	When images containing lifestyle representations are shown and those lifestyles may have been obtained through sources of income outside the Amway IBO Compensation Plan.	When images containing lifestyle representations are shown and those lifestyles may have been obtained through sources of income outside the Amway IBO Compensation Plan.	When images containing lifestyle representations are shown and those lifestyles may have been obtained through sources of income outside the Amway IBO Compensation Plan.	When images containing lifestyle representations are shown and those lifestyles may have been obtained through sources of income outside the Amway IBO Compensation Plan.
<b>Format</b>	5A	5A	5A	5A
<b>Location</b>	On the same page as the representation and either in close proximity to the representation or at the bottom of the page.	On the same page as the representation and either in close proximity to the representation or at the bottom of the page.	On the same page as the representation and either in close proximity to the representation or at the bottom of the page. If article is multiple pages, then at the end of the article.	On the same slide as the representation and either in close proximity to the representation or at the bottom of the slide.
<b>Frequency</b>	Disclosure need only appear one time per section or page.	Disclosure is required each time a triggering representation is made. However, disclosure need only appear one time per section or page.	Disclosure is required each time a triggering representation is made. However, disclosure need only appear one time per page or at the end of the article if three pages or less.	Disclosure is required each time a triggering representation is made. However, disclosure need only appear one time per slide.

	Website	Email	Audio	Video
<b>Trigger</b> (For BSM that are for use in any one or a combination of the U.S., Canada, the Dominican Republic, or Miscellaneous Atlantic and Caribbean Islands)	When images containing lifestyle representations are shown and those lifestyles may have been obtained through sources of income outside the Amway IBO Compensation Plan.	When images containing lifestyle representations are shown and those lifestyles may have been obtained through sources of income outside the Amway IBO Compensation Plan.	When images containing lifestyle representations are shown and those lifestyles may have been obtained through sources of income outside the Amway IBO Compensation Plan.	When images containing lifestyle representations are shown and those lifestyles may have been obtained through sources of income outside the Amway IBO Compensation Plan.
<b>Format</b>	5A	5A	5A	5A
<b>Location</b>	On the same page as the representation and either in close proximity to the representation or at the bottom of the page.	Either in close proximity to the representation or at the bottom of the email.	Audio disclosure read immediately after the triggering representation or at the beginning or end of the audio clip. Must be spoken at a value and cadence to be understood by an ordinary consumer.	Disclosure must be displayed in print for a minimum of 10 seconds in duration, and appearing on the same frames as the representation, and either in close proximity to the representation or at the bottom of the frame. If such a placement is not possible or practical, the required disclosure may appear at the beginning or at the end of the video, whichever is closer to the triggering representation.
<b>Frequency</b>	Disclosure is required each time a triggering representation is made. However, disclosure need only appear one time per web page on the website.	Disclosure need only appear one time per email.	Disclosure is required to be read immediately after the triggering representation, or at the beginning or end of the audio clip.	Disclosure is required each time a triggering representation is made.

Note: if disclosure is not possible immediately after the require income representation, the reasons must be documented in writing and submitted to Amway in advance of release of BSM.

## FORMAT 6A – GROWTH INCENTIVES PROGRAM DISCLOSURE FOR BSM AVAILABLE IN THE UNITED STATES

The disclosure found in Format 6A is for any BSM that show income earned from the Growth Incentives Program, and are available **in the United States** for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 43 - 45 for details on triggers, placement and frequency), Approved Providers **may** use the new disclosure described in Format 6A in BSM. However, it may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on October 30, 2017. If previously authorized BSM are updated to use the new disclosure, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

### Format 6A

The Amway Independent Business Owner Compensation Plan (IBO Compensation Plan) offers monthly and annual bonuses that IBOs can earn in accordance with their contract with Amway. IBOs also may qualify for the Amway™ Growth Incentives Program (GI Program), a collection of discretionary programs separate from the IBO Compensation Plan and that can vary from year to year. IBO eligibility for the GI Program is at Amway's discretion. The GI Program is available only to IBOs in "good standing" and those whose conduct demonstrates high ethical and business standards aligned with the goals and objectives of Amway and its related businesses.

The average monthly Gross Income for "active" IBOs in the U.S. was \$207. Approximately 48% of IBOs in the U.S. were "active." IBOs were considered "active" in months in 2016 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,484. Of course, not every IBO chooses to be active every month. "Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation.

Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the performance year ending August 31, 20XX: (\*)

For more details on qualifying for the GI Program and the requirements for good standing, see information on Amway.com or contact Amway Sales.

*Notes for Format 6A: \*The figures in the disclosure must be obtained from Global BSM. 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.*

## FORMAT 6B – GROWTH INCENTIVES PROGRAM DISCLOSURE FOR BSM AVAILABLE IN CANADA

The disclosure found in Format 6B is for any BSM that show income earned from the Growth Incentives Program, and are available in **Canada** for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 43 - 45 for details on triggers, placement and frequency), Approved Providers **may** use the new disclosure described in Format 6B in BSM. However, it may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on October 30, 2017. If previously authorized BSM are updated to use the new disclosure, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

### Format 6B

The Amway Independent Business Owner Compensation Plan (IBO Compensation Plan) offers monthly and annual bonuses that IBOs can earn in accordance with their contract with Amway. IBOs also may qualify for the AMWAY™ Growth Incentives Program (GI Program), a collection of discretionary programs separate from the IBO Compensation Plan and that can vary from year to year. IBO eligibility for the GI Program is at Amway's discretion. The GI Program is available only to IBOs in "good standing" and those whose conduct demonstrates high ethical and business standards aligned with the goals and objectives of Amway and its related businesses.

The average monthly Gross Income for "active" IBOs in Canada was \$186. Approximately 52% of IBOs in Canada were "active." IBOs were considered "active" in months in 2016 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,232. Of course, not every IBO chooses to be active every month. "Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of this calculation, individuals who were IBOs for less than the entire year in 2016 were excluded.

Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the performance year ending August 31, 20XX: (\*)

For more details on qualifying for the GI Program and the requirements for good standing, see information on Amway.com or contact Amway Sales.

*Notes for Format 6B: \*The figures in the disclosure must be obtained from Global BSM. 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.*



## FORMAT 6C – GROWTH INCENTIVES PROGRAM DISCLOSURE FOR BSM AVAILABLE IN BOTH CANADA AND THE UNITED STATES

The disclosure found in Format 6C is for BSM that show income earned from the Growth Incentives Program, and are available **in both Canada and the United States** for use with Prospects or to train IBOs on how to recruit Prospects.

When applicable (please see the grid on pages 43 - 45 for details on triggers, placement and frequency), Approved Providers **may** use the new disclosure described in Format 6C in BSM. However, it may not be used in the same BSM with any Formats previously authorized under the Quality Assurance Standards which expire on October 30, 2017. If previously authorized BSM are updated to use the new disclosure, the Approved Provider must submit an archival copy of such updated BSM to the Approved Provider's assigned BSM Advisor in accordance with Part D of the Program Standards portion of the Quality Assurance Standards. Provided the updated archival copy is submitted together with the Approved Provider's certification that the only change being made to the content of the BSM is the new disclosure, authorization to use the updated BSM is effective upon submission to Amway.

### Format 6C

The Amway Independent Business Owner Compensation Plan (IBO Compensation Plan) offers monthly and annual bonuses that IBOs can earn in accordance with their contract with Amway. IBOs also may qualify for the AMWAY™ Growth Incentives Program (GI Program), a collection of discretionary programs separate from the IBO Compensation Plan and that can vary from year to year. IBO eligibility for the GI Program is at Amway's discretion. The GI Program is available only to IBOs in "good standing" and those whose conduct demonstrates high ethical and business standards aligned with the goals and objectives of Amway and its related businesses.

The average monthly Gross Income for "active" IBOs was USD \$207 (in the U.S.)/CAD \$186 (in Canada). Approximately 48% of IBOs in the U.S., and 52% of IBOs in Canada, were "active." IBOs were considered "active" in months in 2016 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,484 (U.S.)/\$2,232 (Canada). Of course, not every IBO chooses to be active every month. "Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of the calculation in Canada, individuals who were IBOs for less than the entire year in 2016 were excluded.

Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the performance year ending August 31, 20XX: (\*)

For more details on qualifying for the GI Program and the requirements for good standing, see information on Amway.com or contact Amway Sales.

*Notes for Format 6C: \* The figures in the disclosure must be obtained from Global BSM. 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.*

## GROWTH INCENTIVES PROGRAM DISCLOSURE FOR BSM AVAILABLE IN THE DOMINICAN REPUBLIC OR MISCELLANEOUS ATLANTIC AND CARIBBEAN ISLANDS

For BSM that are for use in the Dominican Republic, Format 6A, 6B or 6C may be used in BSM when applicable, consistent with the other disclosures appearing in the same BSM.

For BSM that are for use in the Miscellaneous Atlantic and Caribbean Islands, only Format 6A may be used in BSM when applicable, consistent with the other disclosures appearing in the same BSM.

## GROWTH INCENTIVES PROGRAM DISCLOSURE FOR ALL BSM (EXCEPT IBO-ONLY BSM)

	One-page Publication	Multi-page Publication	Magazine Article	Slide Presentation
<b>Trigger</b>	When income representations are made containing earnings achieved outside the monthly and annual performance bonuses in the IBO Compensation Plan, such as the bonuses available under the Growth Incentives Program.	When income representations are made containing earnings achieved outside the monthly and annual performance bonuses in the IBO Compensation Plan, such as the bonuses available under the Growth Incentives Program.	When income representations are made containing earnings achieved outside the monthly and annual performance bonuses in the IBO Compensation Plan, such as the bonuses available under the Growth Incentives Program.	When income representations are made containing earnings achieved outside the monthly and annual performance bonuses in the IBO Compensation Plan, such as the bonuses available under the Growth Incentives Program.
<b>Format</b>	6A (for BSM that are for use in the United States only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or any combination of the United States, Dominican Republic and the Miscellaneous Atlantic and Caribbean Islands)  6B (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only) or  6C (For BSM that are for use in both the United States and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)	6A (for BSM that are for use in the United States only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or any combination of the United States, Dominican Republic and the Miscellaneous Atlantic and Caribbean Islands)  6B (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only) or  6C (For BSM that are for use in both the United States and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)	6A (for BSM that are for use in the United States only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or any combination of the United States, Dominican Republic and the Miscellaneous Atlantic and Caribbean Islands)  6B (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only) or  6C (For BSM that are for use in both the United States and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)	6A (for BSM that are for use in the United States only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or any combination of the United States, Dominican Republic and the Miscellaneous Atlantic and Caribbean Islands)  6B (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only) or  6C (For BSM that are for use in both the United States and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)
<b>Location</b>	Either in close proximity to the representation or at the bottom of the page.	On the same page as the representation and either in close proximity to the representation or at the bottom of the page.	On the same page as the representation and either in close proximity to the representation or at the bottom of the page. If article is multiple pages, then at the end of the article if three pages or less.	On the same slide as the representation and either in close proximity to the representation or at the end of the slide presentation.
<b>Frequency</b>	Disclosure need only appear one time per section or page.	Disclosure is required each time a triggering representation is made. However, disclosure need only appear one time per page or publication.	Disclosure is required each time a triggering representation is made. However, disclosure need only appear one time per page or at the end of the article if three pages or less.	Disclosure is required each time a triggering representation is made. However, disclosure need only appear one time per slide or at the end of the slide presentation.

*Note: if disclosure is not possible immediately after the require income representation, the reasons must be documented in writing and submitted to Amway in advance of release of BSM.*

## GROWTH INCENTIVES PROGRAM DISCLOSURE FOR ALL BSM (EXCEPT IBO-ONLY BSM)

	Website	Email	Audio	Video
<b>Trigger</b>	When income representations are made containing earnings achieved outside the monthly and annual performance bonuses in the IBO Compensation Plan, such as the bonuses available under the Growth Incentives Program.	When income representations are made containing earnings achieved outside the monthly and annual performance bonuses in the IBO Compensation Plan, such as the bonuses available under the Growth Incentives Program.	When income representations are made containing earnings achieved outside the monthly and annual performance bonuses in the IBO Compensation Plan, such as the bonuses available under the Growth Incentives Program.	When income representations are made containing earnings achieved outside the monthly and annual performance bonuses in the IBO Compensation Plan, such as the bonuses available under the Growth Incentives Program.
<b>Format</b>	<p>6A (for BSM that are for use in the United States only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or any combination of the United States, Dominican Republic and the Miscellaneous Atlantic and Caribbean Islands)</p> <p>6B (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only) or</p> <p>6C (For BSM that are for use in both the United States and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)</p>	<p>6A (for BSM that are for use in the United States only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or any combination of the United States, Dominican Republic and the Miscellaneous Atlantic and Caribbean Islands)</p> <p>6B (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only) or</p> <p>6C (For BSM that are for use in both the United States and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)</p>	<p>6A (for BSM that are for use in the United States only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or any combination of the United States, Dominican Republic and the Miscellaneous Atlantic and Caribbean Islands)</p> <p>6B (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only) or</p> <p>6C (For BSM that are for use in both the United States and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)</p>	<p>6A (for BSM that are for use in the United States only, the Dominican Republic only, the Miscellaneous Atlantic and Caribbean Islands only, or any combination of the United States, Dominican Republic and the Miscellaneous Atlantic and Caribbean Islands)</p> <p>6B (For BSM that are for use in Canada only, the Dominican Republic only, or Canada and the Dominican Republic only) or</p> <p>6C (For BSM that are for use in both the United States and Canada only, the Dominican Republic only, or the United States, Canada and Dominican Republic only)</p>
<b>Location</b>	On the same page as the representation and either in close proximity to the representation or at the bottom of the page.	Either in close proximity to the representation or at the bottom of the page.	Audio disclosure read at the beginning or end of the audio clip. Must be spoken at a volume and cadence to be understood by an ordinary consumer.	Disclosure must be displayed in print if the triggering representation is in print, for a minimum of 10 seconds in duration, and appearing on the same frames as the representation, and either in close proximity to the representation or at the bottom of the frame. Disclosure must be read if the triggering representation is in audio format, at a volume and cadence to be understood by an ordinary consumer, and must be read immediately after the triggering representation. If such a placement is not possible or practical, the required disclosure may appear or be read, as the case may be, at the beginning or at the end of the video, whichever is closer to the triggering representation.
<b>Frequency</b>	Disclosure is required each time a triggering representation is made. However, disclosure need only appear one time on the web page with the representation.	Disclosure need only appear one time per email.	Disclosure is required to be read immediately after the triggering representation or at the beginning or end of the audio clip.	Disclosure is required each time a triggering representation is made or at the beginning or end of the video.

Note: if disclosure is not possible immediately after the require income representation, the reasons must be documented in writing and submitted to Amway in advance of release of BSM.

## IBO-ONLY DISCLOSURES

Topic	When to Use	Disclosure
Lifestyle Disclosures	<p>When the income representation also reflects income from other sources other than Amway and the income being represented (directly, indirectly, or by implication, including without limitation, lifestyle representations) is greater than:</p> <p>\$207 USD per month if the income representation is in BSM for use in the U.S. or in BSM utilizing U.S. income disclosures, or contains income representations in U.S. dollars; or</p> <p>\$186 CAD per month if the income representation is in BSM for use in Canada, or in BSM utilizing Canadian income disclosures, or contains income representations in Canadian dollars.</p> <p><b>Note:</b> IBO Only Lifestyle Disclosure formats authorized under the Quality Assurance Standards prior to _____ may continue to be used through June 29, 2017.</p>	<p><b>Disclosure:</b>  <b>Print/Video/PowerPoint/Audio Presentation:</b> The success depicted in this profile may reflect income from sources other than Amway, such as earnings from the sale of training and educational materials or other businesses and investments.</p> <p><b>Video Presentations played at IBO-Only Events:</b> The success depicted in this profile may reflect income from sources other than Amway. <b>OR</b> The success depicted in videos at this event may reflect income from sources other than Amway.</p> <p><b>Placement:</b>  <b>Print/Video/PowerPoint/Audio Presentation:</b> Disclosure must be clearly and conspicuously displayed or read immediately after the triggering income representation or at the beginning or at the end of the BSM, whichever is closer to the first triggering income representation.</p> <p><b>Video Presentations played at IBO-Only Events:</b> Disclosure must be clearly and conspicuously displayed immediately after the triggering income representation or at the beginning or the end of the video, whichever is closer to the first triggering income representation. Alternatively, the disclosure must be clearly and conspicuously displayed on at least one item that is distributed for free to all event attendees and references the video(s) to be played (e.g., program, flyer, schedule, etc.).</p>
Any IBO ONLY BSM	Always	<p><b>For existing IBOs ONLY. Not for use with prospects.</b></p> <p><b>Notes for disclosure: the disclosure MUST be clear, conspicuous, and contiguous.</b> 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><b>Placement:</b>  <b>Print/Video/PowerPoint/Audio presentation:</b> The appropriate disclosures are to be displayed at either the beginning or the end of BSM, on each PowerPoint slide, or on the cover and face.</p> <p><b>Audio:</b> The appropriate disclosures are to be recorded at either the beginning or the end of the audio, or on the audio jacket or face.</p>
Building the Business	When discussing techniques and/or approaches for sponsoring, selling, or personal use.	<p><b>While the techniques and approaches suggested have worked for others, no one can guarantee that these techniques and approaches will work for you. In addition, we want to emphasize that success in this business does not come without hard work.</b></p> <p><b>Notes for disclosure: the disclosure MUST be clear, conspicuous, and contiguous with the triggering discussion.</b></p> <p><b>Placement:</b>  <b>Print/Video/PowerPoint/Audio presentation:</b> 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>
For Classics ONLY (if applicable)	If Quixtar is mentioned.	<p><b>As of May of 2009, Quixtar became Amway. The presentation that you're about to experience was recorded before this transition occurred.</b></p> <p><b>Placement:</b>  <b>Audio:</b> Disclosure must be recorded at the beginning of the audio.</p>

Topic	When to Use	Disclosure
Amway IBO Compensation Plan	In printed pieces.	©20XX Amway Corp. All rights reserved. Reproduced under license from Amway Corp. Unauthorized duplication is prohibited. ©20XX Amway Corp. All rights reserved.

*Note: if disclosure is not possible immediately after the require income representation, the reasons must be documented in writing and submitted to Amway in advance of release of BSM.*