



GO
Behind
THE
Label

with

 **NUTRILITE™**

The Dream Brand

In China during the 1920s, one man added rusty nails for iron and ground animal bones for calcium into his soups to supplement his diet and keep himself healthy. As food sources were scarce then, he realised there was a need for vitamins and supplements to keep him going on top of the food he ate daily.

So, he went home to the United States with one goal. To create vitamins and supplements that was accessible to anyone who needed them. Turning into a mad seed scientist, he experimented with a plethora of plants and minerals. Finally, in 1934, he launched his first product, a multivitamin packed with 12 vitamins, 9 minerals and 17 plant concentrates, which sold for US\$20. That's how the product got its Roman numeral name – DOUBLE X.

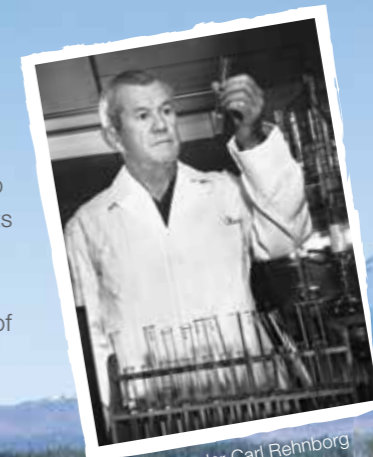
DOUBLE X was the signature supplement that catapulted the brand to one that is loved and well-revered today. That man was Carl Rehnberg. The household brand he started – Nutrilite.



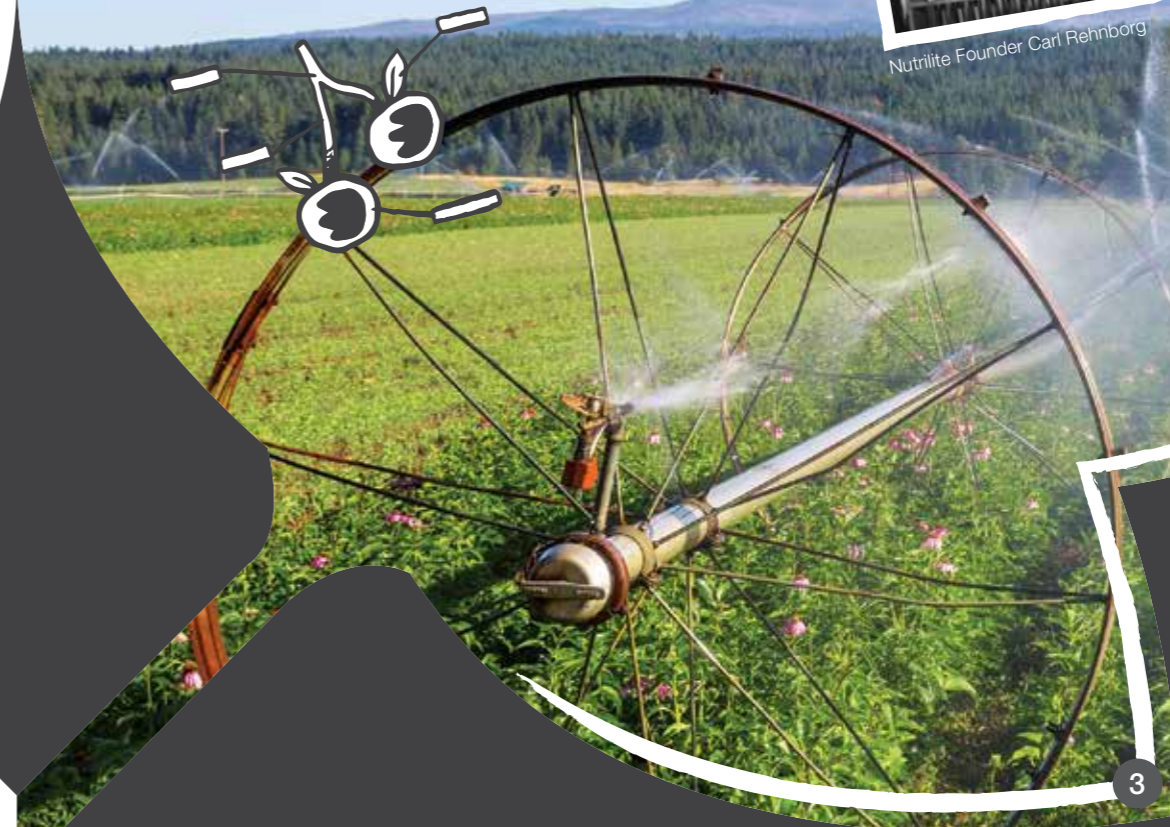
A younger-looking Carl Rehnberg

Best of Nature, Best of Science.

From the seeds we sow in our farms, to the falcons who keep the birds from eating our crops, from combining plant nutrients in our research labs, to meticulously searching for the next health supplement, we are ridiculously detailed from the time Carl Rehnberg knew that great supplements meant the best of both worlds – Best of Nature, Best of Science.



Nutrilite Founder Carl Rehnberg



We Are:

The *First*



We created the first multivitamin (DOUBLE X) that was sold in North America. We are also the first to use plant based, phytonutrient ingredients almost 90 years ago – and still is - the world's premier supplement maker.

The *Best*



World's No.1 selling vitamins and dietary supplements brand.

The *Only*

We are the only global vitamin and mineral brand to grow, harvest and process plants on our own certified organic farms.



Source: Euromonitor International Limited.

 NUTRILITE™

Go *Behind* the Label

We want you to Go Behind the Nutrilite label with us. Why? This is how we ensure Nutrilite's product traceability. While important for food, traceability is also key for dietary supplements. At Nutrilite, tracing our ingredients and products has been fundamental since the beginning. In fact, it helps us guarantee that our products are Pure, Safe and Effective.

Today, on nearly 6,000 acres of Nutrilite-owned certified organic farmland and nearly 100 partner farms, we practice step-by-step botanical traceability. And we don't stop there.

That same meticulous approach we take on our farms carries over into every area of the Nutrilite seed to supplement process. Not only does going behind the label help guarantee ingredient purity, documenting all the steps taken in the process also means we are constantly improving our quality of work.

No one in the world cares or invests as much as we do to ensure we have the purest ingredients, manufactured in the safest way, so that people are confident with our products.



Go behind the label and follow our outrageously detailed **9-step traceability process** that brings you the purest, safest and most effective Nutrilite supplements.

1. Choose The Botanical

1,300 plant nutrient-fingerprinted botanicals in our functional target library lead us to the best ingredients and ingredient combinations.



2. Seed Selection

MILLIONS of seeds planted each year, and not just any will do! We test our seeds for things like organic nature, purity and germination rate.

3. Choose The Farms

Our nearly **6,000** acres of certified organic farmland is only the start. If we can't grow it ourselves, we find the best partner farms.

4. Grow

Every botanical has a **BIRTH CERTIFICATE**, and each is grown **99%** weed-free, with no chemical pesticides.



5. Harvest

We move plants within as little as **20** minutes from field to on-site dryers to maintain the highest nutrient levels.

6. Extraction

Skin, seeds, roots, leaves... we concentrate or dry the parts of the plant that give us the highest level of nutrients.

NUTRILITE™

We trace every ingredient in Nutrilite products to ensure the supplements are Pure, Safe and Effective for you. Our promise consists of 3 traceability pillars:

▷ Purity
▷ Safety
▷ Effectiveness

7. Manufacturing

We conduct over **500,000** quality checks on our ingredients each year.



8. Packaging

Shake, squeeze, twist, x-ray. We test our packages more than **30,000** times each year.



9. You

Our traceability process begins and ends with you.



*The 9-step traceability process is reflective of Nutrilite-owned farms.

Pure

No matter where our ingredients are grown, we can trace what is – and what is not – in Nutrilite supplements.*



Our Farms

- 6,000 acres of certified organic farmland in the United States, Mexico and Brazil.
- All farms go through rigorous quality control to ensure the usage of the purest ingredients.
- We are the ONLY global vitamin & mineral brand to grow, harvest & process plants on our own certified organic farms.



Partner Farms

Possess NutriCert certification which requires supplier farms to be traceable, ecologically sustainable and socially responsible. Through the NutriCert programme, we control the entire process, from seed to supplement, ensuring that only the highest quality ingredients go into Nutrilite products.

*Source: Euromonitor International Limited. Based on a 2016 review of global Vitamin and Dietary supplement manufacturers, their ownership of the entire production process, from farm to manufacturing, in addition to organic certification of products.

Safe

Trust comes from knowing that your supplements have undergone the most rigorous safety testing available, going above and beyond industry standards. Safety comes from:



Process

Nutrilite conducts more than 500,000 quality checks per year.



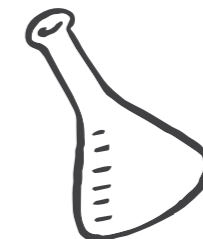
People & Equipment

Nutrilite employs a global team of in-house, board-certified scientists – who review ingredients and formulas up to 5-6 times during end-to-end product development.



Testing & Retesting

Every product is analysed at least 200 times for safety and quality.



Effective

Nutriline goes deeper than anyone in the industry to ensure our customers receive the most effective supplements possible. Effectiveness comes from:



Stability

Supplement stability tests are conducted on every product and package, guaranteeing effectiveness and tablet shelf life through the expiration date listed on the package.



Standardisation

Ingredients are standardised to contain a certain percentage (%) of key nutrient ingredients in every tablet. For supplements that contain botanical ingredients, we perform **phytochemical fingerprinting**. Each botanical has its own phytochemical fingerprint, and if we do not pay attention to the fingerprint, it may not turn out to be the botanical that we want.



Consistency

We use the same ingredients with the same consistent level of potency to make the same high-quality supplements every time.



How does *Traceability* help your Amway business?



You know where your supplements come from (About 1 in 10 people get food poisoning each year according to the World Health Organization.)



Helps to fill the inevitable nutritional gaps in your diet



Differentiate Nutriline from competitor products



Respond to customer interest in traceability topics like certified organic farming and safety testing



Answer price value questions about Nutriline supplements



Builds trust in you, your business and your products



Did You *Know?*

Going behind and beyond the label is our heritage. In 1942, Nutrilite founder Carl Rehnborg purchased a farm in the San Fernando Valley of Southern California specifically so he could grow alfalfa and other botanicals without using any chemical pesticides or herbicides.

He developed his own farming principles and techniques that we now call Nutrilite Farming Practices, including the pioneering process of tracing botanicals back to their seeds - that's where our seed to supplement philosophy began, the very origin of the Nutrilite traceability process.

Going behind and beyond the label may be an important topic now, but to us, it's been important all along.



Choose *Health* Choose *Nutriline*



For almost 90 years, we've been doing it this way by focusing on 3 key pillars: **Purity, Safety & Effectiveness.** Simply because it's the right thing to do.



Scan to watch the video!
For more info on Going Behind The Label,
visit <https://traceability.nutriline.com.my/>

Trust Nutrilite. Purchase our products [here](#)

The Amway logo is centered in the upper half of the image. It features the word "Amway" in a bold, blue, sans-serif font. A thin blue line is positioned directly beneath the letters, starting under the 'A' and ending under the 'y'.

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