2025 U.S. Income Disclosure

This Income Disclosure is intended to help you make an informed decision about whether to participate in Amway.

No Cost to Register; Cost to Renew

First-Year Registration Costs	Annual Renewal Costs
$0	$55 + optional $16

Registration is free for your first year, including complimentary Amway registration and IBOAI membership. After that, annual renewal costs $55 for Amway registration plus $16 for optional IBOAI membership. These fees are paid to Amway and IBOAI, not to other IBOs.

Income Information

The figures below cover **all 2025 U.S. IBOs at the Founders Platinum level and below,** including those who earned $0, were inactive, did not buy or sell products, or joined mid-year. Income in this section is calculated as follows:

Gross Payments from Amway in 2025
- Amway Renewal Fees
- IBOAI Renewal Fees
- Optional AP Training Costs *(reported to Amway)*

Adjusted Income

Gross payments include Compensation Plan payments, bonuses, and retail profits from online sales, but exclude retail profits from direct sales to customers. Additional expenses—such as samples, inventory, shipping, taxes, and travel—are not included in this calculation and are described in more detail below.

Adjusted Income	% of IBOs
$0	52.3%
$1–$99	21.7%
$100–$249	8.5%
$250–$499	5.5%
$500–$999	4.0%
$1,000–$4,999	5.5%
$5,000–$24,999	1.8%
$25,000–$39,999	0.2%
$40,000 or more	0.4%
TOTAL	**100%**

Based on the adjusted income figures above:

Average (mean) annual income: $553
Median annual income: $0

The average is total adjusted income divided by the number of IBOs. The median is the midpoint: half of IBOs earned more, and half earned less.

Typical Expenses

Running an Amway business involves expenses that reduce your earnings.

When Expense May Apply	Expense	Required / Optional	Amount / Range
At any time	Unsold product inventory	Optional: full refund for unopened or marketable Amway products returned within 12 months	See amway.com/en_us for pricing
	Shipping	Required	Varies based on service level, location, and product weight
	Taxes	Required	Varies based on order amount, products purchased, and state
	Samples	Optional	See amway.com/en_us for pricing
	Business expenses (travel, marketing, office supplies, etc.)	Optional	Highly variable
Only after the first 12 months as an IBO	Amway annual renewal	Required	$55/year
	IBOAI annual renewal	Optional	$16/year
	Approved Provider Business Support Materials, including events and subscriptions	Optional	Average annual expenses for IBOs registered with an AP: $651

Approved Providers are Amway-licensed training organizations. Their services are always ***optional***, and they cannot charge you during your first year as an IBO.

2025 Gross Income by Recognition Level

Amway recognizes IBOs who reach certain monthly or annual sales-volume thresholds. Requirements for each level are listed in Amway's IBO Compensation Plan. These results are not typical and require skill, hard work, and dedication. The income figures below **do not reflect any expenses.**

Gross Income by Recognition Level (Before Expenses)

Level	% of IBOs	Median Income Before Expenses	Average Income Before Expenses
Entry Level	98.33%	$40	$454
Silver	0.31%	$8,131	$9,619
Gold	0.16%	$10,773	$12,991
Platinum	0.25%	$15,267	$19,252
Founders Platinum	0.72%	$39,028	$42,922

How You Earn Money

The Amway business is based on product sales. You **cannot** earn money by recruiting—only by selling Amway products to customers, whether individually or through a sales team.

There are two ways to earn money:

1. Retail markup on products you sell to customers
2. Sales commissions based on your sales and your team's sales

As with any sales opportunity, earnings vary and are not guaranteed.

Cancelling Your IBO Registration and Getting Refunds

- You can cancel your IBO registration with Amway at any time.
- You can return any unopened or currently marketable Amway products for a full refund within 12 months of purchase.