

SUMMER 2025

THE VOICE

NEWSLETTER

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IBOAI[®] ★ ★ ★

CHAIRMAN'S LETTER

Hello IBO Friends!

I hope you are enjoying these great summer months with family and friends.

The NAGC qualifiers started off their summer with a trip to Whistler, Canada, provided by Amway™. The location was beautiful; the business meetings were beneficial.

The June IBOAI® Board Meetings in Grand Rapids were quite productive. The [Business Operations \("Biz Ops"\) Committee](#), chaired by David Dussault and vice chair Steve Victor, submitted an extensive list of recommendations to Amway. Each of the Biz Ops members, Pete Herschelmann, Namdeuk Kim, Candice Winston, with advisors Dayna Pappalardo and Marybeth Markiewicz, presented great ideas regarding new and existing products as well as digital improvements to advance our businesses forward.

Highlights:

- Relaunch of Limited Edition XS™ Electric Lemon Energy Drink – [Order now!](#)
- DITTO™ Forward activated on July 15, 2025.
- Get ready! Several product launches scheduled for this fall and first quarter of 2026, including Artistry Labs™ Illuminating Serum.

Kudos to the [Awards and Recognition Committee](#), chaired by Shivaram Kumar and vice chair Juanita Maldonado. Contributing members include Mayank Gala, Maribel Galan, David Coley while Kathy Victor provides oversight. Their diligent work continues to improve digital recognition and performance.

The [Legal and Ethics Committee](#) discussed Rules 5.7 and 5.8. Insights were shared by Mike Telliga, Amway Government Affairs. Joe DePetris provided updates on the Direct Selling Association.

A huge shoutout to Ana Nichols and Josh Hettinga. They are doing a tremendous job in their new roles, Ana as Operations Manager and Josh as Finance Manager. They make us look good! We are all proud of the IBOAI® team.

The IBOAI® Board's annual election is coming in September. Check your email for [IBOAI® Election](#) information and voting instructions.


I am very excited for the close of our performance year 2024/25 and the start of 2025/26. September 1st begins a new business year and a great opportunity for additional bonuses for Platinums, Emeralds and Diamonds. Be sure to take advantage of these incredible incentives!

The Strong Start Incentive is really making a difference to the IBO groups promoting it! Worth noting: 85% of IBOs who receive at least one Strong Start check renew their businesses. Don't miss out on this great opportunity!

I firmly believe 2025/26 will be better than ever! Enjoy the remaining days of summer and get ready to launch the new year with a bang!

Best,




VINNY PAPPALARDO
Chairman of the IBOAI



JUNE 2025 IBOAI® BOARD MEETING NOTES

Awards & Recognition Committee

Below is a review of the [Awards and Recognition Committee](#) discussion topics for the June 2025 IBOAI® Board Meetings. Shivaram Kumar serves as the Chairman, while Juanita Maldonado is the Vice Chairman. Committee members are David Coley, Mayank Gala and Maribel Galan. Kathy Victor serves as Oversight.

- Discussed and reviewed Strong Start Incentive (“SSI”) program and data indicates retention and renewals have increased.
- Discussions regarding recognizing leading Platinum groups in SSI and Buy, Repeat, Earn (“BRE”) at the New Platinum Conferences and at Achievers.
- Ongoing reviews for Achievers, Diamond Club Select/ Diamond Club, and North America Growth Council are being discussed to identify potential enhancements.
- Excited to announce the newly designed recognition pins have been finalized.
- Discussions and feedback concerning the enhancements to Peter Island have positively energized the Field, as anticipated.
- Ongoing discussions to develop effective strategies for recognizing and celebrating achievements both on the Amway™ website and within a monitored social media environment.

Business Operations Committee

The following are the highlights of a productive [Business Operations Committee](#) during the June 2025 IBOAI® Board Meetings. The Business Operations Committee is chaired by David Dussault, and Vice Chairman is Steve Victor. The Committee members are Pete Herschelman, Namdeuk Kim,

and Candice Winston. Marybeth Markiewicz and Dayna Pappalardo are invited advisors.

- Recent enhancements to the Wellness+ app have been implemented, enabling users to track their macronutrients, caloric intake, and supplement usage.
- Reviewed and discussed upcoming promotions for the following products:
 - Nutrilite™
 - XS™
 - eSpring™ faucets
 - Artistry™ Skin Nutrition System Bundles, Artistry™ Makeup Restage, and Artistry™ Lab Illuminating System.
- Discussed several important initiatives, including enhancements to the Amway™ website, the upcoming renewal campaign scheduled to launch in September, and the implementation of the Buy, Repeat, Earn customer program.

Legal & Ethics Committee

Below are the highlights from the [Legal and Ethics Committee](#) for the June 2025 IBOAI® Board Meetings. Serving on the Legal & Ethics Committee are, Vinny Pappalardo, Chairman, and Vice Chairman, Joe Markiewicz. The Committee members are Jim Puryear, Doyle Yager, Jody Victor, and Bill Hawkins and Howie Danzik, serving as [Governance & Oversight](#). Bob Andrews serves on the Committee as Mentoring Chairman Emeritus.

- DSA Update from Joe DePetrus.
- Ongoing discussions of the QAS Content Standards.
- Ongoing discussions of the Rules of Conduct.
- Discussion of Amway™ Music Library.

WHAT'S HAPPENING

June IBOAI® Board Meetings: Upbeat Sessions Generate Ideas, Inspire Collaboration, and Produce Plans for a Promising Future

Through the years, IBOAI® Board meetings have consistently been productive, keeping the best interest of new and longstanding IBOs in mind, while discussing and determining programs, promotions and new products with Amway staff. Each Board member has a voice yet, even when opinions differ, what remains constant is that collectively, they are committed to representing all IBOs. The recent June Board Meetings were no exception.

The outlook for the future during the committee sessions was primarily one of optimism and enthusiasm for the future. You could feel the positive energy throughout the offices and meeting rooms!

The XS™ mascot, Blast, made a guest appearance during the meetings, much to the delight of all. His huge announcement was met with smiles and cheers! Limited Edition XS™ Electric Lemon Energy Drink is once again available for a limited time. Don't delay! Get your orders in!

The IBOAI® was pleased to have Michael Nelson, Amway President & Chief Executive Officer, take time out of his busy schedule to visit during the IBOAI® Board sessions.

Throughout his tenure of 30 plus years, Nelson has valued the partnership with Amway Business Owners. He has led strategies and programs that have strengthened the bond between IBOs, employees, and the Founding Families.



WHAT'S AHEAD

2025 IBOAI® Board Meetings

At the IBOAI® Offices, Grand Rapids, Michigan unless otherwise noted.

October Board Meeting

October 13–16, 2025

New Platinum Conference: Amway Grand Plaza Hotel – Grand Rapids, Michigan

September 24–27, 2025

IBOAI® Office Tour: September 24, 2025

Achievers: Gaylord Pacific Resort – San Diego, California

Session One: November 6–10, 2025

Session Two: November 11–15, 2025

Diamond Club: Grand Wailea, Maui, Hawaii

Diamond Select: February 19–21, 2026

Diamond Club: February 21–26, 2026

IBOAI Board Meeting at Grand Wailea: February 26, 2026

WELL SAID!

“There is an amazing amount of diversity and longevity represented on the IBOAI® Board. This has been my third year of having the honor and the privilege of serving on the Board. I've gotten a chance to witness high-level professional business owners fighting for what they believe, and fighting for all of our futures with passion behind the scenes. Even though there are often different points of view expressed, the Board members always come together for the best interest and long-term success of the entire field of IBOs.”



PETE HERSCHELMAN
Business Operations Committee

WHAT'S NEW

Nutriline™ Organics

ORGANIC STARTS ON THE FARM BUT ENDS WITH YOU! – No fillers, chemicals, or compromise. Fuel your day with pure, wholesome vitamins and supplements from Nutrilite™, the first and only global vitamin and dietary supplement brand with a USDA organic product line to grow, harvest and process plants on their very own certified organic farms.†

Discover the power of nature in an impressive array of Nutriline™ Organics: supplements, powders, herbals, and protein bars for a variety of wellness needs. Also learn the ABCs of selling to engage customers effectively with Nutrilite™ Organics products at the Amway Education Center.

†Source: GlobalData; <https://gdsretail.net/amway-claims>



XS™ Electric Lemon Energy Drink

Item # [101444](#) - Twelve 355 mL/12 oz. Cans

BACK BY POPULAR DEMAND! LIMITED EDITION ELECTRIC LEMON! – A blast of energy and none of the sugar!™ More positive energy to fuel more adventures. Packed with 114 mg of caffeine, mega doses of B vitamins, 2 g of carbs and only 20 calories per can. Don't delay, order today. Supplies are limited!



Nutriline™ Magnesium

Item # [128032](#) - 60 Capsules

MULTI-BENEFIT MINERAL SUPPORT! – More than half of Americans aren't getting their daily recommended amount of magnesium.* Nutrilite™ Magnesium helps fill that gap, with two times better absorption† from three marine-sourced forms of elemental magnesium to help support your heart, nerves, muscles, sleep, occasional stress, energy production and brain health.‡



*According to National Health and Nutrition Examination Survey Data, 2013–2016.

†Based on absorption study results compared to a leading form of magnesium.

‡This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

QUICK WINS

The “What and Why” Behind SSI

The Strong Start Incentive (SSI) was introduced at the beginning of PY25 to help New IBOs start earning early and often just by meeting monthly baseline requirements.

After only one year, we're seeing the positive impact this incentive is making on organizations that are engaged and teaching SSI to their new business owners.

New IBOs who earn just one SSI bonus payment in their first year:

- Have a **first-year renewal rate of 85%** compared to those who don't earn any with a renewal rate of only 28% in their first year.

- Have **86% more customers** in their first three months.
- Are **3X more likely to sponsor 3 or more** IBOs.
- Earn **5X MORE in their first 3 months**.

The numbers speak for themselves! At the end of the day, building a strong base of New IBOs that are motivated and earning **ladders up to sustainable business growth** for IBOs at all levels in the organization.

Learn more [here](#) and be sure to check in with your Upline and Leader Growth Solutions representative to make sure SSI is part of your plans for PY26.

ADDING VALUE

RESOURCES TO HELP YOU DO BUSINESS FASTER, EASIER, BETTER!

QAS Content Standards: Business-building Messages for Your Team

The Amway™ Quality Assurance Standards (QAS) Content Standards set the example for how to talk about and promote your business. Every business owner must comply with the QAS at all times. While the QAS has NOT changed, current efforts aim to help IBOs better understand how to apply the Content Standards in real-world uses.

Thank you to the Diamond Leaders and IBOAI® Board members whose input has helped in developing assets to assist you in applying the Content Standards to your

messaging. The new IBO [Messaging Field Guide](#) is now available online for easy reference.

The IBOAI® and Diamond Leaders are committed to supporting business owners as they share their personal experiences and stories with downline IBOs, and explain the benefits of the Amway opportunity to prospects.

Your assistance in training your teams on the QA Standards and sharing the importance of following these standards is greatly appreciated! Begin by visiting the new [Amway Standards page](#), your hub for QAS info and other helpful messaging tools at [Amway.com](#).

KEEP CONNECTED

Your IBOAI® Board is just a click away!

Find information and resources online to support your business success.

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Need assistance?

Let the [IBOAI® Hearing & Disputes Committee](#) help!



News at a glance from the IBOAI® - your advocacy organization. All year long, the IBOAI® Board of Directors works alongside Amway™ North America on your behalf to make this Business the best. This Newsletter is one way we will strive to keep in touch and inform you. If you have any questions, please be sure to contact the IBOAI® Board or staff.

Kathy Victor,
CEO

Ana Nichols,
Operations Manager

Josh Hettinga, Accounting
& Finance Manager