










# Product claims

Amway manufactures high-quality products in three key product areas: Nutrition, Home, and Beauty – all backed by a Satisfaction Guarantee\*. Amway makes product claims in marketing and advertising materials and on product packaging (collectively, “Amway Claim Sources”). Generally, an “endorsement” or “testimonial” is any statement about a product, brand or company that readers are likely to believe reflects the opinion, belief or experience of someone other than the advertiser. Endorsements can take any form, including verbal statements, demonstrations or graphic depictions.

## Do

-  When describing or making statements about product performance, always be truthful, accurate, realistic and not misleading.
-  Only use claims that appear in Amway Claim Sources that are intended and approved for use in your applicable region and/or market.
-  When talking about products, tell the audience you are an Amway IBO and that you have a relationship with Amway.
-  Only make endorsements that reflect your honest opinion, finding, belief or experience and that are consistent with Amway Claim Sources.
-  Ensure family members disclose their relationship with you and Amway when making endorsements.
-  Provide product information and allow the Customer to select the products best suited for their personal needs and budget.
-  Highlight the instructions and cautions provided on the label, reminding Customers to adhere strictly to them and to observe any age restrictions associated with the product.
-  Use only Amway-packaged samples or encourage Customers to purchase full-size items backed by Amway’s Satisfaction Guarantee\* .
-  Encourage IBOs and Customers to consult with their physician prior to beginning any significant health-related program and immediately discontinue product use if pain or discomfort occurs.

\* Exclusions may apply. For more details, visit [Amway.com](https://www.amway.com) and search “Amway Promise” or “Satisfaction Guarantee” for more details. For existing IBOs ONLY. Not for use with prospects.

## Why?

- Customers should be able to make informed decisions about whether or not to purchase or use the products.
  - Being transparent builds trust with potential Customers and allows them to be confident in their decision.
  - Nutrilite products are classified as either foods or dietary supplements, which are treated as a special category of foods, and are subject to regulations that prohibits claims that they prevent, cure, or treat any health condition or disease.
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## Don't

- ⊗ Alter or change claims taken from Amway Claim Sources.
- ⊗ Use endorsements to make product claims that Amway could not legally make.
- ⊗ Use endorsements to convey any express or implied claim that would be false, deceptive or misleading.
- ⊗ Provide any form of compensation, which can include free product or product samples, in exchange for an endorsement, testimonial or review on social media.
- ⊗ Attempt diagnosing health conditions or suggesting Amway products as remedies, cures, or treatments for health conditions, or for preventing any health condition or disease.
- ⊗ Tell Customers what they need or assume they need a certain dietary supplement or other health and fitness products or programs.
- ⊗ Repackage products offered by Amway to give as product samples.
- ⊗ Cite health or medical associations or similar bodies as a source in connection with Amway products.
- ⊗ Quote from or cite test results without permission from mass media publications that independently evaluate consumer products and services.

## Why not?

- Providing truthful, accurate, realistic, not misleading information about the benefits of Amway products that can be backed up with data allows consumers to make informed decisions and builds trust.
- Be transparent about your connection to Amway to build trust. Knowing of the connection could impact the weight and credibility Customers give to your endorsement.

### Resources

Quality Assurance Standards for Content Standards, Section VII: [www.amway.com/qas](http://www.amway.com/qas)

Amway Business Reference Guide: [www.amway.com/brg](http://www.amway.com/brg) | [www.amway.ca/brg](http://www.amway.ca/brg) |

[www.amway.com.do/brg](http://www.amway.com.do/brg)

Amway Business Conduct and Rules Department: [bcr@amway.com](mailto:bcr@amway.com)

Amway Business Support Materials Department: [bsm@amway.com](mailto:bsm@amway.com)

IBOAI®: [www.iboai.com](http://www.iboai.com)

<sup>†</sup>IBOAI is a registered trademark of Independent Business Owners Association International, Inc.