Earnings claims and discussing income potential

In addition to being truthful, accurate, realistic and not misleading, when making earnings claims and discussing income potential, it is important to account for the target audience and convey realistic expectations about the results that can be achieved by that audience.

Earnings Claim:

An earnings claim is any express or implied representation that conveys actual or potential earnings that an IBO has earned or may earn, or a lifestyle that may be achieved through the Amway™ business, including but not limited to:

- Any presentation of the Amway IBO Compensation Plan ("Plan"), including through discussion of the operation of hypothetical sales or sponsorship to illustrate potential earnings or bonuses.
- Express or implied representations about actual earnings, profits or bonuses achieved in connection with the Amway business, including but not limited to testimonials about one's own experience.
- Express or implied representations about potential earnings, profits or bonuses achieved or achievable in connection with the Amway business.
- Messaging that describes or depicts potential income that IBOs could earn through the Amway business, even if conveyed as a hypothetical.
- Claims that portray certain lifestyles enabled by participation in the Amway business or that suggest the ability to make certain purchases, such as homes, vehicles, vacations, jewelry, designer handbags or any other luxury item.
- Claims regarding Amway incentive trips or other rewards.

Prohibited Words and Phrases:

- "Quit your job"
- "Be set for life"
- "Make more money than you ever have imagined or thought possible"
- "Unlimited income"
- "Full-time income"
- "Residual income"
- "Career-level income"
- "Financial freedom"
- "Financial independence"
- "Passive income"
- or any substantially similar statements or representations

Do

- Be truthful, accurate, realistic and not misleading in all messaging.
- Account for the target audience.
- Convey realistic expectations about the results that can be achieved by that audience.
- Consider the "net impression" of the message conveyed by considering the totality of the claim, including words, images, context and target audience.
- Consider the impression that stays in the minds of the audience, not just the express statements made.
- Consider how emphasizing, highlighting or repeating certain messaging may impact the overall net impression.
- Ensure you have a reasonable basis to support any earnings claim at the time of the claim.
- When making earnings claims, include the mandatory Amway Income Disclosure.
- Avoid making prohibited claims regardless of medium or platform – whether in Business Support Materials (BSM), on stage, in personal discussions or on social media – and regardless of whether made to prospects, New IBOs or experienced IBOs.
- Avoid prohibited words and phrases in all contexts.
- Only make earnings claims that reflect earnings achieved through the sale of Amway products and participation in the Amway business.
- Disclose to a potential purchaser of BSM if you earn income or otherwise make money through the sale or promotion of BSM.
- Earnings claims may only reference income that is reasonably attainable by the target audience.
- To understand what earnings claims are reasonably attainable by the target audience, consider the current businesses of the IBOs in the audience and the relevant earnings thresholds set forth in the then-current Income Disclosure Statement.
- When speaking to a general or unknown audience, assume that the audience includes prospects or IBOs in their first contract year.

Do (continued)

- Ensure personal testimonials meet all requirements for earnings claims.
- Include required disclosures when making any express or implied earnings claim to an audience and when promoting the Plan or the Amway business to a Prospect for the first time.

Why?

It is important to be transparent, honest and set realistic expectations.

Don't:

- Make extraordinary earnings or lifestyle claims representing earnings or lifestyle that only a very small percentage of IBOs attain.
- Suggest the ability to achieve a lavish or extravagant lifestyle through the opportunity by including images of opulent mansions, yachts, luxury vehicles, private jets, exotic vacations, high-end jewelry and designer handbags, or other similar items.
- Use prohibited words and phrases or substantially similar statements or representations.
- State or imply that income is guaranteed or assured.
- Make earnings claims based on amounts earned from sources other than the Amway business, such as through the sale of BSM or participation in AP compensation programs.
- Make references to wealth or replacement or career-level income or state or imply that the Amway business can replace a Prospect's or IBO's full-time job.
- Make extraordinary earnings or lavish lifestyle claims when sharing personal testimonials, even if the IBO actually achieved those results.

Why not?

It is important to be transparent, honest and set realistic expectations.

Resources:

Quality Assurance Standards, Content Standards, Section II: www.amway.com/qas | www.amway.ca/qas | www.amway.com.do/qas
Amway Business Reference Guide: www.amway.com/brg | www.amway.ca/brg | www.amway.com.do/brg
Amway Income Disclosure: www.amway.com/income-disclosure | www.amway.ca/income-disclosure | www.amway.com.do/income-disclosure
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