

SUMMER 2026

THE VOICE

NEWSLETTER

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IBOAI[®] ★ ★ ★

CHAIRMAN'S LETTER

Hello to all my friends,

We have been very busy at the Board these past few months. In June, we held our quarterly Board meetings, and on June 15th, the IBOAI Executive Committee had the pleasure of meeting with Amway executives, Doug DeVos, Steve Van Andel, Michael Nelson, John Parker, Andrew Schmidt, Kelli Templeton, and Scott Scheidmantel. We were also pleased to have Dalton DeVos and Aaron Van Andel join the meeting.

For three hours, we discussed the future of our great Business. Doug and Steve and the executive management team listened intently to our ideas, recommendations, and proposals. We had meaningful conversations about social selling, holistic wellness, and several other exciting opportunities. We were very encouraged by their responses and their commitment to moving our Business forward.

The remainder of Board week was extremely productive. Each committee presented several recommendations to the Company, and we are excited about many new products expected to roll out this fall and into the first quarter of 2027.

We are also currently going through the nomination process to elect new Board members, and we have a strong group of potential candidates. Please take this election seriously. **Platinums, your vote has never been more important — your voice matters!**

As members of the IBOAI, we are honored to serve as your representatives. We value this responsibility and remain committed to representing the best interests of all IBOs.

NAGC in Barcelona, Spain was truly an incredible experience. Many unforgettable moments together, it was a wonderful opportunity to connect, laugh, and

strengthen relationships with fellow IBO leaders and Amway leadership.

The business meetings were also very productive, and one of the highlights was celebrating the exciting announcement of **Kelli Templeton's promotion to Managing Director of North America**. Congratulations, Kelli — we are excited for you and look forward to your continued leadership. **Go Kelli, go!**

I wish each of you a wonderful summer filled with family, relaxation, and renewed vision. I look forward to seeing you all very soon.

God bless you all,

Best Regards,
Vinny Pappalardo




VINNY PAPPALARDO
Chairman of the IBOAI



IBOAI® BOARD MEETING NOTES BY COMMITTEE: JUNE 2026

Awards & Recognition

Below is a review of the [Awards and Recognition Committee](#) discussion topics for the June IBOAI Board Meetings. Shivaram Kumar serves as the Chairman, while Juanita Maldonado serves as Vice Chairman. Committee members are David Coley, Tracey Eaton, Maribel Galan, and Kevin Schwerts.

- Reviewed planning agendas for the 2026 NPC and 2026 Achievers events.
- Discussed future planning timelines for future events.
- Discussed plans for “Taste of Diamond” for PY27.
- Explored opportunities to leverage Achievers in PY28 to build excitement leading into A70.
- Brainstormed potential Leader incentives for PY28.
- Previewed the new Diamond Award.
- Discussed pending Peter Island trips and related survey feedback.

Business Operations

The following are the highlights of a productive [Business Operations Committee](#) during the June IBOAI Board Meetings. The Business Operations Committee is chaired by Steve Victor. Kathy Victor serves as Oversight. The Committee members are Trevor Baker, Namdeuk Kim, and Candice Winston. Marybeth Markiewicz and Dayna Pappalardo are invited contributors.

- Discussed the new Business Center Hub that launched in July.
- Discussed Sleep Health that launched for Platinum+ July 8, full launch was July 22.
- Discussed Upcoming Product Launches:
 - **Healthspan in Action Webinar:**
August 19 at 8 p.m. ET / 5 p.m. PT

- **Cellular Aging Support:** Platinum+ pre-launch August 19, full launch September 9
- **Artistry:** Platinum+ pre-launch October 7, full launch October 21
- Featured Artistry products:
 - Skin Nutrition Omega Drops
 - Brightening Vitamin C + Gel Mask
 - Moisturizing Omega Sheet Mask
- **LongXevity Toner Essence:** November 18
- **Amway Cookware Wok:** December 9
- **Reformulated Muscle Multiplier:** December 9 and will be sweetened with stevia. The updated formula will be available in two new flavors: Black Cherry and Grapefruit.

Legal & Ethics

Below are the highlights from the [Legal and Ethics Committee](#) for the June IBOAI Board Meetings. Serving on the Legal & Ethics Committee are, Vinny Pappalardo, Chairman, and Vice Chairman, Joe Markiewicz. The Committee members are David Dussault, Juan Ruelas, and Doyle Yager. Bill Hawkins and Howie Danzik, serve as [Governance & Oversight Committee](#).

- DSA Update from Joe DePetrìs
- Government Affairs update
- Rule 11 Mediation update
- Unauthorized online selling update
- Ongoing discussions of Social Selling
- Ongoing discussions of the BSM process
- Ongoing discussions of the QAS Content Standards
- Ongoing review of EAP

QUICK WINS

Earn more, qualify faster – exciting things coming in PY27

2029 marks a major milestone for Amway™ – our 70th anniversary (A70)! As we get ready for what's ahead, we want to kick off the celebration early to recognize your hard work. That's why we're adjusting requirements for key Amway events in Performance Year 2027 (PY27)!

New Platinum Conference*, NPC 2027 (Ada, MI)

Qualify as a New Platinum in PY27 and meet baselines to receive an invite. Qualifiers are no longer required to have at least 3 legs at 6% or higher Performance Bonus level during their 6 Silver Producer months.

Achievers* 2027 (Denver, CO)

Any qualified Platinum or above Leader who finishes PY27 with 7 or more PQ Months[†], and grew at least 1 PQ from PY26, will earn an invite! To earn the Achievers trip using this criteria, IBOs must maintain the number of FQs from PY26 in PY27. They cannot drop FQs.

For Founders Platinum Leaders and above, the way to earn Achievers does not change from PY26. This is another way for Platinum Leaders to attend.

Diamond Club* 2028 (Oahu, North Shore, Hawaii)

In PY27, any qualified Founders Emerald in North America who grows 3 or more FQs through the Frontline Growth Incentive* (FGI) and meets baselines, will also receive an invitation to Hawaii for a special “Taste of Diamond Club” experience.

You deserve to be recognized and rewarded for sustainable growth. Cheers to more IBOs qualifying sooner! Check out this [video](#) – perfect for your next team message, meeting or event.

***The following percentages of IBOs achieved this incentive trip in 2024: Achiever's Invitational, 0.447%; New Platinum Conference, 0.031%. The following percentage of IBOs achieved the Diamond Club incentive trip in 2025: 0.00026%.**

†A PQ month is 7,500 Ruby PV or 4,000 Ruby PV outside of a Qualified Leg.

WHAT'S HAPPENING

JUNE IBOAI® BOARD MEETINGS: Purposeful, Positive, Productive

The IBOAI® Executive Committee and several Amway™ executives met at the IBOAI offices to discuss current and future business operations, plans, and programs. The strong corporate representation conveyed their support and willingness to work closely with the IBOAI now and in the future: Doug DeVos, Dalton DeVos, Steve Van Andel, Aaron Van Andel, Michael Nelson, John Parker, Andrew Schmidt, Kelli Templeton, and Scott Scheidmantel attended. Attendees on behalf of the IBOAI included Kathy Victor (CEO), Bill Hawkins and Howie Danzik, Governance and Oversight Committee members, and IBOAI Executive Committee members, including Board Chairman, Vinny Pappalardo, and Vice Chairman, Joe Markiewicz. Other Executive Committee members who attended were David Dussault, Shivaram Kumar, Juanita Maldonado, and Doyle Yager. This important meeting set the tone and direction for the entire week's meetings – earnest communication and productive collaboration.

There's no place like home, especially when it's through doors where this great opportunity began and continues to evolve, cultivated by the unwavering partnership of your IBOAI and the Amway Corporation. Throughout the Amway Corporation Headquarters and the IBOAI offices, entrepreneurship is encouraged, and success seems possible – and for Independent Business Owners, everyone at the Corporation and the IBOAI strives to make them feel at home.

This rang true on June 15 for the four fortunate IBOs who were selected as 2025 Achievers' raffle winners and rewarded with an exclusive homecoming visit to Amway Corporation and the distinguished IBOAI offices. The visiting winners included Dou Zhang, Betty Mariscal, Marta Lorenzo Pablo de Alvarez, and José Amaya. Their experience was uniquely designed to be informative, engaging, and memorable. According to the visiting IBOs, it was that, and more!



The IBOAI Board and staff are pros when it comes to warm welcomes, hearty handshakes, and beautiful photo ops – and it was on full display for the guest IBOs during their grand tour of the IBOAI offices. Representing the IBOAI were Vinny Pappalardo, Joe Markiewicz, Bill Hawkins, Howie Danzik, David Dussault and Juanita Maldonado. The IBOAI Executive team encouraged questions and the visiting IBOs were quick to pose them, pleased to learn the history of the IBOAI, and delighted to pose for photos with the Board members. Before departing, the IBOs were given a special gift bag filled with exclusive IBOAI-branded items.

WHAT'S NEW

Explore new education courses featuring Nutrilite™, Artistry™ and XS™

We know how important education is to your business. That's why Amway created new training to boost learning and confidence. Specifically, the following five new learning paths to help you succeed:

1. [How to Begin, Build, and Expand across Nutrilite™, Artistry™, and XS™](#): Featuring brand overviews, where to start, and how to grow.
2. [Skin Care Fundamentals](#): Understand the skin's structure and how to identify concerns, conditions, and types – plus important details on the Artistry brand.
3. [Skin Care Routine](#): Highlights a complete routine, diving into various product types – including cleansers, toners, treatments, and moisturizers.
4. [Nutrition Fundamentals](#): Foundations of nutrition with an emphasis on Nutrilite and XS brands.
5. [Expanded Fill/Balance/Target Framework](#): Sharing where to begin with Nutrilite and XS, and overviewing this key framework. Plus, how to fill daily nutrient gaps, balance your diet and gut microbiome, and target top wellness needs.

Check out the new courses now!

Limited Edition XS Rocket Blast The Taste of Summer!

Experience a bold burst of positive energy with this nostalgic, all-American flavor. Each can delivers 114 mg of caffeine, mega-dose of B vitamins, and just 10 calories—with zero sugar or carbs. Inspired by the classic ice pops we chased the ice cream truck for, Rocket Blast blends natural cherry, lemon, and blue raspberry for a refreshing throwback taste. Finished with a patriotic can design, it's the perfect fuel for backyard BBQs, lake days, fireworks, and celebrating America's 250th anniversary.



[†] 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.

^{*}When combined with regular weight/resistance training and a healthy, balanced diet.

XS Creatine+ Your Unseen Edge!



Fuel your workouts, support muscle recovery and elevate performance[†] - XS Creatine+ is a Triple-action formula delivering 5g Creatine Monohydrate, 2g Calcium HMB, plus 772mg of three essential electrolytes. For any adult looking to level up performance – whether you're a bodybuilder, endurance athlete, fitness enthusiast or an aging mom... this supplement is tailored to meet your needs and help you reach your goals. This simple, unflavored and unsweetened formula makes it easy to mix with your favorite flavored beverage.

Coming Soon! Artistry Skin Nutrition Omega Drops

SUPERCARGE YOUR SKINCARE - Artistry Skin Nutrition Omega Drops is a lightweight weight, fast-absorbing facial oil that replenishes the skin's moisture barrier, resulting in a 76% increase in moisture and long-lasting hydration for up to 24 hours. Powered by 10+ botanicals and 99% plant-based omegas 3, 6, 7, and 9, this nourishing formula is suitable for all skin types and helps leave skin feeling soft, smooth, and hydrated all day long.

Coming Soon! Artistry Brightening Vitamin C+ Gel Mask

REFRESH, SOOTHE AND BRIGHTEN - Artistry Skin Nutrition Brightening Vitamin C+ Gel Mask is an elevated two-piece mask treatment that instantly targets dullness and uneven skin tone, to improve the look of both tone and texture. Featuring powerful plant-based antioxidants, vitamin C, niacinamide and a thermal-adaptive design that responds to skin temperature for seamless absorption, this clinically proven, dermatologist-tested mask is ideal for those seeking a brighter, glowing-looking complexion!

Coming Soon! Artistry Moisturizing Omega+ Sheet Mask

A SURGE OF SELF-CARING HYDRATION - Artistry Moisturizing Omega+ Sheet Mask delivers an intense moisturizing experience through a vegan-certified bamboo mask. Formulated with a powerful blend of Omegas 3, 6, 7 and 9, ceramides and xylitol, it provides clinically proven hydration up to 12x and a reduction in moisture loss by 32%. Best of all, no slipping, no sagging, no drying out!

WELL SAID!



The IBOAI board is a steadfast, committed, and unwavering representative of the Field, carrying the distinction of being the only organization of its kind in the entire Direct Selling industry, with grace and excellence.

We pride ourselves on our partnership with Amway and are grateful for the opportunity to engage in meaningful discussions with the Company. Those discussions are not devoid of positive friction—a term coined by Jody Victor—and often run the gamut of healthy debate to energetic exchanges. They usually lead us to a place that, while not always easy to navigate or implement, enables us to continue doing what we have always done: help people live better lives.

This is my sixth term on the IBOAI and my third term as Chairman of the Awards and Recognition Committee. Every member of the IBOAI has taught me something of value, from Jody Victor—who inspired the IBOAI Guardian Award that bears his name and someone whose wisdom and example have left an enduring mark on this Board—to the newest IBO leader elected to the IBOAI.

Until the cake is baked, we are bound by confidentiality and are not at liberty to discuss the nuances and background behind outcomes and decisions. But rest assured, the Board leaves no stone unturned. I would particularly like to acknowledge the Officers and Governance and Oversight (OGO) for its engagement with the Company at the highest levels and for the countless hours invested in calls and meetings.

I would also like to express my immense gratitude to the IBOAI Executive Committee for its frequent weekly Zoom calls, thoughtful input, and unwavering commitment.

The deep gratitude and appreciation extend to Abraham Law Offices, led by Rick Abraham, for its depth of knowledge and involvement with the IBOAI as well as with Amway. Like the Amway LOS, many IBO families and the IBOAI, ALO is also multigenerational (three generations of Abrahams) which makes it a very unique law firm with a heart for IBOs and unparalleled experience.

And a very special thank you to Kathy Victor, whose quiet efficiency, exceptional organization, and steady hand keep the many moving parts of the IBOAI running seamlessly.



SHIVARAM KUMAR
Awards and Recognition,
Committee Chairman

ADDING VALUE

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

Stay in the know – and find ways to help your business grow! For the latest news from your IBOAI® Board, essential business resources, upcoming event information, and more, visit [IBOAI.com](https://www.IBOAI.com).

IBOAI® RESOURCE CENTER

As an IBO, there are many valuable resources available and at your fingertips online. Be sure to check out the [Resource Center](https://www.IBOAI.com) at IBOAI.com for beneficial information. You'll find everything from Rules of Conduct to Social Media Guidelines, QAS Content Standards to IBO Commercial General Liability Insurance.

WHY SUPPORT THE IBOAI FOR \$16 A YEAR?

The IBOAI provides a wide range of services and support to IBOs, but it's more than that; it consistently operates as the voice of all IBOs – providing a clear, open channel of communication between IBOs and Amway North America. You and every other IBO are the heart of the Amway opportunity, and when the IBOAI was first established in 1959 as the American Way Association, the founding IBOs discovered the importance of making certain all IBOs had a voice in the Amway business. They believed in several founding principles, including the right to be in business for yourself and that the opportunity should be open to all people from all walks of life.

The IBOAI listens to IBOs' ideas, proposes improvements, and makes recommendations to Amway on how to move the Business forward. The IBOAI Board is composed of 15 voting members qualified at the Diamond level or above, elected by IBOs qualified at the Platinum level or above. All IBOs are offered complimentary membership in the IBOAI when they register for the first time with Amway, and any IBO can confirm their IBOAI membership for \$16 when they renew their Amway registration. Learn more about the IBOAI's rich history, structure, and the organization's day-to-day operations at www.IBOAI.com.

COMMERCIAL GENERAL LIABILITY INSURANCE FOR IBOS

Direct Seller Commercial General Liability Insurance ("CGL"), is available for you to purchase through PRO Insurance Managers, powered by Gallagher Affinity. Additional details of the application are available online at the IBOAI [Resource Center Page](https://www.IBOAI.com).

IBOFACTS.COM

An engaging website dedicated to providing a voice for all Amway IBOs. It showcases IBOs' professional accomplishments, remarkable personal endeavors, and generous volunteer efforts – past and present.

Learn more about IBOs as everyday heroes, the founding families and their vision, and the impressive philanthropic efforts of Amway North America IBOs at [IBOFacts.com](https://www.IBOFacts.com). Shine a light on IBOs you know who are making a difference in their community or around the world [here](https://www.IBOFacts.com).

RULES OF CONDUCT

A large business organization of Independent Business Owners like ours continues to flourish because it is built on "solid ground"; our established Rules of Conduct and business guidelines. They are backed by the experience and wisdom of a worldwide corporation working closely with the IBOAI Board of Directors who represent IBOs across North America. Periodically, the Rules of Conduct are updated, so be sure to review them: [Rules of Conduct](https://www.IBOAI.com).

WHAT'S AHEAD

2026 IBOAI Board Meetings

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

October Board Meeting

October 19-22, 2026

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

October 11-14, 2026

IBOAI Office Tour: October 11, 2026

Achievers: Signia by Hilton Orlando Bonnet Creek and Waldorf Astoria – Orlando, FL

Session 1: November 13-17, 2026

Session 2: November 18-22, 2026

Diamond Club: Fairmont Orchid – Hawai'i, HI

Diamond Select: February 19-21, 2027

Diamond Club: February 21-26, 2027

IBOAI Board Meeting at Fairmont: February 26, 2027

KEEP CONNECTED

Your IBOAI Board is just a click away!

Find information and resources online to support your business success.

Phone: 877-554-2400

Fax: 616-776-7737

Email: iboai@iboai.com

iboai.com

ibofacts.com

facebook.com/IBOAI

twitter.com/IBOAI

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,
Executive Director

Josh Hettinga, Accounting
& Finance Director