Amway business environment

The Amway™ business is open to all people from all backgrounds. No matter how different we may be in our religious beliefs, political affiliations or other viewpoints and opinions, we can help each other achieve our goals.

Do

- Always present the Amway business as an equal opportunity business.
- Make it clear that the Amway business is open to all people from all backgrounds.
- When relevant, briefly share how important your beliefs are in your own life and how they have helped you build your business.
- Keep spiritual or religious references personal and brief.
- Keep optional faith-based services following business meetings separate from the Amway business.
- Make it clear that joining brief prayers, moments of silence or faith-based activities is optional and a personal choice.
- Keep the focus on the growth and development of an Amway business.
- Keep political affiliations private.

Why?

- Amway does not discriminate and does not tolerate discrimination.
- Everyone should feel welcome to participate in the Amway business.

Don't

- Expect others to believe the same thing as you.
- Promote or encourage religious doctrine.
- Make spiritual or religious references the focus or main message.

Don't *(continued)*

- Project or impose beliefs on others.
- Publicly disparage Amway or IBOs.
- Endorse or discredit a particular political or social cause.
- Participate in political activity during an Amway-related meeting or event.
- Display or distribute political materials to IBOs.

Why not?

- IBOs and customers come from a variety of different backgrounds.
- Everyone should feel welcome to participate in the Amway business.

Resources:

Quality Assurance Standards, Content Standards, Section IX: 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 Business Conduct and Rules Department: bcr@amway.com
Amway Business Support Materials Administration: wwbsm@amway.com
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