Devices, sales aids and third-party materials

Devices or sales aids are designed to help Amway™ products and services or to train, educate or motivate Independent Business Owners (IBOs) to build their Amway businesses.

Do

- Obtain authorization from Amway prior to promoting, using or selling devices or sales aids that are designed to directly support the sale of Amway products or services.
- Seek Amway authorization for new websites or new applications created by an Approved Provider (AP).
- Seek Amway authorization for "faces" machines used to perform skin assessments, weight scales or other health assessment devices.
- Promote, use or sell devices designed to build community or foster a sense of team.
- Create compliant AP logo-wear, key chains, pens and other similar items.
- Consider websites and mobile applications to be Business Support Materials (BSM), which require authorization from Amway prior to distribution and use.
- When offering for sale any third-party materials on general business or non-business-related topics always make it clear that the content of the items is neither reviewed nor endorsed by Amway.
- For third-party materials that deal solely with non-business-related topics, review the Quality Assurance Standards (QAS) carefully for restrictions and submit a list of materials to Amway.
- Ensure books written by IBOs comply with the QAS, even if they are on topics not directly related to the Amway business and submit them as BSM.
- Ensure third-party speaker materials sold or distributed by an AP are in full compliance with the QAS.
- Submit prior to use any third-party materials that contain content regarding the direct selling industry, materials created by an existing IBO and materials that discuss Amway, Amway brand or Amway products.
- Make arrangements for transportation, hotel rooms and other accommodations related to AP or IBO meetings or events.

Why?

Devices, sales aids and third-party materials must be consistent with current Amway messaging and business goals.

Don't

Produce websites and mobile applications to promote your Amway business.

Why not?

Websites and mobile applications must be produced by Amway or submitted to Amway for approval by an AP.

Resources:

Quality Assurance Standards, Content Standards, Section XII: www.amway.com/qas | www.amway.ca/qas | www.amway.com.do/qas
Quality Assurance Standards, Content Standards, Section XIII: www.amway.com/qas | www.amway.ca/qas | www.amway.com.do/qas
Quality Assurance Standards, Content Standards, Section X: 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
IBOAI®*: www.iboai.com

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