



POWERED BY PEOPLE

LEAD WITH HEART LIVE TO SERVE LOVE TO LEARN

Around the world, everything we do has a common purpose—helping people live better, healthier lives. To do this, we stay true to the six values our business was built upon: partnership, integrity, personal worth, achievement, personal responsibility and free enterprise. Each day, our principles guide us to lead with heart, live to serve and love to learn. It's a growth mindset approach, mixed in with the soul of Amway—our incredible people.

HELPING PEOPLE LIVE BETTER LIVES

Amway is an entrepreneur-led health and wellness company based in Ada, Michigan, U.S. We are committed to helping people live better, healthier lives across more than 100 countries and territories worldwide. Founded in 1959 by Rich DeVos and Jay Van Andel, Amway has revolutionized the business model known as direct selling. **Today, we continue to empower Amway Business Owners (ABOs) to be leaders in social commerce as the No. 1 direct selling business in the world.***

* Ranked by the DSN Global 100 2022 edition, based on 2021 revenue





NUTRITION



HOME

BEAUTY



ADVENTURE



Brands and product solutions built for better, healthier living.

Amway’s products are rooted in our belief that you can live your best life by living responsibly. That’s why every one of our products strives to be good for you, good for the world and transparent about what’s in that product—so you know you’re getting a safe, effective and all-around responsible option.

Join us on our journey.

Amway will continue increasing its investment in nutritional science, technology and innovation to provide solutions to the growing health and wellness needs of our ABOs and customers. As Amway evolves and grows, who we are and what we stand for remains the same. Belief in people—and what they are capable of—is what drives us today.



AMWAY PROMISE™

NUTRILITE™

As the world’s No. 1 vitamins and dietary supplements brand,** Nutrilite’s philosophy is simple: improve the wellbeing of people and the planet.

ARTISTRY™

Artistry products reveal your healthy beauty with no compromises, by acting as supplements for your skin. We believe that healthy beauty begins with healthy skin.

ESPRING™

eSpring is the world’s number-one-selling brand of home water treatment systems*** with more than 30 years of innovation from our highly skilled and dedicated team of engineers and scientists.

XS™

Energy and sports nutrition products—designed to deliver positive energy for making the most of every moment.

** Euromonitor International Ltd; Vitamins and Dietary Supplements, World GBN, Retail Value RSP, % breakdown, 2022 data based on custom research conducted April – August 2022

*** Based on a Verify Markets study of 2021 global sales



Amway by the numbers.

Amway's global sales in 2022

\$8.1B

100+ countries and territories
in which Amway operates

TOP 10 MARKETS

1. MAINLAND CHINA
2. UNITED STATES
3. SOUTH KOREA
4. JAPAN
5. THAILAND
6. TAIWAN
7. MALAYSIA
8. INDIA
9. KAZAKHSTAN
10. VIETNAM

For more information about our initiatives, people and dedication to corporate citizenship, please visit amwayglobal.com/impact-report.



MORE THAN
14,000
employees around
the world



14

Amway Scientific
Advisors who are global
leading experts in the
fields of health, nutrition
and beauty



1M+

Amway Business Owners
around the world



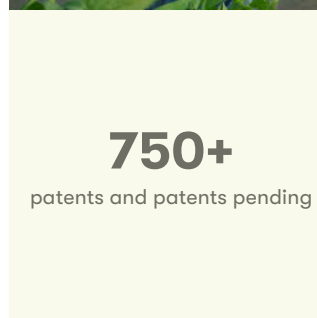
NEARLY
800

employees are innovation
and science experts



NEARLY
6,000

acres of certified-organic
farmland in the U.S.,
Mexico and Brazil, where
we grow and harvest
plants, using sustainable,
chemical-free methods



750+

patents and patents pending

