



To Platinum & Above ABOs
From Global Business Conduct and Rules

Subject: COVID-19 – BCR Communication

Amway is closely monitoring the COVID-19 pandemic. We appreciate these are trying times for all business owners, and we understand the challenges of operating in an unprecedented business environment. However, we need your continued support and leadership.

Our paramount concern is health and safety, of our employees and Amway Business Owners, and of customers and the general public. As ABOs conduct business, please continue to join us in monitoring and following the guidance from the Centers for Disease Control (CDC), the World Health Organization (WHO), and your state and local governments, and health professionals. Social distancing, vigilant handwashing, and disinfecting hard surfaces are among the recommended steps in preventing the spread of coronavirus and COVID-19.

We also must stress that **no** AMWAY branded products may be advertised, marketed, or otherwise represented to treat, cure, or prevent COVID-19 or the spread of coronavirus. These claims are not permissible by law and are strictly prohibited. Furthermore, we ask that all ABOs to categorically refrain from referencing in social media (or other in-person/online presentations, coronavirus or COVID-19 disease in connection with AMWAY products, brands or the Amway business. In social media, this means ABOs are prohibited from mentioning coronavirus or the COVID-19 disease in social posts (including use of hashtags), if the content of the post also mentions one or any of our brands, or any Amway product (including without limitation the ATS), effective immediately.

To provide additional clarity, Amway has provided a position statement: “[Amway Products and the Coronavirus: What you need to know](#)” which specifically address restrictions in promoting ATMOSPHERE SKY air treatment systems.

When in doubt, please do not associate AMWAY products or your independent business with coronavirus or COVID-19. AMWAY products do not treat, prevent, or cure disease, and responsible messaging is critical to operating your independent business.

