



# GLOBAL BSM CONTENT STANDARDS

Template





## GLOBAL BSM QUALITY CONTENT STANDARDS

This document is intended as a standard for ABOs and speakers representing the Amway Business. In addition, it is intended to support ABOs and ABO Training Organizations in the preparation of Business Support Materials (BSM).

While these standards cover a wide range of topics, it is impossible to illustrate and advise on every possible scenario. Many factors determine compliance including visuals, context, intended audience, regulatory restraints and the overall impression left with a Prospect or ABO.

BSM in any form (e.g. print, audio, visual, apps, e-mail, voicemail, websites, and live) cannot include false, misleading, inaccurate or deceptive statements.

All BSM and promotion of BSM, must comply with Amway Rules and Policies established for ABOs, ABO Training Organizations and speakers in their respective markets. Deviations can be made depending on market-specific situations (e.g. cultural issues, local legislation, etc.).

Amway believes the use of BSM and attendance at meetings can be an effective tool in building an ABO's business and use of the tools and teachings developed by successful organizations and their leaders should impact the Amway business in a meaningful way.



GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<p style="text-align: center;"><b>Positioning the Amway Opportunity</b></p> <p>How the Amway opportunity is presented to Prospects has a critical impact on the reputation and credibility of the presenting ABO/ Training Provider and the overall business. It is important that Prospects and ABOs have a clear and accurate understanding about the roles of Amway and the ABO/Training Provider.</p> <p>Statements with Prospects must be truthful accurate and not misleading.</p>	<p style="text-align: center;"><b>Positioning the Amway Opportunity</b></p>
<p style="text-align: center;"><b>FOR CONTACTING AND INVITING – DETERMINING INTEREST</b></p>	<p>Is the curiosity approach allowed? Are disclosures required for earnings representations or other statements about the business?</p> <p>Please provide affiliate specific content.</p>
<p>Materials in this category are designed to determine the level of interest in the Amway opportunity and not used to show or explain the Amway Sales and Marketing Plan.</p>	

GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<p style="text-align: center;">DESCRIBING THE AMWAY OPPORTUNITY</p>	
<p>The Amway business must be presented as an opportunity to earn income through the selling of products and helping others they sponsor to do the same. It is a business that provides ABOs products, product education, distribution, sales, customer service, and the Amway Sales and Marketing Plan.</p>	
<p>The Amway business should not be referred to as anything other than the Amway business opportunity. It must be clear that the Training Provider does not supply the opportunity but supplies optional training and education materials, as well as community support.</p>	
<p>Presenting the business primarily as a self-improvement program, e.g. to improve yourself, save your marriage, or improve relationships with your family or others, rather than a for profit business is a misrepresentation of the business. That would imply the primary activity in the business is something other than generating profit.</p>	
<p>Stating or implying that the Amway Sales and Marketing Plan and/or business is a method of tax reduction or tax relief is not allowed.</p>	
<p>Using a deceptive synonym for Amway is not allowed.</p> <p>Some examples of how not to position the Amway business:</p> <ul style="list-style-type: none"> <li>-Employment opportunity</li> <li>-Social event</li> <li>-Market survey</li> <li>-Tax seminar</li> <li>-Financial seminar</li> <li>-Investment seminar</li> </ul>	



GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<p>It must be clear to the prospect that Amway is the principal contracting entity which provides the following:</p> <ul style="list-style-type: none"> <li>• Amway ABO Compensation Plan which includes: <ul style="list-style-type: none"> <li>- Compensation (and its administration)</li> <li>- Rewards (and its administration)</li> <li>- Recognition (and its administration)</li> </ul> </li> <li>• The Product</li> <li>• Product education, product support</li> <li>• Distribution</li> </ul>	
	<p>If the ABO/Training Provider name and/or logo is used or promoted within a prospecting piece, the Amway name and/or logo must also be used with equal prominence the first and last time the ABO/Training Provider logo appears.</p>
<p>Language that states or indicates that success or income is guaranteed is not allowed.</p>	
<p><b>RECOMMENDED LANGUAGE</b></p>	
<p>The Company manufactures high quality products for 3 key product areas: Health, Home and Beauty – all backed by a satisfaction guarantee.</p> <p>Amway can provide the opportunity to achieve: Extra Income, Business Skills, Flexibility and Freedom</p> <p>You decide what you want your average day to be like – but, every Amway Business involves three activities: First, presenting products to new customers, second, servicing existing customers and third, if you choose, mentoring and helping others you sponsor to build their own Amway Businesses.</p> <p>When it comes to scheduling your day, you decide how it should be. You can spend as much or as little time on this as you want.</p>	



GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<b>Show the Plan/Business Building</b>	<b>Show the Plan/Business Building</b>
<p>Direct or indirect earnings representations must be truthful, accurate, and not misleading and must only reflect the income available or earned through the Amway Sales and Marketing Plan and other incentive programs. All other sources of income are to be excluded.</p>	
	<p>Income presentations at various levels of achievement in the Amway business must be consistent with, and no greater than, the appropriate corresponding income figures published by Amway from time to time for various levels of achievement.</p>
<p>When describing the Amway Sales and Marketing Plan, the roles of a balanced business (ABO product sales, personal use, and sponsoring) must be explained accurately and in accordance with all Amway guidelines, directions, procedures and policies.</p>	



GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<b>Show the Plan/Business Building</b>	<b>Show the Plan/Business Building</b>
<p><b>ABO Product Sales</b> – Selling to customers must be stated as being a way to earn immediate income through retail margin and a requirement to earn additional bonuses.</p>	
<ul style="list-style-type: none"> <li>• <b>Personal Use</b> – Personal use must be characterized as a way to learn about the products and develop personal experience that may be useful in the selling of the products. Money saved through personal use is not income and should not be represented as such. Implying that the business is a wholesale buying club is not allowed. Implying that a successful Amway business can be built solely on personal consumption is contrary to the Rules of Conduct as having customers is an essential component of the Amway Sales and Marketing Plan.</li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Sponsoring</b> – It must be emphasized that sponsoring allows ABOs to maximize the opportunities of the Amway Sales and Marketing Plan but that income is not earned from the act of sponsoring. Stating or implying that an ABO can be successful or earn bonuses solely from the act of sponsoring others is incorrect and is not allowed. When describing sponsoring, the importance of a prior or existing personal contact between the sponsor and the new ABO must be emphasized.</li> </ul>	
<b>RECOMMENDED LANGUAGE</b>	
<p>Once I started switching products I was using to Amway products, it gave me personal stories and experiences to talk about.</p>	



## POSITIONING THE AMWAY OPPORTUNITY

This list is not all inclusive

Content Permitted	Content NOT Permitted
<ul style="list-style-type: none"> <li>• Direct selling opportunity</li> <li>• The Amway Business</li> <li>• The Amway Sales and Marketing Plan</li> <li>• The Amway Opportunity</li> </ul>	<ul style="list-style-type: none"> <li>• Private franchising/Franchise</li> <li>• Internship program</li> <li>• Wholesale buying club</li> <li>• Financial or investment seminar</li> <li>• Mentorship program</li> <li>• All you have to do to go Diamond is to find six people and sponsor them</li> </ul>

### WHY CONTENT IS NOT PERMITTED

Wholesale buying clubs and franchises may be subject to different regulatory guidelines than a direct selling company.

Representing the Amway Sales and Marketing Plan presentation as anything other than an explanation of a business is misleading.

Representing success and achievement as quick and easy is misleading regarding the time and effort required to build a successful business.

### AFFILIATE SPECIFIC CONTENT

Content Permitted	Content NOT Permitted
<p><b>Independent commerce</b> <b>Personal commerce</b></p>	



GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<b>Time and Effort</b>	<b>Time and Effort</b>
Representations that success is guaranteed are not allowed.	
Each ABO has complete freedom in determining the number of hours worked and in scheduling those hours. Mandatory quotas of appointments, calls, etc., are not allowed.	
<b>Facts and Figures</b>	<b>Facts and Figures</b>
<b>CORPORATE INFORMATION</b>	
Corporate statistics, rankings, and historical information should be consistent with, and not vary from, what is currently presented by Amway or Alticor Inc. Using proprietary and/or confidential Amway or Alticor Inc. information in any form or medium is not allowed.	
Anything, including statements, statistics, direct quotations, and other information, used to promote the business or Amway products must always be truthful, accurate and not misleading. In addition, with the exception of speeches and audio recordings, all BSM with statistics must, within the BSM at point of use, cite both the source and the date of the statistic.	



GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<b>FOUNDING FAMILIES</b>	
<p>References to the DeVos and Van Andel families can only be made in conjunction with the ownership of Amway and the Alticor family of companies. References to any of the private projects, businesses, and philanthropy of the Van Andel and DeVos families must always be accurate and have a clear distinction between those and Amway and the Alticor family of companies.</p>	
<b>STATISTICAL INFORMATION</b>	
<p>Graphs, visuals, quotes, and references to statistical data must be substantiated from an identified, credible, and current source (no more than 3 years) unless historical in nature. Facts must be applicable to the intended market.</p>	
<b>RECOMMENDED LANGUAGE</b>	
<p>Since 1959, Amway has paid out more bonuses and cash incentives to its Distributors worldwide than any other direct sales company in history.*</p> <p>*Source: Euromonitor International Limited:  <a href="http://www.euromonitor.com/amway-claims">www.euromonitor.com/amway-claims</a></p>	



GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
Intellectual Property	Intellectual Property
USING COPYRIGHTED MATERIAL	
<p>ABOs/Training Providers shall not copy, distribute or in any other manner use copyrighted materials from a third party or produced by Amway or Alticor Inc. without first obtaining a proper <b>written</b> assignment, license, or other permission from the copyright owner or through applicable laws that permit the intended use of the materials.</p> <p>ABOs/Training Providers should retain any written permission they obtain for the use of copyrighted materials and produce them to Amway upon request.</p>	
<p>Copyrighted materials include, but are not limited to: music; books; magazines; articles and other writings, including excerpts and translations; speeches; photographs, artwork, including clip art on the Internet; websites, blogs, and other social media posts; videos; movies; plays; sculptures; buildings, and 3D forms; and computer software.</p>	
<p><b>A Special Note About Music:</b> Music reproduced, altered, played, performed, recorded, broadcast or streamed via the Internet cannot be used in connection with BSM without a proper written assignment, license, or other permission of the owner or through applicable laws that permit the use. <b>MORE THAN ONE LICENSE IS OFTEN REQUIRED WHEN USING RECORDED MUSIC.</b> Any written permission obtained shall be retained by the ABO/Training Provider and produced to Amway upon request.</p>	
<p>A copyright owner may grant only limited rights to use copyrighted materials. Those rights may be limited in several ways, including by time, manner of use, territory or media. Therefore, a license to use copyrighted material in one situation may not permit the use of the same material in another situation. The ABO/Training Provider is responsible for confirming that its use of copyrighted materials is covered by the permission granted by the copyright owner.</p>	



GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<b>Tips for Avoiding Mistakes:</b>	<b>Tips for Avoiding Mistakes:</b>
<p><b>1.</b> Do not assume materials available on the Internet are available for copying without permission. Internet postings may be subject to copyright. This would include re-use of materials submitted by visitors to an ABO/Training Provider site. If you want to republish or reuse material posted on your site, such as republishing a customer quote in promotional materials, you should seek permission.</p>	
<p><b>2.</b> If you permit content to be posted on your website, the conditions for posting of materials by others should comply with the restrictions on BSM, including prohibition of posting BSM without approval of Amway.</p>	
<p><b>3.</b> Purchasing music from the iTunes® store or another music supplier does not mean the purchaser can use the purchased music for any purpose. For example, you may need to obtain additional licenses to use the music in connection with BSMs, such as in videos, or for use on the Internet.</p>	
<p><b>4.</b> Quoting even a small portion of a copyrighted work may violate the author’s copyright. Obtain written permission before using the writings or speeches of other people. You may also need to seek written permission to mention the name of author.</p>	
<p><b>5.</b> Even if Amway has obtained a license to use a copyrighted material, it does not necessarily mean that the license extends to an ABO/Training Providers use of the material.</p>	



GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
RIGHTS OF PUBLICITY	
<p>ABOs/Training Providers shall refrain from using an individual’s likeness, including his or her name, photograph, image or voice in BSM without first obtaining written permission from that individual. This applies to celebrities, Amway employees and other ABOs/ Training Providers. ABO/Training Provider shall maintain the written permission from the individual, and produce it to Amway upon request.</p>	
<p>Permission to use an individual’s may be limited in several ways, including by time, manner of use, territory or media. Therefore, permission to use a person’s likeness in one situation may not permit the right to use the same image in another situation. You should confirm that your use is covered by the permission granted.</p>	
<p><b>The following are common situations where publicity rights may arise:</b></p> <p><b>1.</b> A photograph contains the images of a number of individuals. The photographer provides written permission to an ABO/Training Provider to use the photograph. However, you should obtain the written permission of the individuals who appear in the photograph prior to using their image in any way (e.g. a model release).</p>	
<p><b>2.</b> A celebrity appears at an ABO/ Training Provider meeting to provide a motivational speech and provides permission for the ABO/Training Provider to record the speech. That permission would not automatically include the right to use the celebrity’s name in promoting the business or for other purposes.</p>	



GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<p data-bbox="354 296 721 327">PROPER TRADEMARK USE</p>	
<p data-bbox="272 369 792 674">The ABO/Training Providers shall not copy, distribute or in any other manner use trademarks of a third party or Amway or Alticor Inc. without proper written assignment, license, or other permission by the trademark owner. The written permission shall be retained by the ABO/Training Provider and produced to Amway upon request.</p>	
<p data-bbox="272 720 808 888">Amway or Alticor corporate-owned trademark and logo artwork, product photos, and corporate-related images shall be obtained only from approved corporate sources as specified by Amway.</p>	
<p data-bbox="272 934 743 966"><b>Trademarks Are Proper Adjectives</b></p> <p data-bbox="272 972 784 1308">A trademark is a proper adjective (never a noun), and it should be followed by the generic (or common descriptive) name of the product. Amway’s revised standard corporate style is to display trademarks in initial capital letters in text, or in stylized, bold or distinctive type. The generic name should be set forth in lowercase letters.</p> <p data-bbox="272 1339 751 1434"><b>Examples:</b> Nutrilite™ Supplements and Artistry™ powder foundation</p>	



GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<p style="text-align: center;">PROPER TRADEMARK USE</p>	
<p>Amway’s revised standard corporate style applies to the replication of previously authorized BSM and new BSM created and authorized as of the date of the publication of these content standards. For all BSM previously authorized and existing as of the date of the publication of these Quality Assurance Standards, the previous Amway standard corporate style (all capital letters or in stylized, bold or distinctive type) is acceptable.</p> <p><b>Trademarks Should Not Be Pluralized</b>  – Since trademarks cannot be nouns, do not use them in the plural form. Instead, pluralize the common nouns they describe.</p> <p><b>Correct:</b> Amagram™ magazines and Scrub Buds® stainless steel sponges</p> <p><b>Incorrect:</b> Kleenexes</p>	
<p><b>Trademarks Should Not Be Used in The Possessive Form</b></p> <p>Trademarks should never be used in the possessive form, unless the trademark itself is possessive.</p> <p><b>Correct:</b> We enjoy using Nutrilite™ products</p> <p><b>Incorrect:</b> We enjoy using Nutrilite’s products</p>	
<p><b>Trademarks Are Never Verbs</b></p> <p>You can “make six copies on the Xerox™ copier” or “make a photocopy” but you can’t say “Xerox the report.” To determine if you have used the trademark correctly, if you can insert the word “brand” after the trademark and the sentence still makes sense, the trademark usage is correct.</p> <p><b>Correct:</b> Use the Express Mail™ service</p> <p><b>Incorrect:</b> Express Mail that letter</p>	



GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<p data-bbox="354 296 721 327">PROPER TRADEMARK USE</p>	
<p data-bbox="272 369 521 401"><b>Trademark Notice</b></p> <p data-bbox="272 413 786 957">Use the TM notice symbol with no footnoted ownership statement unless otherwise directed during Amway’s review process. The standard corporate style is to display trademarks with initial capital letters in text, or in stylized, bold or distinctive type. (Example: Nutrilite™ Supplements) It is acceptable to use lower case lettering when a mark appears in a stylized logo format. Generic product descriptors should have lowercase letters only. (Example: Artistry™ waterproof mascara.) The TM symbol should appear after each use of the trademark.</p>	
<p data-bbox="272 1012 786 1077"><b>Trade Names and Trademarks Are Not The Same</b></p> <p data-bbox="272 1092 790 1430">Trademarks should not be confused with trade names, which are corporate or business names. Trade names are proper nouns. Trade names can be used in the possessive form and do not require a generic term. It is not appropriate to use a trademark notice symbol (TM or *) after a trade name, nor is it necessary to put trade names in all capital letters.</p> <p data-bbox="272 1444 790 1577"><b>Examples:</b> These products are made by Access Business Group LLC. Amway Corp. has affiliates in many countries.</p>	





GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<b>QUALITY OF MATERIALS</b>	
All BSM shall produce a professional and pleasant visual, tactile and/or audio experience for the user.	
<b>AMWAY-PRODUCED MATERIALS</b>	
<p>All Amway-produced materials are copyrighted, and may not be used or reproduced in whole or in part without Amway's authorization. If an ABO/Training Provider incorporates Amway-produced materials into BSM, the ABO/Training Provider must include the following notice in the BSM after the Amway-produced materials:</p> <p>© (insert year of creation) (insert name of Amway entity (i.e. Alticor Inc. or Amway Corp.) (insert market).</p>	
	<b>PARTNER STORES</b>
	Depending on Amway's contracts with Partner Stores, ABOs/Training Providers may or may not be permitted to use Partner Store logos and product images in BSM. Prior to using Partner Store logos or product images, ABOs/Training Providers must obtain permission for their intended use from the Partner Store through Amway.
<b>AMWAY EMPLOYEES</b>	
Presentations by employees or representatives of Amway may not be recorded, duplicated, used, distributed, or sold in whole or in part without Amway's prior written authorization.	
<b>OTHER SOURCES</b>	
Test results performed by respective publications in mass media may be quoted if written permission is obtained, but results cannot be characterized as an endorsement of Amway or Amway products. Health or medical associations or similar bodies should not be cited in BSMs as a source in connection with Amway products.	



GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<b>Describing Products</b>	<b>Describing Products</b>
<p>Claims for Amway™ products must be verbatim from official Amway™ sources and cannot be altered in any way. Statements on Amway™ products may be only taken verbatim from official Amway™ literature and official Amway™ websites intended and approved for use in the respective market.</p> <p><b>Content NOT permitted (some examples)</b></p> <ul style="list-style-type: none"> <li>• Statements on illness/disease</li> <li>• Medical claims</li> <li>• Analysis, diagnosis</li> <li>• Direct or implied statements regarding cure, treatment or prevention</li> <li>• Use of terms herbal, organic or natural</li> </ul>	
<b>RECOMMENDED LANGUAGE</b>	
<p>We sell products people use every day. One of the things that sets Amway apart is the quality of the entire product line. Unlike a lot of other Direct Sellers, we do not offer 1 or 2 product types that MAY meet a need of yours. We have many products - which are backed with a satisfaction guarantee!</p>	

GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<b>Discussing Earnings</b>	<b>Discussing Earnings</b>
INCOME	Add any required disclosure content.
Direct or indirect earnings representations must be truthful, accurate, and not misleading and must only reflect the income available or earned through the Amway Sales and Marketing Plan and other incentive programs.	
Describing income as continuing (or any synonym of it) without the requirement for continued effort and/or meeting qualifications is not permitted.	
All income representations must be realistic, not exaggerated. Earnings and Amway Sales and Marketing Plan materials may require the use of appropriate disclosures per market specific guidelines.	
Any representation that income is guaranteed or assured is not allowed.	

GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<b>Discussing Earnings</b>	<b>Discussing Earnings</b>
RETIREMENT	
<p>ABOs can build their business to a level that may allow them to leave their traditional occupation in order to operate their Amway™ business full time. It must be clear that generating income through the Amway Sales and Marketing Plan requires time and effort. The Amway business opportunity does not guarantee income for life.</p> <p>Amway does not offer “retirement” in the traditional sense, because it requires qualification to main earnings. It can produce income as long as it produces sales volume.</p>	
	INHERITANCE
RECOMMENDED LANGUAGE	
<p>How much you are actually able to earn really depends on you and how much effort you put into the Amway business. Amway rewards people based on results, and the only way to make money through Amway is through product sales.</p>	



## DISCUSSING EARNINGS

This list is not all inclusive

Content Permitted	Content NOT Permitted
<ul style="list-style-type: none"> <li>• It must be clear that what is being described is income generated from the Amway Sales and Marketing Plan</li> <li>• Performance Bonus income</li> <li>• Ongoing income is acceptable with saying or implying ongoing effort</li> <li>• Maintainable income/bonuses based on product sales and not guaranteed</li> <li>• Performance-based income</li> </ul>	<ul style="list-style-type: none"> <li>• Residual, passive, royalties</li> <li>• Risk free</li> <li>• Never work again</li> <li>• Setting timeframes on achieving income and achievement levels</li> <li>• Money saved in personal use is not to be represented as income</li> </ul>

### WHY CONTENT IS NOT PERMITTED

Terms such as “residual, passive...” imply there is no continuing effort required to earn income in the Amway business.

Use of time frames as a normal expectation for achieving a specific Pin Level or income implies a guarantee.

Depictions of savings as income or profit based on buying at ABO cost is misleading.

## AFFILIATE SPECIFIC CONTENT

Content Permitted	Content NOT Permitted
<p><b>Inheritable business</b></p>	

GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<b>Participation with the Training Provider and Purchase of BSM</b>	<b>Participation with the Training Provider and Purchase of BSM</b>
PARTICIPATION AND PURCHASE ARE OPTIONAL	Provide market specific guidelines for New ABO and refund policies.
Participation in a Training Provider's BSM program and the purchase of BSM must be presented as optional and not a required component of building an Amway business	
Participation in a Training Provider's BSM program may assist an ABO to build a successful business; however, it is not a guarantee.	
Suggesting that any materials must be purchased other than what is required to register as an Amway ABO is not allowed.	
	NEW ABO BSM POLICY
	REFUND POLICY
<b>FINANCIAL RESPONSIBILITY</b>	
<p>Sharing stories of Amway™ product or BSM purchases, or other conduct or actions, which by the standards of society in general, would be considered to be financial irresponsible, is not allowed.</p> <p>Stating or implying that money spent on BSM is an investment opportunity is not allowed.</p>	
<b>OTHER BUSINESS OPPORTUNITIES</b>	
BSM cannot be used to promote any other opportunity than the Amway Business.	



## PARTICIPATION WITH THE TRAINING PROVIDER

<b>Content Permitted</b>	<b>Content NOT Permitted (some examples)</b>
<ul style="list-style-type: none"> <li>• It must be clear that purchase of materials or participation with a Training Provider is optional</li> <li>• Professional Development Program/Materials</li> <li>• Support System</li> <li>• Entrepreneurial Development Program</li> <li>• Training Providers provide training, education, motivation, development support and community</li> </ul>	<ul style="list-style-type: none"> <li>• Residual, passive, royalties</li> <li>• Risk free</li> <li>• Never work again</li> <li>• Setting timeframes on achieving income and achievement levels</li> <li>• Money saved in personal use is not to be represented as income</li> </ul>

### **WHY CONTENT IS NOT PERMITTED**

Success is not guaranteed as a result of participation with a Training Provider.

The role of a Training Provider is to assist an ABO in building their Amway™ business, not to provide counseling on personal matters.

Training Provider participation does not result in a degree or certification associated with traditional education.

## AFFILIATE SPECIFIC CONTENT

<b>Content Permitted</b>	<b>Content NOT Permitted (some examples)</b>

GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<b>Amway Business Environment</b>	<b>Amway Business Environment</b>
The Amway business must be presented as an equal opportunity business.	Provide market specific guidelines for Spiritual/Religious and Political communications
	<b>SPIRITUAL/RELIGIOUS COMMUNICATIONS</b>
<b>MORAL/SOCIAL COMMUNICATIONS</b>	
Disparaging statements regarding Amway, Alticor Inc., any of their affiliates, employees, ABOs, or other Training Providers are not permitted.	
Using the business platform to express personal beliefs that are derogatory to the beliefs of others is not allowed.	
Encouraging an ABO to limit contact with, or cut ties to, family and/or friends is not allowed.	
It is appropriate to encourage ABOs to maintain a professional appearance.	
Specific uniforms cannot be mandated	
	<b>POLITICAL COMMUNICATIONS</b>





GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<b>Third-Party Materials</b>	<b>Third-Party Materials</b>
<p>Submission and authorization of BSMs and Third-Party material vary by market. Refer to affiliate specific policy on submission and authorization requirements.</p>	<p>Third-Party content requirements may not be applicable based on BSM submission policy.</p>
<p>Even though BSM is often created by ABO Training Providers, they can also be created by third parties, other than ABO Training Providers. This section applies to BSM created by third parties only. The third party materials are treated differently depending upon the category in which they fall. There are three categories of third party materials: (1) Third Party General Business Materials; (2) Other Third Party Business Materials; and (3) Third Party Non-Business Materials. If you have any questions about categorizing Third Party Materials, please contact your BSM Advisor for assistance.</p>	



GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<b>Third-Party Materials</b>	<b>Third-Party Materials</b>
THIRD PARTY GENERAL BUSINESS MATERIALS	
<p>Materials that fall into this category do not need to be submitted to Amway for review and approval before being sold or distributed to ABOs.</p>	
<p>“Third Party General Business Materials” are materials that:</p> <ul style="list-style-type: none"> <li>• Address general business topics that would be useful to ABOs in the operation of an Amway independent business;</li> <li>• Do not reference or discuss Amway or a competitor company, Multi-Level Marketing, or Direct Selling;</li> <li>• Are not produced or authored by any current or former ABO, or any ABO Training Provider;</li> <li>• Do not contain any information about Amway™ products, the Amway Sales and Marketing Plan, or any other information designed or intended to solicit prospective ABOs;</li> <li>• Do not deal primarily with spiritual, religious, political, moral or social issues (see the section called “Third Party Non-Business Materials” for treatment of these types of materials);</li> <li>• Do not contain any statements which, when understood in context, would violate the Content Standards portion of the Quality Assurance Standards;</li> <li>• Are published through recognized commercial publishing houses and are available through ordinary retail distribution outlets; and</li> <li>• Do not undermine or negatively affect the positioning or reputation of Amway, its brands or products &amp; ABOs.</li> </ul>	



GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<b>Third-Party Materials</b>	<b>Third-Party Materials</b>
	OTHER THIRD PARTY BUSINESS MATERIALS
<p>“Other Third Party Business Materials” are third party materials that deal with:</p> <ul style="list-style-type: none"> <li>• Business topics, trends, techniques or issues related to the Amway business or direct selling industry;</li> <li>• The Amway Sales and Marketing Plan, or any other information designed or intended to solicit prospective ABOs; or</li> <li>• Any other business related materials that are not Third Party General Business Materials.</li> </ul>	
<b>THIRD PARTY NON-BUSINESS MATERIALS</b>	
<p>Materials that fall into this category do not need to be submitted for review and approval before being sold or distributed to ABOs.</p> <p>“Third Party Non-Business Materials” are materials that deal primarily with non-business related topics including without limitation, relationships, team building, motivation, and do not fall within the categories of Third Party General Business Materials or Other Third Party Business Materials. Third Party Non-Business Materials may be offered for sale if they do not undermine or negatively affect the positioning or reputation of Amway, its brands or products, &amp; ABOs.</p>	



GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<b>Websites/Apps</b>	<b>Websites</b>
	Refer to market specific rules, policies, and guidelines.

GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<b>Devices/Sales Aids</b>	<b>Devices/Sales Aids</b>
	Refer to market specific rules, policies, and guidelines.

GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<b>Events and Functions</b>	<b>Events and Functions</b>
	Refer to market specific rules, policies, and guidelines.

GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<b>Disclosures</b>	<b>Disclosures</b>
	Refer to market specific rules, policies, and guidelines.

GLOBAL CONTENT STANDARDS	AFFILIATE SPECIFIC CONTENT
<b>BSM Packaging and Labeling</b>	<b>BSM Packaging and Labeling</b>
	Refer to market specific rules, policies, and guidelines.

