

PERSONALIZED HEALTH

Your complete guide to the health program that's all about you. Only you.



PERSONALIZED HEALTH

Personalize your health. Enrich your life.

 NUTRILITE

GENSONA™
GENETIC TESTS

Yes No
HEALTH
QUESTIONNAIRE

NUTRIGENOMIC
SUPPLEMENTS

CUSTOMIZED
PACKETS

IT'S AL

AND IT'S ALL FOR YOU.

Personalized Health from Nutrilite is the program you've been waiting for. It's the latest science transformed into a series of powerful tools that helps you take control of your nutrition and lifestyle, so you can make choices for a healthier future. When you look ahead, you want the road to be full of promise and plans. Combine

HEALTH QUESTIONNAIRE

THERE ARE SO MANY CHOICES FOR NUTRITION AND SUPPLEMENTATION. But how do you know what's right for your body and your life? Personalized Health replaces guesswork with real options. Put the free, online Health Questionnaire to work for you. You'll be rewarded with supplement recommendations and lifestyle tips that make sense for who you are.



GENSONA™ GENETIC TESTS

SEEING ALL THE WAY TO YOUR DNA IS NO LONGER A SCIENCE-FICTION SPECIAL EFFECT. It's the latest tool to reveal hidden factors that may impact your health, and it's part of the Personalized Health program. Use the cutting-edge technology of two exclusive GENSONA™ Genetic Tests to find out more about this unique indicator – your DNA – and gain knowledge to help you take control of your health.

GENSONA Heart Health Genetic Test
P5135B5135Y15400 **10-4009** 1 test kit **199.00**

GENSONA General Nutrition Genetic Test
P2830B2830Y8495 **10-4011** 1 test kit **99.95**



L HERE.

the cutting-edge science, specialized nutrition, and the sound recommendations of Personalized Health. Then wrap it up in total convenience. And keep looking to the future.

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 **NUTRILITE®**

NUTRIGENOMIC SUPPLEMENTS

CUSTOMIZED PACKETS

NUTRIGENOMICS IS A HOT TOPIC IN NUTRITION RESEARCH. It's science that studies how nutrients in the foods you eat interact with your genes. NUTRILITE® IL1 Heart Health Nutrigenomic Supplement is a Personalized Health exclusive! This nutrigenomic breakthrough supports heart health for people who test positive for certain IL1 genetic patterns. The GENSONA™ Heart Health Genetic Test tests your DNA for this indicator.



PERSONALIZED HEALTH WANTS TO MAKE YOUR QUEST FOR WELLNESS A SUCCESS. And convenience will help you stick with it. Nutrilite seals your supplements into single-dose packets that fit into the palm of your hand. Each Customized Packet is printed with your name, what's inside, and when to take it. Order your 31-day supply of Customized Packets after completing at least one module of the Health Questionnaire.



NUTRILITE IL1 Heart Health Nutrigenomic Dietary Supplement
★P2320B6500Y5585 10-2052 90 tablets 69.95

...is this a second business that you are...
...information.


Yes No

FREE QUESTIONS + R

TOM SMITH
Invoice Number
PERSONALIZED
NUTRILITE SUPPLIES
1-BALANCE HEADPHONES
1-CONCENTRATED
1-DOUBLE X BROWN
1-DOUBLE X GOLD
1-DOUBLE X SILVER
Best Used by: 06/30



EASY OPTIONS =




EASY ANSWERS. With Personalized Health, you can start improving your nutrition and lifestyle right now. The online Health Questionnaire gathers facts about your diet and health. It's designed to make nutrition goals easier – and it's free! Answer one module or answer them all. Just like that, you're building a Recommendation Report that guides you to supplementation suited to you. This is one program where everything is simple and convenient, from finding out the nutrition you need, to putting it into action.


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 **HEALTH QUESTIONNAIRE**

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 **CUSTOMIZED PACKETS**



SERIOUS SCIENCE +

HEART HEALTH =



NEW CONFIDENCE.

Research. Study. Science. These are the cornerstones of the Personalized Health program. When you team up innovators in genetic science and nutritional health like Interleukin Genetics Incorporated and the Nutralite Health Institute, you've got instant access to serious science – all from the comfort of your home. Get the exclusive GENSONA™ Genetic Tests delivered to your door. Take the NUTRILITE® IL1 Heart Health nutrigenomic supplement for specialized heart health support. You have the power to make better decisions. Don't you deserve the best?



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HEALTH QUESTIONNAIRE

GENSONA™ GENETIC TESTS

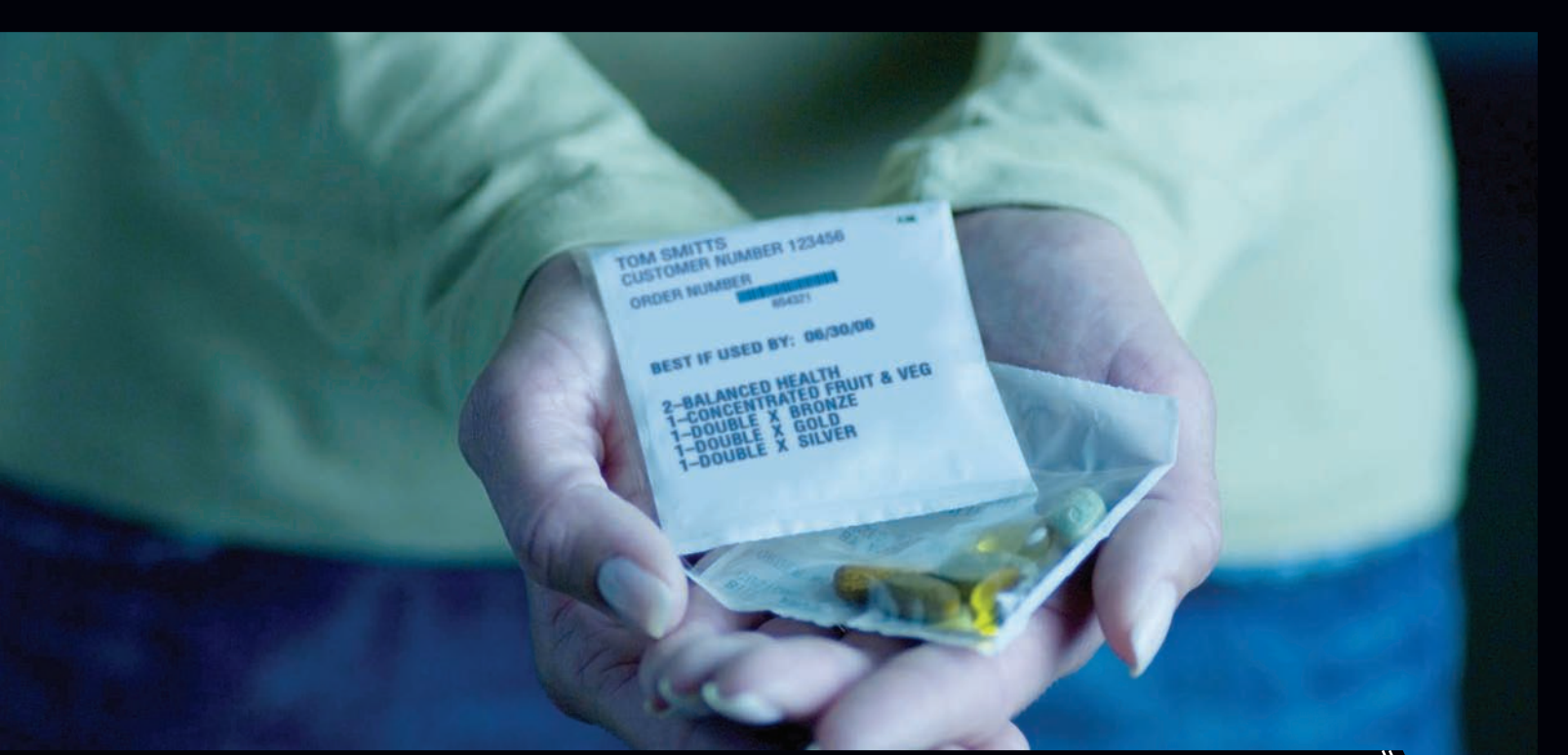
NUTRIGENOMIC SUPPLEMENTS

CUSTOMIZED PACKETS



PERSONALIZED HEALTH +





PERSONAL DELIVERY =



THE ULTIMATE CONVENIENCE.

You've got important information that makes complex nutritional choices clear and simple. Wrapped up in a.m. and p.m. Customized Packets that make it easy to take your supplements consistently. No waiting, no worrying, no wondering. Personalized Health is your path to the knowledge and nutrients you need to live better, simply. Easy to start, easy to change, easy to use. It may be the smartest thing you can do for yourself. And if you have any questions, dedicated specialists in Customer Support are standing by, from 8 a.m. to midnight (ET) Monday–Friday, at 800-529-8772. Or send an email to amwayglobal.personalized.health@amwayglobal.com.



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 **NUTRILITE**

HEALTH QUESTIONNAIRE

GENSONA™ GENETIC TESTS

NUTRIGENOMIC SUPPLEMENTS

CUSTOMIZED PACKETS

It's all about choices – yours and theirs.

GENSONA™ GENETIC TESTS

HEALTH QUESTIONNAIRE

did you know?

The program is flexible, the marketing materials are comprehensive. And all that's missing is you. The great news is, you don't have to be a scientist or medical expert to sell the Personalized Health program well. Just find a lead-in that appeals to your customers and back up your story with selections from the Amway Global-produced print and online materials. Once you capture their inter-

est, you can offer different program elements to meet your customers' needs, health goals, and budget. Revitalize your relationship with your current NUTRILITE® customers, actively prospect for new ones, and empower your downline with Personalized Health. It's a great business-building and retailing tool.

BEGIN WITH PERSONALIZED HEALTH

Ask the customer

- » “Are you too busy to figure out your nutritional needs?”
- » “Do you know which supplements to take, based on your genes, diet, lifestyle, allergies, and medications?”
- » “How about a program that puts it all together for you?”

Demo + display

- » Play them the online Personalized Health video.
- » Walk them through the online Program Overview and Getting Started.
- » Give them the Overview of Personalized Health brochure (40-0474).

Make it fit

- » “Do you want the Personalized Health program to help you take control of your lifestyle and nutrition?”
- » “Would you like to start setting optimal health goals?”

Put it all together

- » Register them as an IBO or a customer.
- » Walk them through the Health Questionnaire.
- » Let them fill it out on their own, for confidentiality.
- » Encourage them to explore the Learn About Genetic Tests.

BEGIN WITH GENSONA GENETIC TESTS

Ask the customer

- » “Did you know that your nutrition can influence genes?”
- » “If you had a genetic predisposition to a risk for a certain type of heart disease, would you want to know?”
- » “Are you interested in taking a simple, at-home gene test that's painless and confidential?”

Demo + display

- » Watch the GENSONA™ Genetic Test Kit DVD.
- » Let them explore the DNA sampling kit.
- » Show them where they'll enter their test results in the Health Questionnaire.
- » Give them the Guide to Personalized Health brochure (40-0475).

Make it fit

- » “Are you interested in knowing about your own potential health risks?”
- » “Would you like to fill out the Health Questionnaire or are you ready to order a genetic test?”

Put it all together

- » Register them as an IBO or a customer.
- » Use the product pages on Amwayglobal.com to describe the differences between the two GENSONA tests (10-4009, 10-4011).
- » Help them decide if they want to take one or both tests.

NUTRIGENOMIC SUPPLEMENTS

BEGIN WITH THE FREE, ONLINE HEALTH QUESTIONNAIRE

Ask the customer

- » “Do you eat lots of fruits and veggies?”
- » “Are you too busy to plan for good nutrition?”
- » “Do you want to find out which supplements might be right for you?”
- » “It’s easy, free, and is personalized just for you, based on your activity levels, lifestyle, diet, medical conditions, and allergies.”

Demo + display

- » Walk them through the Learn About the Health Questionnaire, including any FAQs that fit their interests or concerns.
- » Show them the Personalized Health video.
- » Print out your Essentials and Complete Recommendations and review them.

Make it fit

- » “You’ve seen how easy the online Health Questionnaire is. Are you ready to get your own personalized supplement recommendations?”
- » “Do you want to learn whether your genes put you at a higher risk for certain conditions?”

Put it all together

- » Register them as a customer.
- » Let them fill out the Health Questionnaire, on their own, for confidentiality.
- » Remind them that the more information they provide, the more personalized their Recommendation Report will be.
- » Help them decide if they want the Complete or the Essentials supplement recommendations.

CUSTOMIZED PACKETS

BEGIN WITH CUSTOMIZED PACKETS

Ask the customer

- » “Do you take supplements now? Is it hard to remember what to take? Do you sometimes forget to take them at all?”
- » “Did you know that convenience makes it easier to form good habits?”
- » “Do you think you’d be likelier to use supplements if they were more convenient to take?”

Demo + display


- » Show them your own Customized Packets, including your name and the a.m. and p.m. feature.
- » Point out the convenient Daily Dispenser (10-3806).
- » Play them the online Personalized Health video.
- » Give your customer the Overview of Personalized Health brochure (40-0474).

Make it fit

- » “Won’t it be great to be in control of your nutrition, with the Personalized Health program?”
- » “Would you like to start with the Health Questionnaire, or would you rather create your own Customized Packets?”

Put it all together

- » If the customer would like to create their own Customized Packets, show them how to choose supplements from the supplement selector.
- » Point out the rollover feature that describes each supplement.
- » If they want to fill out the Health Questionnaire, walk them through your completed form.
- » Let them fill out the Health Questionnaire, on their own, for confidentiality.
- » Help them pick DIRT[™] scheduled ordering or a one-time order.
- » Point out that if they add their genetic test results, their supplement recommendations will be even more personalized.



*Nutriline is the world's leading
brand of vitamins, minerals,
and dietary supplements.**

Any multivitamin will deliver vitamins and minerals. Some may even include a few phytonutrients. But NUTRILITE® supplements give you more, adding concentrated nutrients from whole plants, many grown on our own farms and all tested for potency in our own labs. That's how Nutrilite delivers the best of nature and the best of science.

*Based on 2005 sales.



Learn more: www.nutriline.com Buy products: www.amwayglobal.com > Shop Brands > Nutrilite

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