Dear IBO,

September 1 is the start of the new IBO performance year and there has never been a better time to set new goals and achieve new qualifications.

To help you reach your goals we have a number of key initiatives in place such as our new product catalogue, *Shop Smart, Live Well,* and the enhanced 2013 GIP Program.

Our new catalogue, *Shop Smart, Live Well*, is packed with our high-quality products, important product information and valuable tips to help you drive your business even further.

The new catalogue focuses on our exclusive brands such as NUTRIWAY®, ARTISTRY® and Amway Home™. These products offer the best benefits to your business with full BV. The grocery range is available for viewing and purchase online at www.amway.co.nz.

There will not be a price increase this year (except for a few catalogue items), despite a range of new cost impacts. It is important that your Amway income keeps pace with inflation. In order to do this, we will be making a CPI based 3% Profitability Index Adjustment on September 4.

The new GIP offers you money above and beyond the Sales and Marketing Plan. It is very similar to previous years, but with some fantastic enhancements:

- A new 'Go For Gold' programme
- Lower entry (5000PGV) to play in the Platinum Profit programme
- More money for new Emeralds and Diamonds spread over three years
- A new Gold Producer Seminar
- New Platinum Seminar on the Gold Coast

Finally, don't forget to set your sights on the magical Ho Chi Minh City – our destination for Achievers 2013. Soak up the rich culture of this fascinating city with some of the world's most renowned cultural landmarks.

Let's make this IBO year your best yet.

John Haines

John Haines
Head of Sales and Marketing
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