



---

## MEDIA RELEASE

---

**Wednesday, 16 September 2015**

### **BodyKey® by NUTRIWAY®, a weight management plan like no other**

A study conducted in April 2015 by the University of Sheffield shows that when it comes to tackling obesity, one size does not fit all. Understanding the reasons behind an individual's weight gain is the key factor to success in attaining weight management goals.

Amway's new BodyKey by NUTRIWAY program uses a comprehensive assessment based on validated science to help consumers determine an ideal weight management approach.

"Research shows that evaluating physical and life habits may be useful to personalise a weight management strategy," said Keith Randolph, Ph.D., Nutrition Technology Strategist at the Nutrilite® Health Institute.

With scientifically formulated meal replacement shakes, meal advice based on nutrition guidelines endorsed by the Nutrilite Health Institute, and exercise strategies, the BodyKey by NUTRIWAY program is a personalised path toward achieving your weight goals for life.

BodyKey by NUTRIWAY powder shake is the number one meal replacement shake globally that contains no artificial flavours, colours, sweeteners, or preservatives.\*

The program includes a BodyKey by NUTRIWAY assessment tool to determine which nutrition strategy may prove most beneficial in helping each person reach their goals.

**Low Carb:** This plan emphasises healthy protein and fat from lean animal sources and plants. It also suggests moderate consumptions of fruits, vegetables and whole grains. Carbohydrates should make up less than 40 percent of daily calories consumed by an individual on this plan.

**Low Fat:** Low-fat foods are emphasised, such as fruits, vegetables and whole grains. Full-fat dairy and high-fat meats are minimised. This plan offers a larger volume of food where less than 30 percent of the calories come from fat.



---

## MEDIA RELEASE

---

The program includes an Activity Tracker that integrates with an online application to monitor consumed calories, sleep patterns, weight, muscle mass, fat mass and BMI.

By using science and research to determine a personalised solution for each person, the BodyKey by NUTRIWAY® program offers a customised, lifelong approach to achieving your weight goals – a natural way to empower the optimal you.

BodyKey by NUTRIWAY launches in Australia and New Zealand 21 September 2015.

*Media contact: Alison Hush: 02 9854 8121  
Josephine Daly: 0435 081 489*

**About NUTRILITE®:** NUTRILITE, sold locally as NUTRIWAY is the world's #1 selling brand of vitamins and dietary supplements\*. Backed by 80 years of science and research, the NUTRILITE team has perfected a proprietary “seed to supplement” practice to preserve quality and maximise the consistency, efficacy and safety of its products. The NUTRILITE brand is the only global vitamin and mineral brand to grow, harvest and process plants on its own certified organic farms\*\*, located in the United States, Mexico and Brazil. The NUTRILITE Global Phytonutrient Report, commissioned by the NUTRILITE Health Institute, provides an examination of global fruit and vegetable intake, availability and potential impacts on health. More information at: [globalnews.amway.com/global-phytonutrient-report](http://globalnews.amway.com/global-phytonutrient-report).

**About Amway:** Amway is a \$US10.8 billion company with 21,000 employees. Amway is the world's number one direct selling business in the world as ranked in the 2013 Direct Selling News Global 100. There are more than 100,000 Amway Independent Business Owners in Australia and New Zealand. Amway has helped more than 12 million children through our One by One Campaign for Children since 2003.

*\*Source: Global Brand Rankings based on Euromonitor International Limited; Packaged food, meal replacement slimming, UBN, retail Value, % breakdown 2014.*

*\*\*Source: Euromonitor International Limited, [www.euromonitor.com/amway-claims](http://www.euromonitor.com/amway-claims)*

---

**Amway of Australia ABN 49 004 807 756**  
7-9 Irvine Place, Bella Vista, NSW 2153 Australia  
[www.amway.com.au](http://www.amway.com.au)