



YOUR BUSINESS

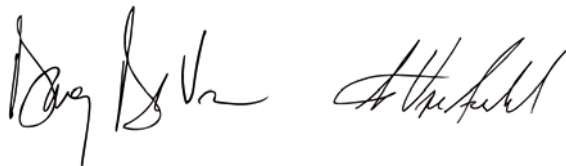
YOUR COMPREHENSIVE GUIDE TO
AMWAY HOME™ AND THE COMPLETE HOME CARE RANGE



For over 50 years Amway has been helping people live better lives. We believe your health and the health of your family are important. So is the health of the environment. From the beginning, our Home Care brands and products have played a significant role in this mission.

Five decades later, our concern for the environment continues to be reflected in our products and philosophies. Whether responding to changing consumer demands or reacting to new scientific findings, Amway remains at the leading edge of safety and positive environmental practices.

Inspired by this heritage, we are proud to present the new AMWAY HOME™ product line with BIOQUEST FORMULA™ technology that combines all our environmentally-sensitive laundry and cleaning products under one brand. This range builds on our many years of scientific expertise in developing high performance cleaning products that contribute to a healthier home for you and your family and that are gentle on the environment.



Doug DeVos, President and Steve Van Andel, Chairman



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Why have a product manual?

This product manual gives you a comprehensive overview of the Home Care product range. Product knowledge is the key to persuasive customer presentations and your familiarity with the products can often make the difference between closing the sale and missing an opportunity. In short, this home care product guide provides you with everything you'll need to understand, demonstrate, WOW and sell AMWAY Home Care products to your customers and even recruit new people in your business.



Our heritage

For more than 50 years, Amway has been recognised all over the world for its expertise in the field of home care products.

How did we get that spotless reputation?

It began more than 50 years ago, when Rich DeVos and Jay Van Andel started a company with the idea of producing high quality products that everyone needed – products that were so good they would practically sell themselves.

Home Care products have always represented the very core of the Amway business. The earliest Amway logo even included the tagline, “Home-Care Know-How... At Your Doorstep!”

In 1959, the first multi-purpose, biodegradable, innovative household product, L.O.C.™ Multi-Purpose Cleaner was launched – a cleaning solution with literally hundreds of uses around the home. Even now, it remains a top-selling product in more than 80 countries and territories worldwide.

In 1961, SA8™ Laundry Detergent was launched. It also boasted a biodegradable formulation, carrying on the tradition of being more environmentally-conscious than the laundry detergents most commonly-sold by competitors at that time.

In 1963, DISH DROPS™ Dishwashing Liquid was launched and completed the product trio, which became the foundation of the multi-billion dollar global business opportunity we know today as Amway.

In 1989, Amway won the United Nations Environment Programme Achievement Award for promoting environmental education and for encouraging young people to foster the environment.



1959



1964



1982



Mid 80s



1997 - 98



1999 - 2001



2002



For 50 years, quality remains the constant

As home care products helped build 'the house of Amway' by cleaning the homes of distributors and customers all over the world, the size of the product line grew almost in proportion to the growth of the corporation.



All Amway products and brands continue to be built upon the same foundation as the original home care products, with quality being the most important factor.



Today's AMWAY HOME™ products offer solutions for laundry and cleaning via the same names the original household cleaners carried – the SA8™, L.O.C.™ and DISH DROPS™ brands. The underlying success of those products is accredited to the fact that they continue to be used in homes all over the world today, chosen and admired for their quality ingredients and powerful performance.

As we move into the next 50 years of global success, Home Care products will continue to be an integral part of every ABO's business foundation and their potential for growth. New developments in the AMWAY HOME product line will be introduced as new household needs arise, but quality will remain the constant, regardless of whether the need is for effective surface, laundry or dish cleaning.



With a long heritage of performance and strength, the home care product range from Amway tackles the toughest household cleaning challenges. No other company has such an outstanding reputation for consistent, reliable performance.



There's a reason we've been doing it for over 50 years.
We're good at it.

A modern living room interior featuring a glass coffee table with a wooden base, a wooden floor, and a window with a fruit basket. The scene is bright and clean, suggesting a healthy and well-maintained home environment.

A healthy future for home cleaning

The outlook for the next five years in Europe & South Africa is very positive with laundry care expected to increase revenue by 35%*, surface cleaners by 30%* and dishwashing products expected to grow 30%*. Consumer opinion is changing, however, and successful brands of the future will be those that deliver performance and also add value elsewhere.

Two thirds of consumers globally still buy household cleaning products based on value-for-money and multi-purpose cleaners account for the majority of that spend.

(* Source: Euromonitor International)



The majority of people dislike housework and are forever seeking ways to minimise the time and effort spent on it. Conversely, there is a feel-good factor attached to cleaning results! Efficiency, convenience and ease of use influence consumer preference. Brands able to outperform rivals in all these particular areas are likely to be perceived favourably.

People are also becoming more aware of the detrimental effect poor home hygiene can have on physical and psychological health. Product experience and fragrance become key as consumers come to appreciate the powerful influence of smell on emotional wellbeing.

People are also paying more attention to packaging, not just from a perspective of sustainable development. Fears over formulas posing safety risks in the home are on the increase and those products that can combine natural ingredients without compromising performance are likely to score better than those that don't.

Our goal with AMWAY HOME™ was to bring our family of home care products under one umbrella brand. Under the umbrella we have created sub-categories; Laundry, Surface and Dish, where you will find all the SA8™, L.O.C.™ and DISH DROPS™ products you know and love.

Speciality products are still included in this manual, delivering dedicated solutions for specific cleaning tasks. With these specific cleaning products, the focus is on pure performance; they therefore do not sit under the AMWAY HOME umbrella brand but remain under a sub category of Auxiliary, to help you supplement your cleaning needs with specific performance products as you need them.

A woman with short brown hair, wearing a light blue blazer over a white button-down shirt, is smiling and leaning on a light-colored countertop. The background is a blurred indoor setting.

More reasons to sell

The launch of AMWAY HOME™ significantly improved our competitive edge both in terms of recruiting new prospects and retaining existing customers. Today's consumers are more discerning and more informed. They're not just demanding powerful cleaning but are also motivated by products that simplify their life, offer value-for-money and have no detrimental effect on either the health of their family or the environment.

We've mentioned the effect that good home hygiene and clean clothes can have not just on physical health but also on emotional wellbeing. Tapping into that psyche is an important part of the selling process to identify potential opportunities. We cannot emphasise enough how important it is to familiarise yourself with all the new product information; it's key to persuasive customer presentations and closing sales.

Tips to help you sell

Know your customers

Listen for clues on how they're influenced: by price, by brand, by environmental credentials. Keep up with what's happening in their lives: is there a baby on the way, an opportunity to sell SA8™ Baby?

Create regular customers

Be pro-active with customers, provide a real service for them, ensure they never run out of supplies. Evaluate their usage, what they value in a product and work with them to deliver the solutions on time. Consider setting up repeat orders or a reminder online to pre-empt need.

Know your brands inside out

The SA8™, L.O.C.™ and DISH DROPS™ brands all have enormous heritage and the launch of AMWAY HOME™ has taken their evolution a stage further. Get to know their performance and also their environmental credentials. Learn what BIOQUEST FORMULA™ adds as a key differentiator and unique selling point (USP).

Prove the product works

There's nothing more compelling than effective performance and our unique Home Product Demonstrations (formerly WOW demonstrations) have enthralled customers for years and have had positive impacts on sales.

Capture the imagination

We suggest fun facts for you to share with customers to help them visualise the scope of concentrated formulas. Try to imagine what 8 kilometres of clean plates would actually look like. Put it in a local context e.g., from your customer's home to the local store.

Promote the 'heroes'

We give 'hero' status to products that encapsulate all that is good about Laundry, Surface and Dish; they're the ambassadors for the family. Hero 1 status means the product is the best seller, the top choice. Heroes 2 and 3 refer to task-specific qualities or other differentiators. Get to know your product heroes and promote them well.

Cross selling and upselling

Consider both techniques when customers are at the point of purchase. For example, if you are selling L.O.C. Kitchen Cleaner, there may be an opportunity to cross sell and to complement kitchen hygiene.

Make AMWAY HOME your introduction

Satisfied customers are usually your largest source of business referral, so your first priority should be to tell existing customers about AMWAY HOME products and the BIOQUEST FORMULA and give exclusive briefings on the improvements made. The enhanced environmental credentials should prove a door-opener to new 'conscientious customers' and a starting point to introduce them to the power of SA8, L.O.C. and DISH DROPS products.





AMWAY HOME™

Home care is the foundation of our business in Europe and South Africa. To further strengthen our market position, we took the positive step of delivering a fresh umbrella brand and story to make the offering more competitive, resulting in the majority of our home care range moving to the new AMWAY HOME brand.

What is AMWAY HOME and what is it all about?

- AMWAY HOME products build on our many years of scientific expertise in developing a new brand of high performance cleaning products that contribute to a healthier home for you and your family and that are gentle on the environment.

This is supported by:

- AMWAY HOME is a new brand which brings our family of home care products together: **'Powerfully green for a safer clean'**
- AMWAY HOME products are powered by BIOQUEST FORMULA™*
- AMWAY HOME products are certified by independent third parties.
- AMWAY HOME products are now phosphate-free**
- AMWAY HOME products are chlorine-free**
- AMWAY HOME products have a fresh, new look and feel.
- AMWAY HOME products contribute towards Amway's continuing commitment to sustainable development.

At the same time we have developed new demonstrations and selling tools to help spread the word and engage people in the AMWAY HOME line and the Amway portfolio and business opportunity.

* Except SAB™ Prewash Spray

** Not applicable to DISHDROPS™ SCRUB BUDS™ and L.O.C.™ Wipes in re-usable canister



Perhaps the most exciting and significant change to our AMWAY HOME™ products is the addition of our unique BIOQUEST FORMULA™. It's what differentiates our products from all the rest. Turn the page to find out more about our new powerful formula.

Powerfully green for a safer clean



The power of BIOQUEST FORMULA™



BIOQUEST FORMULA is not a name new to Amway. However, it no longer represents a blend of laundry ingredients but reflects the founding philosophy of **AMWAY HOME™**.

The **BIOQUEST FORMULA** logo printed on the front of all* **AMWAY HOME** product packages means that the contents contain **unique** formulas consisting of **highly-active, bio-based ingredients from natural resources**, such as coconuts, citrus fruits and minerals.

All **BIOQUEST FORMULA** products deliver powerful cleaning performance and are concentrated, biodegradable and dermatologist-tested.#



We want the BIOQUEST FORMULA™ logo to engender confidence and trust, so you feel assured each time you buy a BIOQUEST FORMULA product that you are getting not only powerful cleaning performance but far more. You are getting products that are truly:

Biodegradable

Any product claiming to be biodegradable must be able to decompose naturally i.e. non-polluting. AMWAY HOME™ product formulas are all completely biodegradable.

EU Regulations require all detergent surfactants to be biodegradable. Amway voluntarily goes above and beyond this minimum requirement and tests not only individual ingredients but also the complete formula of all its Laundry, Surface and Dish products to ensure they're readily biodegradable; few of its peers can match such claims. This means when our detergent flows into drains it will decompose and disappear a lot quicker than most competitors and customers can take comfort in knowing that none of the AMWAY HOME product range is dangerous or harmful to the environment.

Concentrated

If you are not familiar with the term 'concentrated', it's where a substance has had its strength, or proportions, increased by removing or reducing its diluting agent.

Back in 1959, when detergent manufacturers happily churned out huge packs of powder, technologists at Amway were pioneering concentrated formulas. It was a radical notion back then but one which became our hallmark and which has been emulated by many others since.

AMWAY HOME™ concentrated formulas deliver performance and contain a high percentage of active ingredients rather than fillers or water, as we've always believed in giving customers more for their money. When diluted, a box or bottle of concentrated formula will give many more applications with less product than shelf-bought, pre-mixed solutions. It'll also need replacing less frequently than many branded products. Undiluted, it can be used to spot-treat extra-tough stains.

And from an environmental perspective, if more concentrated formulas were produced globally there would be less packaging used and less transportation required, adding another dimension to the concept of concentrates doing more with less.

Dermatologist-tested

*All AMWAY HOME product formulas have been tested by a dermatologist or allergist to ensure they're safe and kind to skin and will cause neither allergies nor other irritations.† With SA8™ Baby Laundry Detergent we've gone one stage further and even had paediatricians test the formula to ensure it's kind to young, sensitive skin.

Our attention to product safety starts early in the research and development stage when individual raw ingredients are assessed for their safety and regulatory compliance before being submitted to thorough testing. Our product safety programme is among the finest in the world.

BIOQUEST FORMULA is what makes AMWAY HOME products stand out from the rest; it's the key differentiating argument.

* except SA8 Prewash Spray

† when used as directed

Only products which are intended to come in contact with human skin undergo dermatologist testing. For this reason, L.O.C. Toilet Bowl Cleaner, DISH DROPS Automatic Dishwashing Powder and DISH DROPS Automatic Dishwasher Tablets do not undergo such testing.

Certified safe and green

For over 50 years our motivation has been to provide products with superb cleaning properties that are also sensitive to the environment. With the AMWAY HOME™ product range we can now guarantee that even more of our products are safe when used as directed and green, whilst delivering the high performance we are renowned for, and we have independent certification to prove it.



A.I.S.E.

The International Association for Soaps, Detergents and Maintenance Products (A.I.S.E.) is the official European voice of this industry with members in over 40 countries. Back in 2005 it initiated a European Union-wide scheme called the Charter for Sustainable Cleaning to promote better health & safety and environmental practice in the manufacturing of detergents and other home and professional cleaning products.

Wherever the Charter symbol is displayed it means the manufacturer is committed to the scheme and has had its products measured in terms of economic, social and environmental performance. We are proud to display the A.I.S.E. Charter logo on all our Laundry, Surface and Dish products. When you see the Charter logo on the reverse of the Amway package you will know that the product has been manufactured in a safe and sustainable manner, and is safe to use.



Recognised for Safer Chemistry www.epa.gov/dfe

DfE

Additionally we have partnered with the US Environmental Protection Agency's (EPA) Design for the Environment (DfE) programme. This earns us the right to display the DfE logo on those products that are at the green end of the health and environment spectrum and that have sustained or improved their product performance. Effectively, what the DfE logo represents when it appears on a package is that the product helps protect both a family's health and the environment.

The DfE only allows use of the logo when the product is considered best-in-class and you'll find it displayed on these AMWAY HOME products:

- SAB™ All Fabric Bleach*
- SAB Tri-ZYME™ Stain Pre-Soak and Detergent Booster*
- L.O.C.™ Multi-Purpose Cleaner*
- TOILET BOWL Cleaner*
- L.O.C. Soft Cleanser*
- DISH DROPS™ Concentrated Dishwashing Liquid*
- L.O.C. Bathroom Cleaner*
- L.O.C. Glass Cleaner*
- L.O.C. Kitchen Cleaner*
- DISH DROPS Automatic Dishwashing Powder*
- SAB Baby Concentrated Laundry Powder Detergent*

Amway is committed to optimising and improving our products and you will see more products gaining DfE partnership in the future, as we strive to adjust to the most advanced ingredients and techniques. You can be sure that the AMWAY HOME products, featuring the BIOQUEST FORMULA™, deliver the perfect balance of high performance and environmental sensitivity in your home today.



EPA/DfE recognition does not constitute endorsement of this product. The Design for the Environment logo signifies that the formula for this product, as Amway has represented it to the EPA, contains ingredients with more positive health and environmental characteristics than conventional cleaners. EPA/DfE relies solely on Amway, its integrity and good faith, for information on the composition, ingredients, and attributes of this product. EPA/DfE has not independently identified, ie. using chemical analysis, the ingredients in the product formula, nor evaluated any of Amway's non-ingredient claims. EPA/DfE expresses its judgment and professional opinion only as to the environmental and human health characteristics of the product, based on currently available information and scientific understanding.

See it and believe it

Amway Home Product Demonstrations have been at the heart of home care for many years, proving that our products perform with amazing results, time after time. They amaze the audience and ensure that customers can really trust our products to do what we say they can.

The success of Amway Home Product demonstrations depends on recreating the 'WOW' factor. The aim is to amaze the audience, to leave a lasting impression on them. Each demo has been carefully designed to highlight specific benefits, be they performance, safety or 'greenness'. In some instances, they show how competitive brands compare.

These unique demonstrations have been developed and tested by our research and development department and can be used in a number of ways to promote your home care business.

What do Amway Home Product Demonstrations do for you and your business?

- Help you build your home care retail business.
- Highlight the quality ingredients and powerful performance of the products.
- Are easy and quick to conduct, memorable and have the 'WOW' factor.

When can you use Amway Home Product Demonstrations?

- During a customer talk, to present the product and its unique selling points to a new or existing customer.
- To prospect and acquire a new ABO or customer.
- During an Amway product presentation, an event or seminar to train a new IBO.

Where can you find Amway Home Product Demonstrations?

You can find them detailed in this manual within each of the categories, Surface, Laundry and Dish, with step-by-step pictures to guide you to do a great presentation. They are also available to view on the web, where you can learn directly from our R & D experts with tutorial videos. Having these videos available also allows you to share the Amway Home Product story with your customers when you may not be in a position to perform them live.

You can also purchase the:

- Amway Home Product Demonstrations DVD Item No. 250228





Fresh, clean imagery and packaging

The AMWAY HOME™ product range has a whole new look and feel, one that is clearer, more consistent and visually implies safe and green. To differentiate between Laundry, Surface and Dish products, we have created three primary colourways: blue for SA8™, green for L.O.C.™ and gold for DISH DROPS™ products.

LAUNDRY

SURFACE

DISH



Some product containers will have corresponding colour-coded caps to help identify them in storage.

All the packaging is recyclable and where possible we will use natural inks and recycled papers, in keeping with our environmental philosophy.



AMWAY HOME™ now has an even stronger appeal to ‘Conscientious Consumers’ who typically require performance first, but beyond that they expect their cleaning products to be safe for their families, their homes and the planet. They’re interested in naturally-sourced active ingredients, they want safe products that cause no skin irritation and they’d like the packaging to be as eco-friendly as possible. And they’re prepared to pay a premium for products that deliver on all these promises.



The distinctive AMWAY HOME brand logo features prominently on all the Laundry, Surface and Dish products to help unify the range and help customers recall the brand more readily.

A functional image appears on the product label to illustrate the primary application.

Where possible, the expected number of product uses is printed boldly on the front of the package, thus accentuating the benefit of using concentrated formulas.

The BIOQUEST FORMULA™ logo appears on the front of each pack* plus a statement clarifying its benefits on the reverse.

This image reflects our response to changing market demands and the needs of discerning customers. AMWAY HOME is now a much more cohesive brand to take to the market and share with others.

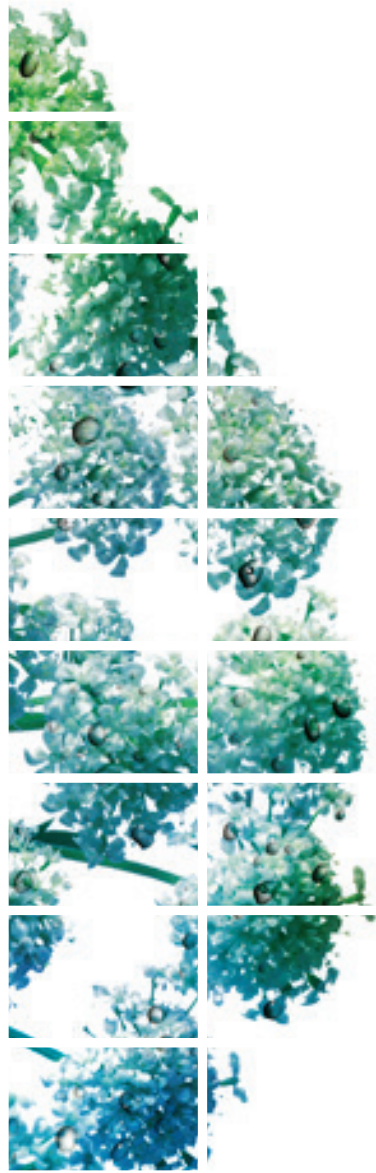
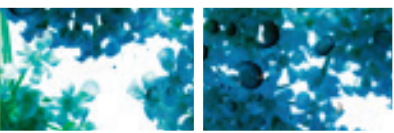
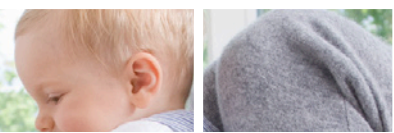
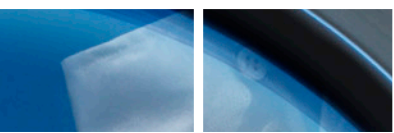
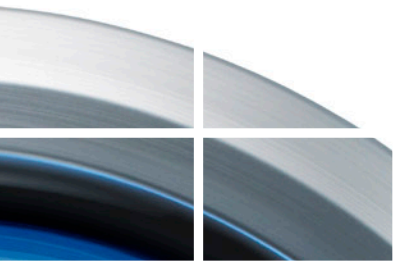
* except SA8™ Prewash Spray

LAUNDRY

There's nothing to beat the smell and feel of fresh, clean laundry against your skin. Our complete range of BIOQUEST FORMULA™ detergents enables you to simultaneously care for your laundry, your family and the environment.

Our solutions provide effective cleaning for even the most modern or delicate fabrics, while our targeted treatments help remove the most stubborn of stains.





The SA8™ brand is world renowned – it washes in excess of a billion loads of clothing and bedding a year. We have eight hard-working SA8 products in the AMWAY HOME™ Laundry family.

The overriding message for our Laundry range is that it delivers concentrated, powerful, yet environmentally-sensitive cleaning performance. On the following pages you'll find all the SA8 product specifications, as well as some additional advice such as fabric care, to help increase your knowledge.

SA8™

How else can we be more 'green'?

- By washing laundry at 30°C when appropriate, we could save up to 40% energy on each wash and still have brilliant cleaning.
- Always wash a full load; half loads can use more than half the energy of a full load setting.
- Try to air dry or dry outside but, if you have to use a tumble dryer, aim to use an energy-efficient one.
- When replacing your washing machine, choose an energy-efficient one that'll cost less to run and help prevent climate change.
- No need to wash with a pre-cycle if your clothes are lightly-stained, thus saving water.
- Use the correct dosage, reduce waste and optimise the cleaning results.



**ENOUGH SA8™ POWDER
DETERGENT WAS USED
LAST YEAR IN THE
UNITED KINGDOM TO
PROVIDE EVERYONE
WITH 145 CLEAN,
DETERGENT RESIDUE-
FREE T-SHIRTS***

* Based on data from Euromonitor population 2009



Product Usage Chart

PRODUCT	ITEM NO.	SUITABILITY	APPROXIMATE MAXIMUM USAGE PER CARTON/ BOTTLE ⁽¹⁾	MAIN FEATURES	
	SA8™ Premium Concentrated Laundry Powder Detergent (1 kg)	109848	Most garments, including cotton, linen, polyester, nylon.	44 washes	Excellent dissolvability and powerful cleaning action.
	SA8 Premium Concentrated Laundry Powder Detergent (3 kg)	109849		133 washes	
	SA8 Premium Concentrated Laundry Powder Detergent (250 ml)	239162		11 washes	
	SA8 Color Concentrated Laundry Powder Detergent (3 kg)	109850	Any coloured fabrics, including cotton, polyester, nylon, denim and linen.	88 washes	Colour protection to minimise fading and dye transfer. Reduced pilling.
	SA8 Baby Concentrated Laundry Powder Detergent (3 kg)	109851	Fabrics used by those with delicate skin, including baby clothes and nappies.	88 washes	Triple tested – paediatrician, dermatologist and allergist. Effective removal of the toughest stains and soils.
	SA8 Liquid Concentrated Laundry Detergent (1.5 l)	110477	All washable fabrics in all wash temperatures.	75 washes	Works at all water temperatures, even 15°C.
	SA8 Delicate Concentrated Liquid Laundry Detergent (1 l)	110479	Especially for woollens, silk and delicates.	50 washes	Gentle formula suitable for all washable fabrics. Dermatologist-tested. Only one rinse needed.
	SA8 Prewash Spray (400 ml)	110403	All washable fabrics. Pre-treatment for stains.	Unavailable, as too variable.	Pre-treatment for tough spots and stains, such as grease and oil. Convenient aerosol spray. Particularly effective as pre-treatment on collars and cuffs.
	SA8 All Fabric Bleach (500 g)	110534	All washable fabrics in all wash temperatures.	50 as booster and pre-soak.	Contains oxygen not chlorine bleach. Acts as a booster in wash cycle to remove stains such as tea, fruit, coffee and wine.
	SA8 All Fabric Bleach (250 g)	245077		25 as booster and pre-soak.	
	SA8 Concentrated Fabric Softener Alpine (1 l)	117076	All garments.	100 machine washes	Softens laundry, controls static cling and helps prevent wear. Eases ironing. Fresh, lasting fragrances.
	SA8 Concentrated Fabric Softener Alpine (250 ml)	245076		25 machine washes	
	SA8 Concentrated Fabric Softener Garden Blooms (1 l)	117077		100 machine washes	
	SA8 Concentrated Fabric Softener Garden Blooms (250 ml)	239163		25 machine washes	
	SA8 Tri-Zyme Stain Pre-Soak and Detergent Booster (1 kg)	110482	Pre-soak for all washable fabrics, except wool and silk. Also works as a detergent booster on all garments.	232 as a pre-soak.	Works at all temperatures. Particularly effective when used as a pre-soak on protein-based stains, such as tomato sauces, baby formula, dairy products, egg, blood and grass.

SA8™

¹ Based on recommended use levels in lightly-soiled laundry, soft water hardness.

All recommendations based on a 4.5 kg wash load.

Keep all products out of the reach of children and always read the label for safety instructions if accidentally swallowed.



SA8™ Premium Concentrated Laundry Powder Detergent



- 'Greener' bleaching sources
- Up to 133 washes from 3 kg pack*
- Amway Home Product Demonstration DVD
- With improved BIOQUEST FORMULA™



Our bestselling laundry detergent includes the unique BIOQUEST FORMULA, based on active oxygen and bio-enzymes. Delivering the powerful cleaning and stain removal qualities that customers love and expect, it is now more sustainable than ever before. A 3 kg box of SA8 Premium Concentrated Laundry Powder Detergent washes 10,800 socks, enough to stretch 3 km if laid end to end!

KEY FEATURES

- A unique combination of bio-enzymes, biodegradable cleaning ingredients, natural water softener and a bleaching additive that all culminate to remove dirt and tough stains effectively
- The natural water softener improves cleaning performance
- Cleans at all temperatures (30°C - 95°C)
- Active oxygen bleach removes stains, making clothes appear whiter and brighter
- Rinses clean, leaving no residue to irritate sensitive skin
- Contains silicates to inhibit metal corrosion of clothing fasteners or washing machines
- Excellent dissolvability means the formula gets to work immediately, attacking difficult dirt and stains such as egg, blood and grass
- Concentrated to maximise cleaning results and minimise waste
- Dermatologist/allergist tested
- Safe for septic systems
- Lightly fragranced with a citrus scent, containing essential oils
- Phosphate-free

The following table recommends dosage levels according to water type and level of soiling on fabrics. For optimum results, follow the recommendations.

1 kg/3 kg/250 ml	Light Soil	Medium Soil	Heavy Soil
Soft Water	30 ml 	45 ml 	75 ml
Medium Water	40 ml 	55 ml 	95 ml
Hard Water	45 ml 	65 ml 	105 ml

1 scoop = 60 ml (45 g)

Hand wash: 10 litres = 20 ml (15 g) 66/200 washes

ITEM NO.

- 109848 1 kg
- 109849 3 kg
- 239162 250 g
- 5101 AMWAY Dispenser Ball

USES

For use on whites and most coloured clothing. Works at all temperatures from 30°C - 95°C. Highly effective on greasy, oily stains.

HOW TO USE

1. Sort clothes by colour, fabric and degree of soiling.
2. Avoid overfilling the machine.
3. Select water temperature. For best results use the warmest water temperature recommended for the load being washed.
4. This detergent contains an activated oxygen bleach so no further bleach required.



CAUTION

Avoid contact with eyes.
Keep out of reach of children.

* Maximum usage based on light staining and soft water



SA8™ Color Concentrated Laundry Powder Detergent

- With **BIOQUEST FORMULA™**
- Keeps fabric colours vibrant for longer

This powder is the ultimate protection for coloured clothing and bed linen. It has been specially engineered to activate its powerful dirt removal agents, yet prevent fading and dye transfer in the wash. It keeps coloured fabrics looking brighter for longer and cleans immaculately time after time.

SA8™

KEY FEATURES

- Keeps coloured clothes looking new for longer by minimising fading and fabric distress
- State-of-the-art bio-enzymes and biodegradable cleaning ingredients intelligently remove dirt and stains
- Contains no bleach and no optical brighteners, so less potential to damage coloured clothes
- Cleans at all temperatures from 30°C - 95°C
- Formula inhibits the corrosion of metal found in zippers, buttons, washing machines, etc. and protects fabrics from rust stains and washing machines from damage
- Concentrated to maximise cleaning results and minimise environmental waste
- Incorporates a natural water softener derived from renewable resources
- Rinses clean at all temperatures, leaving no chemical residue to potentially irritate sensitive skin
- Citrus fragrance contains essential oils
- Dermatologist tested
- Safe for septic systems
- Phosphate-free

ITEM NO.

109850 3 kg
5101 AMWAY Dispenser Ball
















USES

For use on coloured clothing at all temperatures from 30°C - 95°C.

HOW TO USE

For optimum colour results use lowest temperature setting recommended on fabric.

Use the following table for dosage levels; for extremely hard water, use an additional 15 ml.

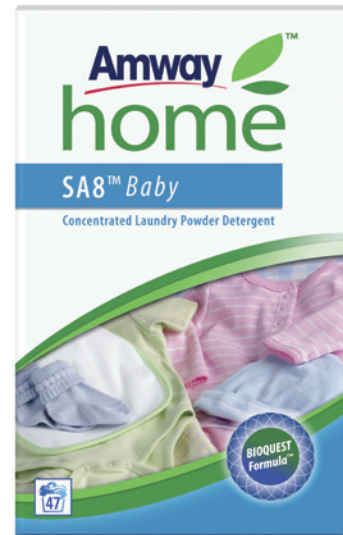
				
		Light Soil	Medium Soil	Heavy Soil
Soft Water		40 ml 	60 ml 	100 ml 
Medium Water		50 ml 	75 ml 	125 ml 
Hard Water		60 ml 	85 ml 	135 ml 

1 scoop = 75 ml (63 g)

Hand wash: 10 litres = 25 ml (22 g) 136

CAUTION

If washing by hand, always rinse hands thoroughly after contact with the solution.



SA8™ Baby Concentrated Laundry Powder Detergent


















- Now up to 88 washes per box*
- With improved BIOQUEST FORMULA™

Young, sensitive skin demands gentle, non-irritating formulas and this powder has been given the seal of approval by paediatricians as well as dermatologists. Gentle to your clothes and skin yet powerful on protein-based stains such as baby burps.

KEY FEATURES

- BIOQUEST FORMULA's natural properties work in harmony to remove dirt and stains
- Paediatrician-tested to ensure absolute safety for even the youngest and most sensitive of skins
- Active oxygen bleach tackles tough baby stains like organic and protein-based residues, or body soiling
- Cleans at all temperatures from 30°C - 95°C
- Ideally suited to delicate, sensitive skin
- No residual powder – rinses clean away
- Contains silicates to inhibit metal corrosion on either clothing fasteners or washing machines
- Concentrated to maximise cleaning results and minimise environmental waste
- Incorporates a natural water softener derived from renewable resources
- Activated stain removal using natural enzymes
- Produced using natural cleaning ingredients sourced from plants/minerals, like grains and Trona
- Phosphate-free
- Safe for septic systems

Use the following chart for the appropriate scoop levels.

				
		Light Soil	Medium Soil	Heavy Soil
Soft Water		40 ml 	60 ml 	100 ml 
Medium Water		50 ml 	75 ml 	125 ml 
Hard Water		60 ml 	85 ml 	135 ml 

1 scoop = 75 ml (63 g)

Hand wash: 10 litres = 25 ml (22 g) 136

* Maximum usage based on light staining and soft water

ITEM NO.

109851 3 kg
5101 AMWAY Dispenser Ball

USES

Ideal for laundering bed linen, towels, nappies and all the family's clothes.

HOW TO USE

1. Sort load by fabric type, colour and level of soiling.
2. Stains like baby milk and formula or blood should be pre-treated. To pre-treat/pre-soak such stains, either use SA8 Prewash Spray or dissolve 20 ml of SA8 Baby in a bowl of cool water and soak the item for at least 30 minutes.
3. Select the warmest temperature recommended on fabric for the best results.
4. As SA8 Baby contains an activated oxygen bleach, no other bleach is normally required. If further bleaching is deemed necessary, use All Fabric Bleach, as chlorine bleach will weaken the action of the oxygen bleach and enzymes.



CAUTION

If washing by hand, always rinse hands thoroughly after contact with the solution.



SA8™ Liquid Concentrated Laundry Detergent



- Readily biodegradable
- Natural organic solvent
- With BIOQUEST FORMULA™
- Amway Home Product Demonstration DVD



Superior cleaning performance, even at water temperatures as low as 15°C. Convenient, it saves on energy but does not compromise on cleaning ability. SA8 Liquid is perfect for keeping your white clothes dazzling white and your black clothes black and not varying shades of grey!



KEY FEATURES

- Heavy-duty cleaning performance at all water temperatures, from 15°C to 60°C
- Specially formulated for cold water cleaning and keeping colours true
- More convenient to use than powders with its natural drain-back measuring cap
- Formulated with anti-fading polymer to keep colours bright
- Includes bio-enzymes and natural water softener
- Contains natural fabric conditioners that leave clothing feeling soft
- Biodegradable cleaning ingredients.
- Floral scent contains essential oils
- Allergen and dermatologist tested
- No phosphates, chlorine
- Safe for septic systems

ITEM NO.

110477 1.5 litres
5101 AMWAY Dispenser Ball












USES

Ideal for cold and warm water cleaning for colours, modern fabrics and fine washables.

HOW TO USE

Sort load by fabric type, garment care, colour and level of soiling.

Use the following chart for the appropriate measurement.

	 Normal Soil	 Heavy Soil
 Soft Water	20 ml  73	30 ml  50
 Medium Water	30 ml  50	40 ml  37
 Hard Water	30 ml  50	40 ml  37

Hand wash: 10 litres = 5 ml





SA8™ Delicate Concentrated Liquid Laundry Detergent

- More plant-sourced ingredients
- Now with **BIOQUEST FORMULA™**
- Improved, lasting fragrance
- Home Product Demonstration DVD












Care for fine silk garments, delicate lingerie, luxurious woollens, hi-tec sportswear and breathable materials with this gentle, effective liquid cleaner. Based on naturally-sourced ingredients, SA8 Delicate removes stains effectively, while protecting delicate or specialist materials.

KEY FEATURES

- Specially developed for natural fine fabrics such as wool, silk and linen or for hi-tec sportswear or garments with washable special finishes
- Suitable for both machine and hand washing
- Biodegradable cleaning agents specially developed to protect delicate fibres
- Works well in cool water often specified for delicate fabrics
- A controlled-foaming formula reduces rinsing when washing by hand
- Concentrated to maximise cleaning results and minimise environmental waste
- Light floral fragrance
- Dermatologically tested
- Rinses clean away to leave no residue to irritate sensitive skin
- No phosphates
- Safe for septic systems
- Non-biological

Use the following chart for the appropriate liquid applications.

	 Soft Water	 Medium Water	 Hard Water
Machine washing (2.5 kg dry wash)	20 ml 	30 ml 	30 ml 
Hand washing (per 5 litres of water)	5 ml 	10 ml 	10 ml 

1 capful = 20 ml

ITEM NO.

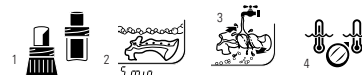
110479 1 litre
5113 AMWAY Pour and Measure Cap

USES

For delicate, colourfast, washable fabrics such as lingerie, silk items, hosiery, hand-knitted and woollen items, as well as synthetics such as nylon, rayon and polyester. All sports materials and microfibre fabrics.

HOW TO USE

1. When washing by hand, measure the right quantity (see chart) using the Pour and Measure Cap.
2. Disperse the liquid in water and leave clothing to soak for five minutes before hand washing.
3. Rinse and dry naturally, following the garment manufacturer's instructions.
4. When machine washing, be careful to set temperature for gentle cycle in cool water.





SA8™ Prewash Spray

- **Improved smell**

One quick spray takes stains away. Formulated to remove tough dirt and stains the easy way, without scrubbing or soaking. Great for collars and cuffs and all kind of stains. Easy to apply, its highly effective ingredients are ready to work their magic.

KEY FEATURES

- Effectively removes tough dirt and stains with no need for scrubbing or soaking
- Gentle formula suitable for use on all colourfast fabrics
- Scientifically blended solvents and other unique surfactants easily lift out oil and grease stains
- Aerosol spray is simple, quick and accurate to use
- Convenient to treat collars and cuffs before washing
- Biodegradable cleaning ingredients
- Lightly fragranced
- Non-biological

CAUTION

Avoid spraying Prewash Spray over painted surfaces, washing machines or dryers.

ITEM NO.

110403 400 ml

USES

Can be sprayed on any washable, colourfast fabric, including permanent press items, for washing at any temperature. Especially effective for pre-treating shirt collars and cuffs.

HOW TO USE

Hold aerosol can upright, 15 cm from the fabric, and spray directly onto the stain. Wash in the usual way. For best results treat stains quickly and wash garment normally, preferably before spray completely dries..



SA8™ All Fabric Bleach

- **Versatile. Even works on kitchen counters and teapot staining**
- **Amway Home Product Demonstration DVD**
- **BIOQUEST FORMULA™**
- **DfE Partnership**

Recognised for Safer Chemistry www.epa.gov/dfc



A highly versatile powder that not only boosts the cleaning performance of your regular wash but can also be used against harsh stains such as coffee and tea. The active oxygen bleach removes stains at any temperature without the chlorine smell of conventional bleaches.

KEY FEATURES

- Designed as powerful detergent booster to remove even the toughest of stains such as tea, coffee, fruit, juice, wine and dye
- Contains oxygen bleach that bleaches out stains on washable white and coloured fabrics
- Many non-laundry uses such as scrubbing counter tops and removing tannin/caffeine stains from tea and coffee pots
- Kind on colours as it does not contain chlorine
- Works at all temperatures from 20°C - 90°C
- Fresh, pleasant scent, without the harsh aroma of chlorine bleach
- Concentrated and economical to use – 99.5% active ingredients
- Biodegradable cleaning ingredients
- Dermatologist tested
- Contains no chlorine, so will cause no damage to coloured fabric if accidentally spilt
- No phosphates, chlorine, dyes, EDTA, NTA
- Safe for septic systems
- Non-biological

CAUTION

Do not use on silk or wool. Do not use with chlorine bleach.

ITEM NO.

110534	500 g
245077	250 g

USES

Acts as a booster to detergent performance in machine washes or as a pre-soak for difficult stains. Used diluted it can remove coffee and tea staining from pots, mugs or cups. It can also be used dry on damp surfaces as an all-purpose cleaner.

HOW TO USE

Recommended as a detergent booster:

Add 10 ml to each washing machine load. For best results wash at 60°C or higher.

Pre-soak:

Add 5 ml to two litres of hot water. Soak fabric for 30 minutes or longer and then wash as normal.

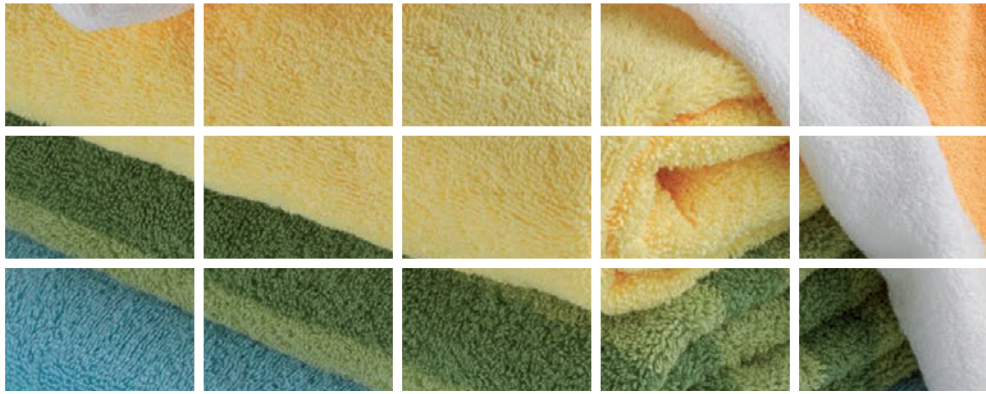
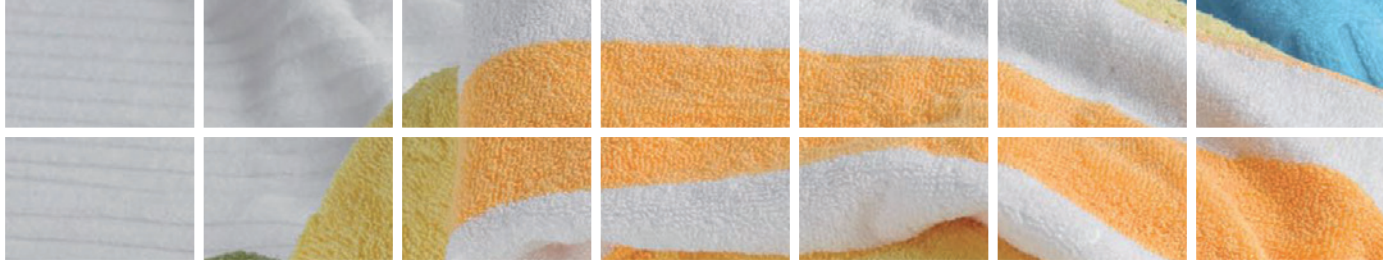
Cleaning pots, etc:

Fill the tea or coffee pot with boiling water and add 5 ml of All Fabric Bleach. Allow to stand for at least an hour, pour away solution and rinse pot thoroughly.

Versatile cleaner:

For scrubbing counter tops, ceramic tiles, sinks, etc., sprinkle dry powder onto surface and scrub with damp cloth or sponge. Rinse.

- 1 cup = 20 ml
- 1/2 cup = 10 ml
- 1/4 cup = 5 ml



SA8™



SA8™ Concentrated Fabric Softener

- Improved crease resistance makes light work of ironing
- **BIOQUEST FORMULA™**
- Two fresh, lasting fragrances

Renew that soft feel of your laundry. Our specially formulated softener minimises fabric wear and reduces static cling for fabrics that feel great and smell great.

One 1L bottle can treat up to 100 x 5 kg loads of washing!

KEY FEATURES

- Softening agents derived from natural sources restore a 'soft feel' to clothes and linens, while maintaining the absorbency in towels
- Softens fibres
- No residue to potentially irritate skin
- Gently relaxes fabric fibres, reducing creases and making ironing easier
- Reduces fabric wear which extends the life of your clothing
- Antistatic ingredients reduce static cling
- Two fragrances, Alpine and Garden Blooms, leave clothes smelling fresh and clean; floral scent contains essential oils
- Concentrated, so only 10 ml needed per 4.5/5 kg of dry wash load
- Dermatologist and allergen tested
- No phosphates, chlorine, dyes, EDTA, NTA
- Suitable for hand and machine washing and dryers
- Non-biological

CAUTION

Do not pour undiluted product onto clothes as this could cause marking.

ITEM NO.

110480	1 litre Garden Blooms fragrance
109852	1 litre Alpine fragrance
5113	AMWAY Pour and Measure Cap
239163	250 ml Garden Blooms fragrance
245076	250 ml Alpine fragrance

USES

To restore a soft, fluffy feel to towels and bed linens and a just-bought softness to clothing. Helps reduce creasing and wrinkling for easier ironing. Reduces static cling on both natural and synthetic fibres.

HOW TO USE

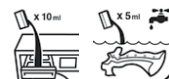
1 capful = 20 ml

Washing machine:

Add 10 ml to fabric softener dispenser drawer.

Hand wash:

Add 5 ml to final 10 litres of rinse water.





SA8™ TRI-ZYME Stain Pre-Soak and Detergent Booster

- With **BIOQUEST FORMULA™**
- **DfE Partnership**



Recognised for Safer Chemistry www.epa.gov/dfc



An enhanced formula that tackles a multitude of deeply-ingrained stains. The triple-enzyme cleaning system can be used as either a pre-soak preceding a main wash or as a means to boost detergent performance. Fast dissolving, it gets to work straight away on difficult stains such as grass, blood, dairy products, clay and many more.

Each box of SA8 TRI-ZYME Stain Pre-Soak and Detergent Booster provides 232 pre-soak uses

KEY FEATURES

- When used in the washing machine's pre-wash/pre-soak cycle, it has a powerful stain-removing effect on organic, protein and soil-based deposits such as grass, blood, tomato sauces, dairy products, body soils, ingrained dirt and mud
- Triple-enzyme cleaning system provides natural stain-cleaning as pre-soak
- Concentrated and economical to use
- Works as a powerful stain pre-soak detergent booster
- Works at all temperatures from 30°C - 95°C
- Phosphate-free
- Dermatologically tested to ensure laundered items are non-irritating to most skin. Allergen-tested
- Safe for septic systems
- Contains natural cleaning ingredients derived from plants and minerals including grains and Trona

CAUTION

Do not use to soak silk or wool.
SA8 TRI-ZYME Stain Pre-Soak and Detergent Booster can be used with SA8 All Fabric Bleach but not with chlorine bleach, as enzyme effectiveness will be reduced or lost.

ITEM NO.

110482 1 kg

USES

Acts as a detergent booster in machine washes or as a pre-soak to tackle heavy-duty stains. Perfect for sports clothing, work overalls, uniforms, nappies, bed linen, etc.

HOW TO USE

Recommended as a pre-soak:

Add 5 ml per five litres of water. Soak fabric for at least 30 minutes, overnight if necessary for heavy stains, and then wash as normal.

Detergent booster:

Add 15 ml to each washing machine load together with your usual SA8 detergent. Effective at any temperature.

AMWAY Home Product Demonstrations

Laundry Demonstrations

There are ten Amway Home Product demonstrations in the manual for laundry products. You can also go online to access Amway Home Product Demonstrations.



SA8™ Premium Concentrated Laundry Powder Detergent Clarity Demo



VIDEO AVAILABLE

SA8™

APPROXIMATE SET-UP/PREPARATION TIME **2 MINUTES**
APPROXIMATE DEMONSTRATION TIME **10 MINUTES**

Aim of demo

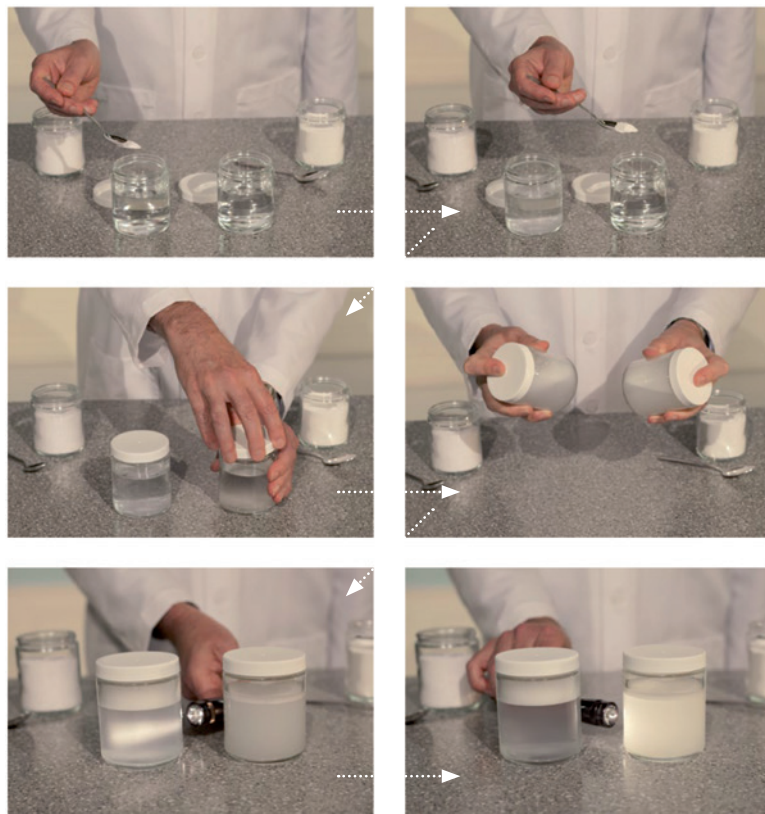
To show that SA8 Premium Powder leaves no residue; it washes clean away.

What you need

- SA8 Premium Concentrated Laundry Powder Detergent
- Any competitor non-phosphate, powdered laundry detergent
- 2 x 300 ml glass jars with lids
- 2 teaspoons
- Warm (30°C) tap water
- Torch

What you do

1. Fill both jars three-quarters full with warm tap water.
2. Add 1/2 teaspoon of SA8 Premium to one of the jars. Place the lid on the jar and shake it for at least one minute.
3. Add 1/2 teaspoon of competitor detergent to the second jar. Place the lid on the jar and shake it for at least one minute.
4. Allow both to stand for three minutes.
5. Shine the torch through both jars. You should have great clarity through the jar containing the SA8 Premium Concentrated Laundry Powder Detergent, whereas the competitor detergent solution will be cloudy.



Result

Competitor detergents are composed of a synthetic, insoluble material that does not wash away easily. SA8 Premium is water-soluble, so it washes clean away. This is why our product is much less harmful to the environment, since less insoluble material means less sludge going down the drain.





SA8™ Color Concentrated Laundry Powder Detergent Colour Protection Demo



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **15 MINUTES**
APPROXIMATE DEMONSTRATION TIME **5 MINUTES**

Aim of demo

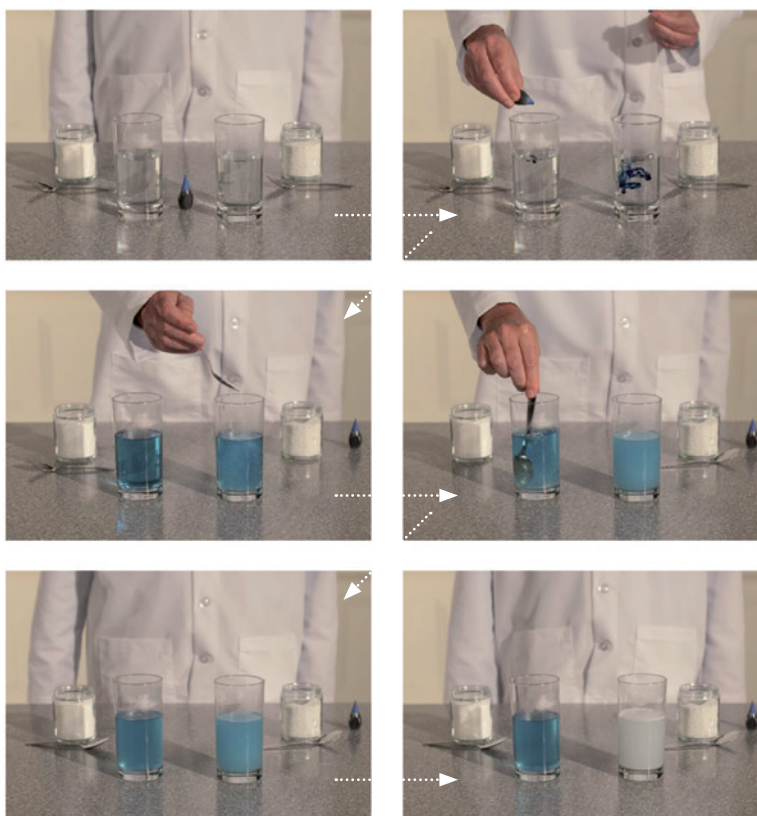
To show the product's minimal impact on colour dye. The idea is to illustrate that it will not only prevent dye transfer in the wash but will also protect coloured clothing from fading when compared with competitors.

What you need

- Liquid food colour (red or blue works best. Avoid gel types)
- Boiling or microwaved water
- 2 x glass jars (suitable for hot liquid)
- Measuring spoons
- Competitor detergent containing activated bleach
- SA8 Color Concentrated Laundry Powder Detergent

What you do

1. Fill the two glass jars each with approximately 250 ml of boiling water.
2. Add one drop of food colour to each container.
3. To one container, slowly add 2.5 ml (1/2 tsp) of SA8 Color Detergent and stir.
4. To the other container, slowly add 2.5 ml (1/2 tsp) of the competitor product and stir.



Result

Within minutes, the colour of the competitor detergent and dye combination will start to fade. The fading will continue until the colour is almost completely removed. The colour in the SA8 Color solution will remain stable, proving that it will not fade colours through bleaching and is therefore kinder to colours than typical heavy duty detergents.

SA8™



SA8™ Baby Concentrated Laundry Powder Detergent Active Oxygen Demo



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **10 MINUTES**
APPROXIMATE DEMONSTRATION TIME **10 MINUTES**

Aim of demo

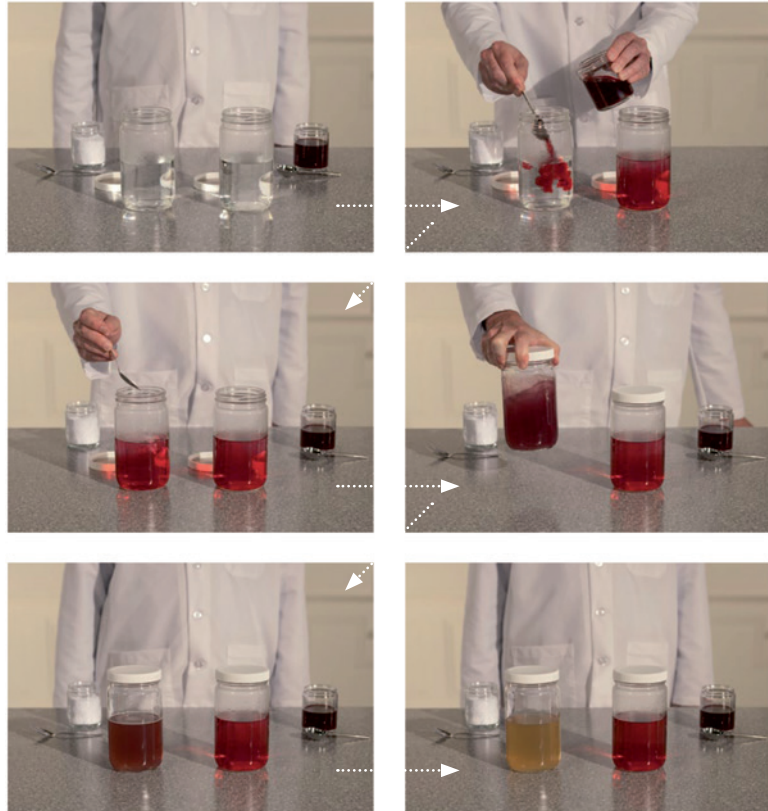
To illustrate the product's ability to safely clean and remove even the toughest of stains, e.g., beetroot, and leave no residual colour.

What you need

- 1 litre of hot tap water (50°C)
- 4 tbsp (60 ml) of fresh beetroot juice (not pickled)
- SA8 Baby Concentrated Laundry Powder Detergent
- 2 x glass jars with lids (suitable for hot liquids)
- Measuring spoons

What you do

1. Pour 500 ml of hot tap water into each glass jar.
2. Add 2 tbsp (30 ml) of beetroot juice to each jar. Stir.
3. Add 1/2 tsp (2.5 ml) of SA8 Baby to one of the jars and close the lid.
4. Shake the jar with the detergent solution for one minute.
5. Allow to stand for 3–5 minutes.



Result

The jar containing the detergent solution will be completely clear. Compare this to the second jar still pink with beetroot juice and it proves just how effective SA8 Baby Concentrated Laundry Powder Detergent is at eliminating stains.





SA8™ Liquid Concentrated Laundry Detergent

Natural Softening Demo



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **10 MINUTES**
APPROXIMATE DEMONSTRATION TIME **10 MINUTES**

Aim of demo

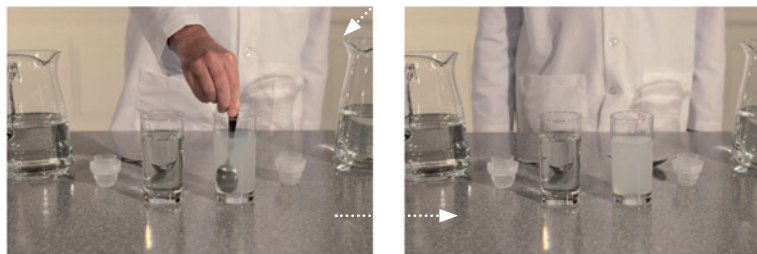
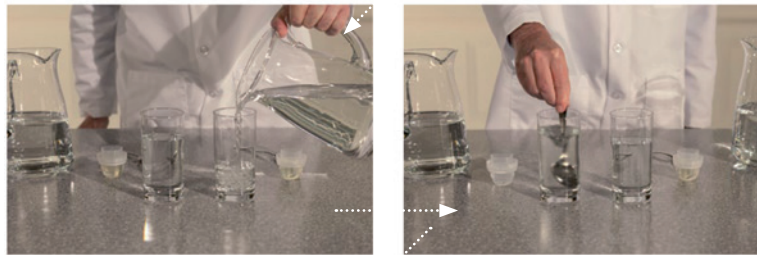
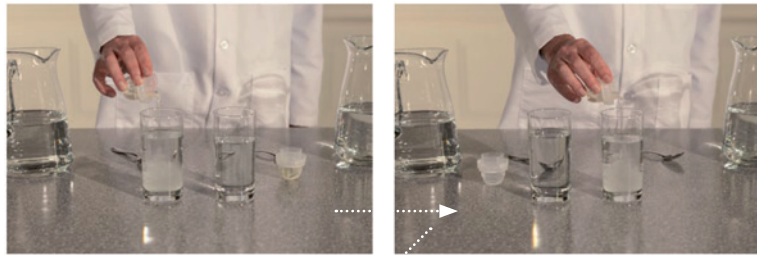
To show the softening effect that the liquid has on minerals in hard water, which sometimes leave clothes feeling stiff.

What you need

- SA8 Liquid Concentrated Laundry Detergent
- Tap water
- Distilled water
- 2 x drinking glasses
- AMWAY Pour and Measure Cap

What you do

1. Using the AMWAY Pour and Measure Cap, pour 30 ml of SA8 Liquid into each drinking glass.
2. Pour distilled water into one glass until it is two-thirds full.
3. Pour the same amount of tap water into the other glass.
4. Stir.
5. Allow to stand for at least one minute.



SA8™

CAUTION

To avoid accidental ingestion, make sure you dispose of both detergent solutions at the end of the demo and wash out the glass.

Result

The tap water solution will now have turned cloudy, while the distilled water solution remains clear. This is because there are no minerals in distilled water. The presence of minerals in water, particularly 'hard' water, can interfere with a detergent's ability to clean and can often leave textiles feeling stiff. SA8 Liquid contains a coconut-based soap, which combines with hard water minerals to form a 'smart' fabric softening agent, helping to soften the water.

This demonstration shows the smart softener in action. While this fabric softening effect does not replace the job that a proper fabric softener does during rinse cycles, it does help mitigate the stiff clothing problem often associated with hard water. It also helps the cleaning process.



SA8™ Delicate Concentrated Liquid Laundry Detergent Balanced pH Demo



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **2 MINUTES**
APPROXIMATE DEMONSTRATION TIME **2 MINUTES**

Aim of demo

When washing delicate fabrics such as wool and silk, a near neutral pH is recommended by experts. Most laundry liquids are primarily alkaline and often contain protease, an enzyme that could harm even natural protein fibres. The aim of this demonstration is to show that washing with pH-balanced SA8 Delicate Concentrated Liquid Laundry Detergent will help care for fine, washable fabrics.

What you need

- SA8 Delicate Concentrated Liquid Laundry Detergent
- Competitor liquid laundry detergent
- 2 teaspoons (5 ml)
- 2 glass tumblers (250 ml)
- Tap water
- pH indicator strips
- Paper towel

What you do

1. Fill the two glass tumblers with water.
2. Add 1 tsp (2.5 ml) of SA8 Delicate to one glass and mix.
3. Dip the coloured end of a pH indicator strip into the tumbler and set aside on paper towel.
4. Add 1 tsp (2.5 ml) of the competitor liquid detergent to the remaining tumbler and mix.
5. Dip the coloured end of another pH indicator strip into this tumbler and set aside on paper towel.
6. Compare the resulting colour of the two strips to the colour key to determine the pH of each solution.



Result

The pH indicator strips show that SA8 Delicate delivers a wash pH of between 6.5 and 8.0, which is considered neutral. The pH strip dipped in the competitor wash solution will be much higher. By using a pH balanced to a pH neutral product such as SA8 Delicate Concentrated Liquid Laundry Detergent, you can provide better protection for your fine washable fabrics.



SA8™ Prewash Spray Gum Demo



VIDEO AVAILABLE

SA8™

APPROXIMATE SET-UP/PREPARATION TIME **15 MINUTES**
 APPROXIMATE DEMONSTRATION TIME **5 MINUTES**

Aim of demo

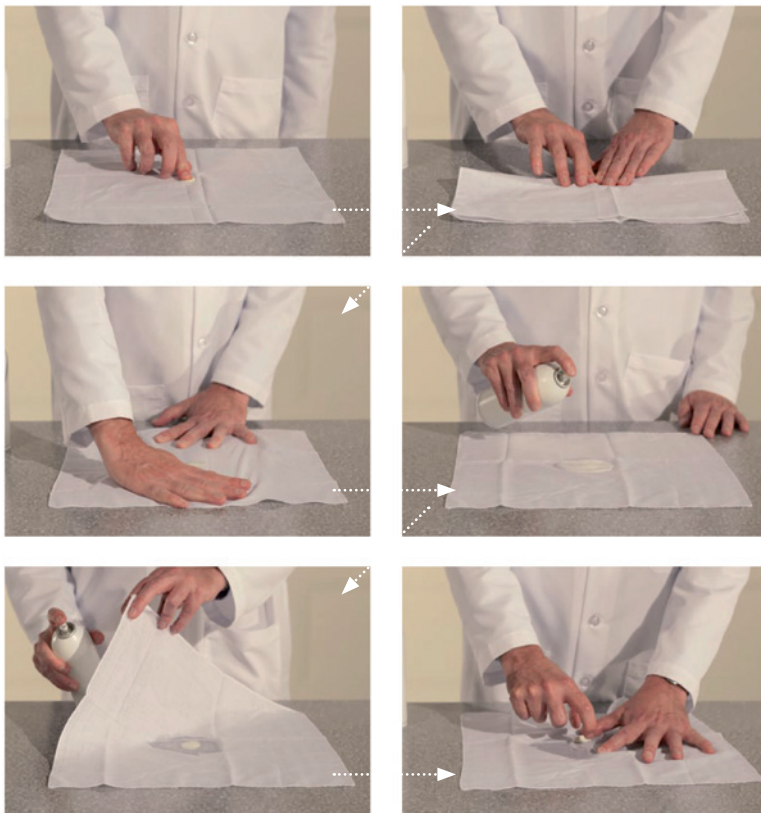
There's nothing worse than trying to remove chewing gum from fabric and this demo shows how the product goes straight to work loosening and removing stubborn stains and spots.

What you need

- Chewing gum
- One 10 x 10 cm piece of 100% white cotton cloth
- SA8 Prewash Spray
- Tap water

What you do

1. Chew one piece of gum until smooth (approximately 10 minutes).
2. Place chewed gum in the centre of the cotton cloth and fold the cloth in half. Press gum down with thumb. Open the cloth. The gum should have spread to about 4 cm in length.
3. Holding the aerosol can 15 cm from the cloth, spray SA8 Prewash onto the gum. Also, spray the reverse of the cloth to ensure coverage behind the gum. Leave to stand for 1 minute.
4. Peel the gum back using your fingernail, remove it and discard it into waste bin.



Result

The special surfactants and solvents contained in SA8 Prewash Spray release the gum from the cotton fibres, enabling you to peel the 'impossible' stain from the cloth.



SA8™ All Fabric Bleach Money Laundering Demo



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **10 MINUTES**
APPROXIMATE DEMONSTRATION TIME **5 MINUTES**

Aim of demo

To show the product's stain removing capabilities.

What you need

- 1 x heatproof glass bowl (1 litre or more)
- SA8 All Fabric Bleach
- Hot water
- 1 x currency note, e.g., a ten Rand note
- 1 x bottle of grape juice or red wine
- 5 g measuring device

What you do

1. Soak the currency note in the wine or juice overnight, or until thoroughly stained.
2. Dry the stained note to set the stain (stained note can be stored in the dark until required).
3. Measure 1 litre of hot tap water (50°C) into the glass bowl. Add 5 g of SA8 All Fabric Bleach and stir until dissolved.
4. Dip the lower half of the currency note into the hot solution and within seconds the purple stain will change to its original colour. After five minutes, the stain will have completely vanished, although the currency note dye will not have been affected.
5. After the demo is complete, dispose of the hot solution carefully. Rinse off the lower half of the note and leave it to dry.



Result

The dried-in wine/juice stain is completely removed and no harm is done to the currency note dye. Not only does this demo show how effective SA8 All Fabric Bleach is at removing stains, but it also highlights that it does so without fading the fabric's original colour.



SA8™ All Fabric Bleach

Coffee Cup Demo



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **5 MINUTES**
APPROXIMATE DEMONSTRATION TIME **10 MINUTES**

SA8™

Aim of demo

To show the versatility of SA8 All Fabric Bleach for use throughout the home on tough, dark-coloured stains, such as coffee and tea, yet that it is still suitable for all colourfast washable fabrics.

What you need

- Stained coffee cup or tea cup
- Teaspoon
- SA8 All Fabric Bleach
- Hot tap water

What you do

1. Fill the coffee cup (or tea cup) with hot water.
2. Add 1/2 tsp of SA8 All Fabric Bleach.
3. Allow to stand for five to six minutes.
4. Rinse the cup.



Result

The coffee (or tea) cup is spotless with no chlorine odour or aftertaste, proving that SA8 All Fabric Bleach is safe and effective to use on a variety of applications throughout your home.



SA8™ Concentrated Fabric Softener & Brightener Static Cling Demo



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **10 MINUTES**
APPROXIMATE DEMONSTRATION TIME **15 MINUTES**

Aim of demo

To illustrate how static cling is reduced.

What you need

- SA8 Concentrated Fabric Softener
- AMWAY Pistol Grip Sprayer
- 250 ml tap water
- 2 balloons

What you do

1. Mix a third of a capful of SA8 Concentrated Fabric Softener and 250 ml of water in the Pistol Grip Sprayer. Shake thoroughly.
2. Blow up both balloons and tie or knot the ends securely.
3. Spray SA8 Fabric Softener solution onto the surface of one balloon.
4. While the solution is drying, show how static electricity can build up and be transferred from one object to another. Do this by rubbing the untreated balloon against your clothing, then holding it against the wall and releasing it. The balloon will cling to the wall, indicating the presence of static electricity.
5. Hand the untreated balloon to a member of your audience and invite them to try this test.
6. Then hand the dried, treated balloon to a customer. Ask him or her to rub the balloon against their clothing and ask them to try and stick it on the wall next to the untreated balloon.



Result

The balloon treated with SA8 Concentrated Fabric Softener will fall to the floor. The untreated balloon will cling to the wall. That's because SA8 Concentrated Fabric Softener effectively combats static electricity.





SA8™ TRI-ZYME™ Stain Pre-soak and Detergent Booster Baby Burp Booster



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **5 MINUTES**
APPROXIMATE DEMONSTRATION TIME **10 MINUTES**

Aim of demo

To show how tough SA8 TRI-ZYME Stain Pre-soak and Detergent Booster is on protein stains produced by burping babies.

What you do

1. Pour 120 ml of milk into each of the jars.
2. Add 2 tsp (10 ml) of the distilled white vinegar to each of the jars.
3. Allow the vinegar to sit in the milk for one minute. During this time do not shake or mix the jars but explain to your audience how vinegar is acidic like a baby's stomach and how milk protein curdles when mixed with acid, creating visible solid chunks of protein. SA8 TRI-ZYME is tough on this sort of protein stain.
4. After two minutes, add 500 ml of hot water to each of the two jars.
5. Now add ½ tsp (3 ml) of TRI-ZYME to only one of the jars.
6. Shake both jars vigorously for about 45 seconds to a minute.
7. Remove the lids and stretch a nylon popsock or stocking over the open top of each jar.
8. Holding the nylons firmly in place, turn both jars upside down over a sink so the contents of each jar can strain through the fine mesh and down the drain.
9. The fluid in the TRI-ZYME treated jar moves freely and quickly while the fluid in the other jar moves out much more slowly as the solid curdled milk collects on the popsock/stocking. In fact it will probably stop pouring all together. If this happens, take the bulging nylon in your hand and slowly squeeze the fluid out of the sock until the liquid is gone.
10. Remove both nylons from the jars and turn them inside out.
11. The popsock/stocking from the SA8 TRI-ZYME treated jar will be virtually residue free while the other one will be full of curdled milk protein.

What you need

- 2 x 1 litre jars with lids
- Cow's milk (whole, semi-skimmed, skimmed, etc., but not cream)
- Distilled white vinegar
- 1 teaspoon
- SA8 TRI-ZYME Pre-Soak and Detergent Booster
- A pair of ladies' knee-high nylon popsocks or stockings (colour: black)
- Hot water (45°C)
- Measuring vessel
- Sink



SA8™

Result

Baby 'burp' is a tough protein stain and this demo shows just how SA8 TRI-ZYME Pre-Soak and Detergent Booster powers through even the most challenging of stains.

Laundry care

Maximising washing machine performance

Sort carefully

The key to successful washing is ensuring your clothes are sorted correctly before loading into the machine. The two main considerations are the type of fabric and colour. When it comes to fabric, it is important that delicate materials such as silks and wool are treated with the care they deserve and are put on a gentler wash cycle. With regards to colours when sorting out your dirty laundry, whites should always go together and all the reds, pinks and oranges should be put in a separate pile. From there, group together the like for like colours remaining and wash all dark colours separately.

Wash clothes frequently

Today's man-made fibres are made for easy care and will withstand regular washing on lower temperature programmes using SA8™ Laundry products. Try to avoid leaving a wash until the dirt is visible.

Use the right amount of detergent

Too little can cause poor stain removal and greying of whites while too much can cause yellowing. Follow recommended uses on the product label. People in soft water areas, or if they have a water softener, may be able to reduce the amount of detergent they use with good results. If lots of suds are visible in the washing machine, it may be acceptable to reduce the amount of powder slightly but always check with dosage reductions that you're still getting good results.

Load your washing machine correctly

Check manufacturer's instructions for maximum load weights. Overloaded machines do not allow detergents to work to their optimum performance and may result in 'patchy' and uneven cleans. As a rule, try to leave a gap about the width of your hand between the top of the drum and the laundry. If a non-cotton cycle, smaller loads are recommended to allow more freedom of movement in the drum.

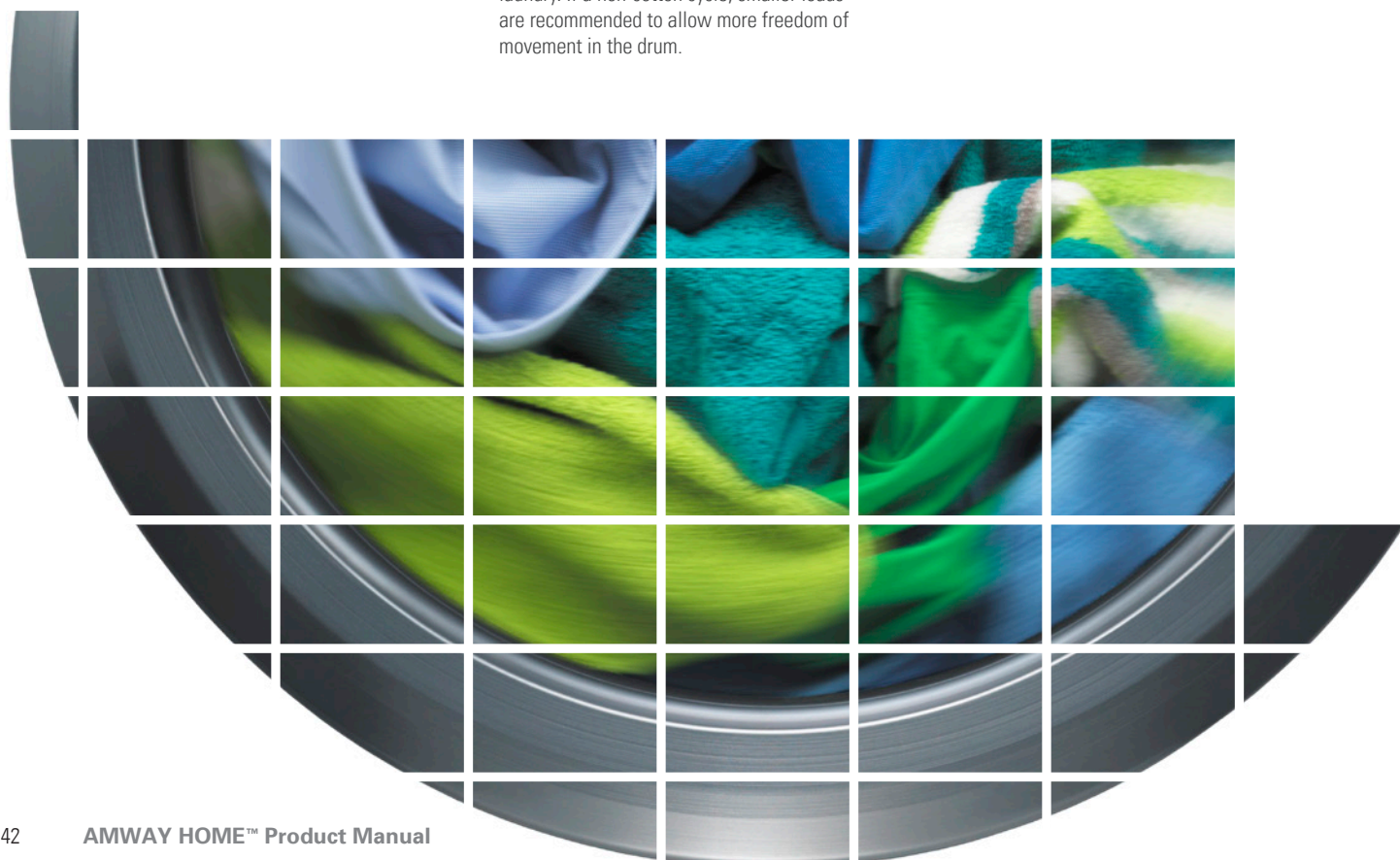
First aid for stains

Acting immediately is the key to successful stain removal, as 'old' stains are much more difficult to remove.

The Stain Removal Advisor reveals how to deal with problem stains as they occur.

When accidents occur, blot the surplus with absorbent paper, then plunge the stained area (preferably the whole garment) into a sink of cold water. If this is impossible, gently sponge the stained area with clean water. As soon as possible after this initial rinsing, machine or hand wash the garment in the normal way.

Undissolved powder residue can sometimes leave white streaks of powder on your clothes caused by overloading your machine. This can be removed in a separate rinse cycle.



Recognising cleaning symbols

Washing Symbols

If the symbol is crossed out, DO NOT WASH



Machine wash at 95°C or less



Machine wash at 60°C or less



Machine wash at 60°C or less on reduced cycle



Machine wash at 50°C or less on reduced cycle



Machine wash at 40°C or less



Machine wash at 40°C or less on reduced cycle



Machine wash on gentle cycle at 40°C or less



Machine wash at 30°C or less



Machine wash at 30°C or less on reduced cycle



Machine wash on gentle cycle at 30°C or less



Hand wash only



Do not wash

Ironing Symbols

If the symbol is crossed out, DO NOT IRON



Iron at maximum temperature of 110°C



Iron at maximum temperature of 150°C



Iron at maximum temperature of 200°C



Do not iron

Drying Symbols

If the symbol is crossed out, DO NOT TUMBLE DRY



Dry Flat



Hang Dry



Drip Dry



May be tumble dried, no restrictions



Tumble dry at low setting



Tumble dry at high setting



Do not tumble dry

Treatment Symbols



Chlorine bleach allowed in cold and diluted solution



Do not use chlorine bleach



May be dry-cleaned in any type of solvent normally used in dry-cleaning processes



May be dry-cleaned in any type of solvent normally used in dry-cleaning processes, except trichloroethylene



Limitations are placed on the addition of water/mechanical action or temperature during normal dry-cleaning process



Only petroleum solvents may be used



Limitations are placed on the addition of water/mechanical action or temperature during normal dry-cleaning process



Do not dry-clean.

SA8™



Washing Tips

Know your water!

Many people don't know if they live in an area with hard water or soft water; it can have a huge impact, not only on how easily detergent lathers but also on the life expectancy of domestic appliances such as washing machines.

As an indicator, take a look at your kettle; if the inside is furred up with limescale, you can assume you are in a hard water area. Think of water hardness as a type of stain that reacts with some of the ingredients in your detergent, stopping them from working efficiently. To help combat this, many SA8™ laundry products use natural water-softening agents to help soften the water and allow the rest of the detergent to get on with its job.

To check the level of hardness in your area, contact your local municipality and use the appropriate detergent dosage level.

Detergent powder vs. liquid

Powdered detergents have been around a lot longer than liquid, which implies that people still find them effective. They also tend to work out cheaper than most liquids, liquitabs or tablets.

The primary advantage of liquid over powder is that it is already dissolved, which means it works well at lower temperatures, as some powders take time to dissolve, if they dissolve at all, in cooler water. This factor alone will probably become increasingly significant in future purchasing decisions, when people try to save energy by washing using much cooler washes. Liquid detergents usually do not contain bleaches or optical brighteners, so are considered kinder to coloured fabrics. Currently, the market prefers powdered and liquid detergents and Amway provides effective products in both categories, which work well at all temperatures, even cool. However, tablets, liquigel and liquitabs are all emerging innovations, which are gaining interest, but all currently have a higher cost-per-use.

LIQUIDS – FOR BEST RESULTS USE A DISPENSER BALL. PLACE THE BALL IN THE DRUM OF THE MACHINE, ON TOP OF THE LOAD, TO HELP THE INGREDIENTS TO WORK RIGHT FROM THE START.



POWDERS – FLEXIBILITY OF DOSAGE





Understanding different types of fabric

Cotton

Cotton is easy to wash and will withstand high temperatures. Here are some useful tips on washing cotton:

- Chlorine bleach can be used safely on cotton whites but when washing dyed cottons use colour-safe products like SA8™ Colour.
- Cotton can wrinkle easily and SA8 Concentrated Fabric Softener could help smooth the ironing process.
- Cotton can be ironed with a hot iron, and does not scorch easily.

Linen

Always check the label as some linens, particularly soft furnishings like curtains, are dry-clean only.

- Washable linens like handkerchiefs, bed linen and linen clothing are washed easily and become softer with use.
- Drying white linen in the sun can help retain its whiteness.
- Linen fabrics are prone to creases, unless treated for crease resistance.

Silk

Always refer to the label regarding cleaning, as only pre-washed silk is washable. Dry-cleaning is generally advisable, given silk dyes can be adversely affected by some detergents. For washable silk without linings or embellishments, it is advisable to use a mild product such as SA8 Delicate. Never use chlorine bleach on silk. When storing silk garments, try to seal them to prevent damage by light or insects.

Wool

Woollen items can easily lose their shape, or shrink, if washed without care. Wool does not need to be washed as frequently as other materials provided it is 'aired' between wearings, or hung in a steamy bathroom to remove creases. Only wash in detergents that specifically cater for wool, such as SA8 Delicate, and treat spots and stains immediately. Be careful when hand washing not to rub woollen garments together as this can cause them to 'felt'. Reshape and dry woollens flat.

Always use steam when pressing wool and use the iron's wool setting. Avoid pressing wool totally dry. Where possible, iron on the reverse side of the fabric but, where this is not possible, press the right side, use a pressing cloth to avoid a shine. Lift and lower the iron, rather than moving it backwards and forwards. Prevent imprints of any inside details by placing a piece of brown paper or tissue paper under folds, seams or darts.

Acetate/Triacetate

Most acetate garments should be dry cleaned although some knits are washable, so where laundering is indicated wash as follows:

- Hand-wash in warm water with mild suds.
- Do not twist or wring the garment.
- Do not soak coloured items.
- Whilst still damp, press on the wrong side with a cool iron. If finishing the right side, use a pressing cloth.
- Circular knits should be laid flat to dry.
- Triacetate is an improved acetate fabric that doesn't melt as easily as acetate and is easier to care for. Triacetate is both shrink- and wrinkle-resistant and fabrics made with it retain pleating and crisp finishes. Pleated garments are best hand washed. Most other garments containing 100% triacetate can be machine washed – always check the label. If ironing is needed, a high temperature setting may be used.

Acrylic

Most clothes made from acrylic can either be washed or dry-cleaned. If label states item can be washed, clean as follows:

- Use warm water setting when machine washing and add fabric softener.
- Wash delicate items by hand in warm water. Static electricity can be reduced by using SA8 Concentrated Fabric Softener. Gently squeeze out excess water and leave to dry on a non-rusting hanger. Sweaters and circular knits should be dried flat.
- If ironing is necessary, use a moderately warm iron.

Nylon

Most nylon items can be machine washed, usually at a warm temperature, and using SA8 Concentrated Fabric Softener could minimise static electricity. If ironing is required only use a warm iron.

Polyester

Can either be washed or dry-cleaned – always check the label first. For washable items, use warm settings, and SA8 Concentrated Fabric Softener added to the cycle could minimise static electricity. If ironing is necessary, use a moderately warm iron.

Micro fibre

This refers to a fabric construction that measures less than one denier and is most commonly used to make non-woven, woven and knitted textiles. Because it can be selected for specific characteristics such as softness, absorption and durability, you will commonly find this material used for cleaning cloths, as it is ideal for trapping dust and dirt within the fibres.

Spandex/Elastan

This product, like Lycra, is known for its exceptional elasticity and is used in many modern fabrics. It can usually be hand or machine washed, using a product such as SA8 Liquid at warm temperatures. Chlorine bleach is not recommended on any fabric containing Spandex – use only colour-safe bleaches. Iron garments quickly, using a cool setting and do not leave the iron in place for too long.

SA8™

SURFACE

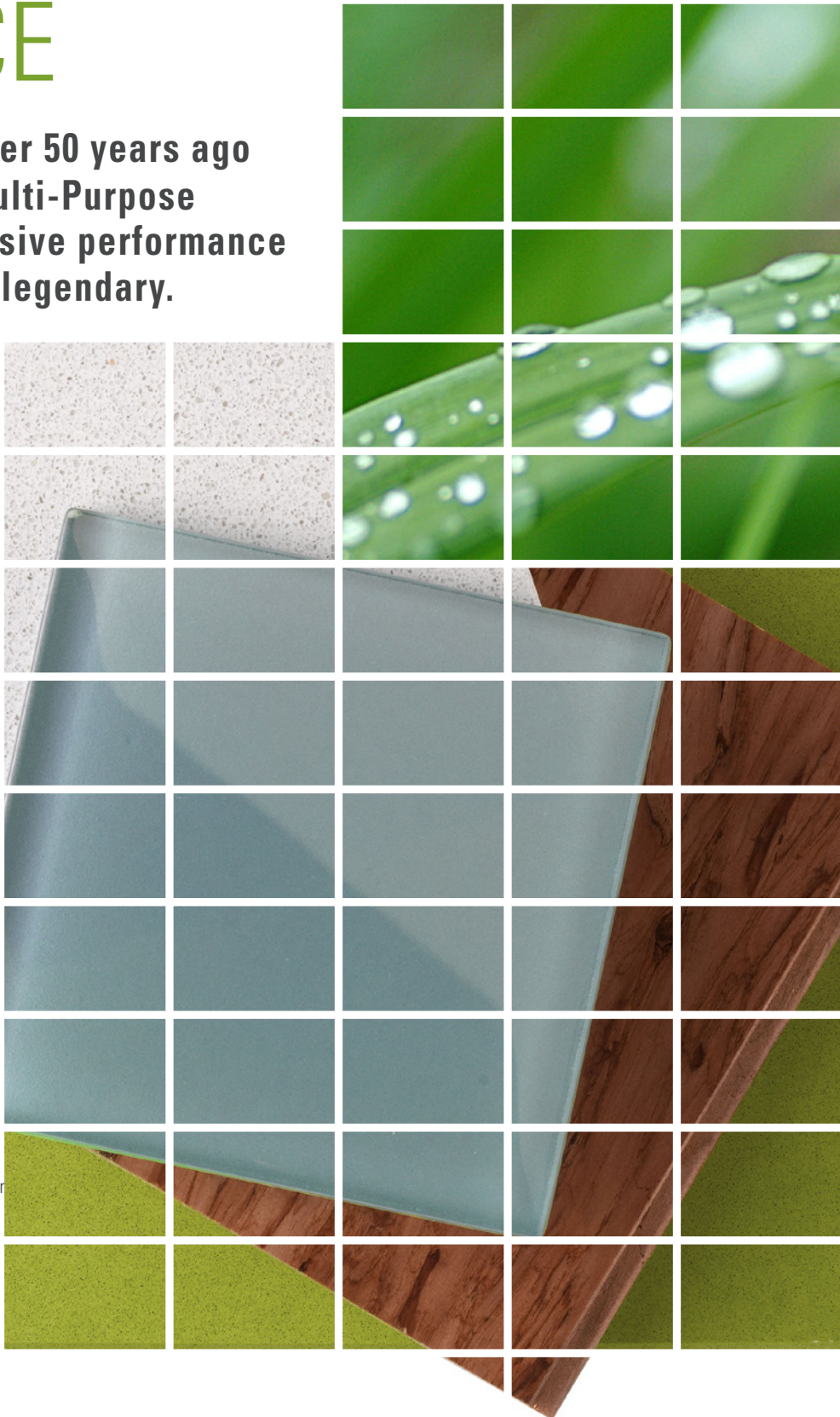
The story began over 50 years ago with the L.O.C.™ Multi-Purpose Cleaner. Its impressive performance and versatility are legendary.

Our complete surface range continues that impressive performance using BIOQUEST FORMULA™. Brilliantly clean surfaces, all without dangerous fumes or harmful residues. BIOQUEST FORMULA products deliver powerful cleaning performance every time and are concentrated, biodegradable and dermatologist tested.

High performance cleaners work on every mess, on every surface, in every room of the house, contributing to a healthier home, all the while being certified as environmentally-friendly.

Your favourite surface products are now perfectly complemented by a toilet bowl cleaner joining the Surface category.

Sustainability and environmental awareness are becoming meaningful drivers of consumer behaviour in household care; the Surface range of products offers unparalleled cleaning performance on every mess, on every surface, in every room of the house, while contributing to a healthier home. For brilliantly clean surfaces without noxious residues or unpleasant fumes, choose AMWAY HOME™.





How else can we be more 'responsible'?

- Use energy efficient light bulbs and always turn off the light as you leave a room.
- Don't leave appliances on standby; it wastes energy. And try not to leave electrical items on charge unnecessarily.
- Only boil as much water as you need, but enough to cover the kettle element.
- Leaking taps can waste as much as 12-20 litres of water a day, enough to fill one bath over a week, so fix dripping taps and make sure they're always fully turned off.
- Fitting a 'save-a-flush' device to an older toilet cistern could reduce the amount of water you use. New toilets tend to use less water and often have dual flush settings.

L.O.C.™



How to mix Surface products

L.O.C.™ products are concentrates. You get more for less; this is why dilution is so critical. It ensures that you get the most out of your product and it delivers the performance you expect.

If mixed in a sink or bucket:

If mixed with a sprayer:

L.O.C. Multi-Purpose Cleaner

1. Fill 4 litres of water
2. Add 1.5 capsful of Cleaner



Total of 4 litres of Cleaner

2. Top up with 50 ml of Cleaner

1. Fill 450 ml of water to the **9:1 line**

Total of 500 ml of Cleaner

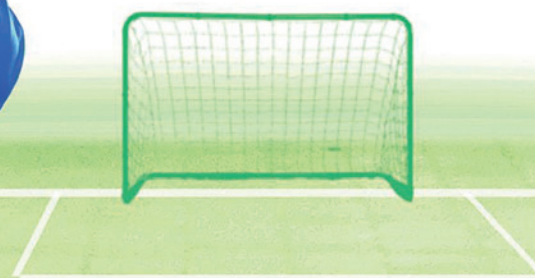


- L.O.C. Glass Cleaner
- L.O.C. Bathroom Cleaner
- L.O.C. Daily Shower Cleaner
- L.O.C. Kitchen Cleaner

2. Top up with 125 ml of Cleaner

1. Fill 375 ml of water to the **3:1 line**

Total of 500 ml of Cleaner



BASED ON THE STANDARD DILUTION RATE, ENOUGH L.O.C. MULTI-PURPOSE CLEANER WAS SOLD IN 2009 TO CLEAN 2,000,000 FOOTBALL FIELDS!

The Surface range

PRODUCT	ITEM NO.	WORKS BEST ON	OUTSTANDING FEATURES
 <p>L.O.C. Multi-Purpose Cleaner (1 l)</p> <p>L.O.C. Multi-Purpose Cleaner (250 ml)</p>	0001 250013	Light to moderate soils and washable hard surfaces.	Mild and versatile, impressive cleaning power.
 <p>L.O.C. Towelettes (4 x 24 towelettes)</p>	110485	Cleaning on-the-go, or instant hand cleaning.	Convenient, resealable package with pre-soaked cleaning wipes.
 <p>L.O.C. Glass Cleaner (500 ml)</p>	109859	Smudges and smears on glass.	Economical, streak-free glass cleaning.
 <p>L.O.C. Bathroom Cleaner (500 ml)</p>	109861	Soap scum, limescale deposits and hard water stains.	Cuts through grime, using non-abrasive formula.
 <p>L.O.C. Daily Shower Cleaner (500 ml)</p>	112159	Maintaining a clean shower or bath without scrubbing.	Protects against limescale and soap scum build-up.
 <p>L.O.C. Kitchen Cleaner (500 ml)</p>	109857	Grease, cooking oils and food residues.	Tough grease-cutting formula leaves streak-free surfaces.
 <p>L.O.C. Wipes (2 canisters and 2 rolls)</p> <p>Refill Wipes (2 rolls)</p>	109892 109893	For use with three room specific cleaners.	Resilient, convenient, durable and highly absorbent. Reusable canister keeps wipes moist.
 <p>L.O.C. Toilet Bowl Cleaner (750 ml)</p>	109864	Effective at removing limescale.	Fresh, odour-neutralising smell.
 <p>L.O.C. Soft Cleanser (500 ml)</p>	110486	Particularly effective on surfaces that show scratches.	Mild abrasion, cleans without scratching.
 <p>L.O.C. Metal Cleaner (200 ml)</p>	112160	Heat burns or non-mirrored sections of pots and pans.	Abrasive strength in an acidic formula.



Avoid contact with eyes and keep all products out of reach of children; always read the label for safety instructions if product is accidentally swallowed.



L.O.C.™ Multi-Purpose Cleaner

- Natural ingredients used
- BIOQUEST FORMULA™
- Amway Home Product Demonstration DVD
- DfE Partnership

Recognised for Safer Chemistry www.epa.gov/dfc

An average of 34,000 litres of L.O.C. Multi-Purpose Cleaner are sold worldwide every day (based on the L.O.C. Multi-Purpose Cleaner worldwide sales figures for 2009).



Amway's top selling, all-round product for everyday surface cleaning. Made from naturally derived ingredients, it cuts through dirt and grime effortlessly, leaving a streak-free shine on all types of surfaces. Highly concentrated and versatile enough to be mixed in either the AMWAY™ Pistol Grip Sprayer or a bucket.

KEY FEATURES

- Versatile – safe to use on all washable surfaces; if water won't hurt it, L.O.C. Multi-Purpose Cleaner will clean it!
- Impeccably clean, streak-free with no dulling effect on all washable surfaces at standard bucket dilution; no rinsing required
- Cuts effectively through all kinds of dirt build-up and grime
- Powerful yet gentle, and safe enough to use as a mild hand cleaner
- Increased use of naturally-derived cleaning ingredients from plants and minerals, including coconut/palm oil and salt
- Higher activity, renewably-sourced surfactant replaces former petroleum-based one
- Contains no phosphates, harsh acids/alkalis or chlorine bleach
- Fragrance contains essential oils
- No harmful residue
- Entire formula is biodegradable

ITEM NO.

0001	1 litre
250013	250 ml
110483	AMWAY Pistol Grip Sprayer Bottle
5113	AMWAY Pour and Measure Cap

USES

Can be used on all floor surfaces except untreated wood. In the bathroom, it can be applied to baths, glazed tiles, sinks, showers, toilets and marble. In the kitchen, it will clean most counters, cooker hobs, wall cabinets, sinks and fridges. Additional household surfaces, including washable walls, doorknobs, telephones, waste bins and painted woodwork.

HOW TO USE

General cleaning:

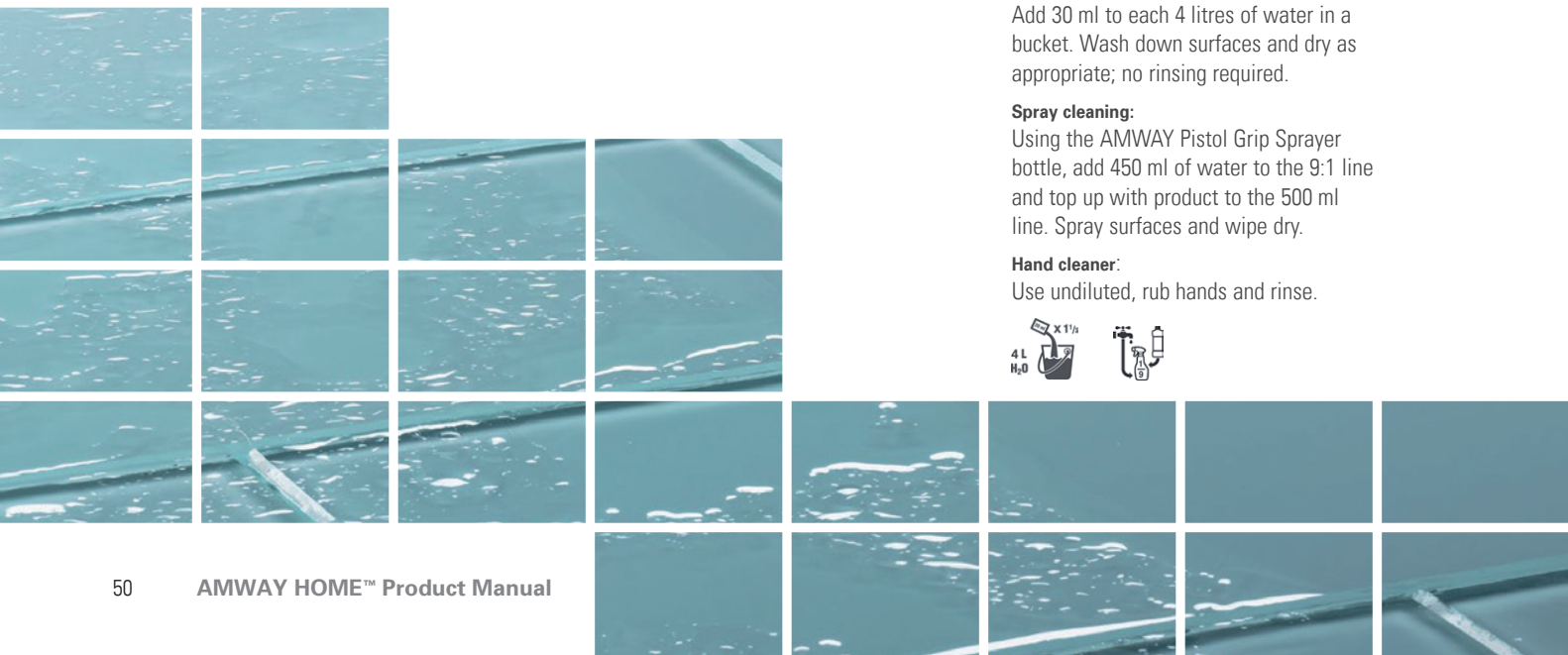
Add 30 ml to each 4 litres of water in a bucket. Wash down surfaces and dry as appropriate; no rinsing required.

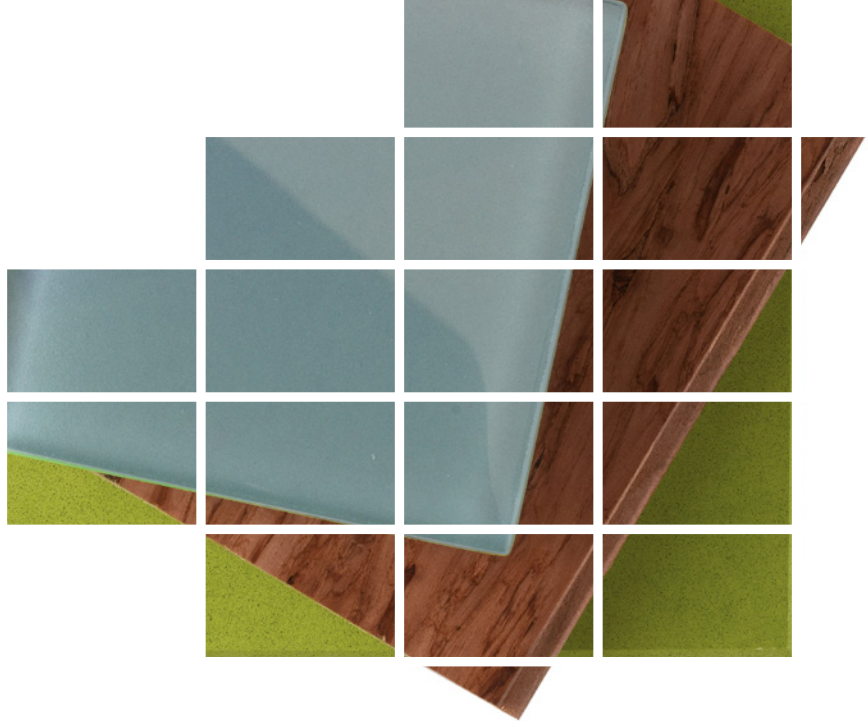
Spray cleaning:

Using the AMWAY Pistol Grip Sprayer bottle, add 450 ml of water to the 9:1 line and top up with product to the 500 ml line. Spray surfaces and wipe dry.

Hand cleaner:

Use undiluted, rub hands and rinse.





L.O.C.™ Towelettes

Ideal for on-the-go cleaning, these handy travel-sized wipes are pre-soaked in improved L.O.C. Multi-Purpose Cleaner. They're perfect for accidental spills and the handy resealable package fits neatly into handbags, briefcases, gloveboxes, etc.



KEY FEATURES

- Versatile and convenient, these towelettes safely clean most surfaces in one wipe, leaving them hygienic and smelling fresh
- The compact, convenient resealable package keeps each towelette as fresh as the last
- Safe for use as a mild hand cleaner for gentle removal of grease and dirt. The cotton-soft towelettes feel great on the skin
- Pre-soaked with the gentle power of L.O.C. Multi-Purpose Cleaner, the strong, absorbent, tear-resistant towelettes are great for cleaning tough spots
- Can be used for quick cleaning of spills on textiles
- Kind to skin
- Dries quickly, no rinsing required, offering convenient, one-step cleaning
- Streak-free, non-dulling treatment solution
- Towelette size: 22.5 x 12.5 cm

CAUTION

Do not use for cleaning your face. Dispose of product carefully; do not flush down toilet, as fabric is insoluble in water.

ITEM NO.

110485 4 x 24 towelettes

USES

Portable cleaning for all washable surfaces. Great for hand cleaning and an instant stain cleaner on colourfast fabrics.

HOW TO USE

Cleaning of washable surfaces:

Wipe or rub down stain or dirt. No rinsing needed unless it's a food-contact surface.

Hand cleaner:

Rub hands thoroughly with towelette and leave to air dry.

Spot removal:

In the case of spills on colourfast fabrics, blot the stain with a towelette and leave to dry.

L.O.C.™





L.O.C.™ Glass Cleaner

- Clear blue colour
- More ingredients based on renewable sources
- BIOQUEST FORMULA™
- Fresh, clean smell



Containing natural ingredients, this formula is ideally suited for all glass surfaces. It delivers professional, yet safe cleaning, leaving behind a brilliant shine without any trace of unsightly streaks or marks.

KEY FEATURES

- No-rinse formula effortlessly glides through dirt and grime, leaving no harmful residue
- Produces streak-free, brilliant cleaning on glass and most other shiny surfaces
- Contains natural cleaning ingredients derived from plants
- Effectively degreases glass surfaces, eliminating grime such as sticky fingerprints
- Great value for money. Each 500 ml bottle produces the equivalent of 4 spray bottles, or 2 litres of ready-to-use product
- Contains no phosphates, harsh acids/alkalis or chlorine bleach
- Refreshing citrus fragrance contains essential oils
- Biodegradable cleaning ingredients
- No harmful fumes

HOW TO USE

1. Using the AMWAY Pistol Grip Sprayer bottle, add 375 ml of water to the 3:1 line, then top up with product to the 500 ml line.
2. Spray surface and wipe dry.
3. When using with the L.O.C. Wipes, add 3.5 capfuls of concentrate to water, as per the canister label.



ITEM NO.

- | | |
|--------|----------------------------------|
| 109859 | 500 ml |
| 110483 | AMWAY Pistol Grip Sprayer Bottle |
| 109892 | L.O.C. Wipes (Refill 109893) |

USES

Suitable for glass and other shiny surfaces, such as windows (inside and out), mirrors, windscreens, computer screens (provided they are made of glass) and TVs, including LCD, plasma screens and flat screens.





L.O.C.™ Bathroom Cleaner

- New fresh, yellow colour
- With BIOQUEST FORMULA™
- Contains citric acid based exclusively on renewable sources



L.O.C.™

Cuts through soap scum and other bathroom deposits such as limescale, without harmful abrasives, leaving surfaces shiny and safe. The concentrated formula also helps prevent build-up of future grime.

KEY FEATURES

- Dissolves soap scum fast, no scrubbing required
- Real value for money. Each 500 ml bottle produces the equivalent of 4 spray bottles, or 2 litres of ready-to-use product
- Rinses away easily, leaving a streak-free shine
- Cleans most bathroom surfaces effectively, leaving them smelling fresh and hygienically clean
- Safe on most washable bathroom surfaces like ceramic tiles and plastic
- Contains citric acid produced by fermentation of renewable sources
- Refreshing citrus scent fragrance containing essential oils
- No lasting residues or fumes
- Contains no phosphates, harsh acids/alkalis or chlorine bleach
- Safe for septic systems

HOW TO USE

1. Using the AMWAY Pistol Grip Sprayer bottle, add 375 ml of water to the 3:1 line, then top up with product to the 500 ml line.
2. Spray surfaces and wipe or rinse off with a damp sponge/cloth.
3. For hard water deposits such as limescale, use the solution 1:1. Spray and leave for several minutes before rinsing off.
4. When using with the L.O.C. Wipes add 2 capfuls of concentrate to water, as per the canister label.



ITEM NO.

- | | |
|--------|----------------------------------|
| 109861 | 500 ml |
| 110483 | AMWAY Pistol Grip Sprayer Bottle |
| 109892 | L.O.C. Wipes (Refill 109893) |

USES

Suitable for use on washable bathroom surfaces such as ceramic tiles, fibreglass, porcelain, stainless steel, plastics and vinyl.



CAUTION

Do not use on marble, natural stone or brass.



L.O.C.™ Daily Shower Cleaner

A leave-on cleaner especially suited to daily cleansing of the shower cubicle. No scrubbing required; just spray and leave until the next time the shower is used. Regular use helps prevent future build-up of soap scum, etc.

KEY FEATURES

- Daily application keeps shower clean. A simple rinse (or the next time the shower is used) will flush residual, harmless material away
- Real value for money. Each 500 ml bottle produces the equivalent of 4 spray bottles, or 2 litres of ready-to-use product
- Convenient, i.e., no scrubbing, wiping or rinsing
- Daily use prevents hard water stains, soap scum and bathroom grime build-up
- No-rinse formula refreshes surfaces with a fresh, clean scent
- Leaves a streak-free shine – no dulling

CAUTION

Do not use on marble, natural stone or wood.

ITEM NO.

112159 500 ml
110483 AMWAY Pistol Grip Sprayer Bottle

USES

Suitable for use on all shower surfaces, including ceramic tiles.



HOW TO USE

1. Using the AMWAY Pistol Grip Sprayer bottle, add 375 ml of water to the 3:1 line, then top up with product to the 500 ml line.
2. After showering, spray surfaces and allow fixtures and cubicle to dry naturally; no rinsing off required.





L.O.C.™ Kitchen Cleaner

'Powerfully different'

- Fresher, greener colour
- Increased use of natural ingredients
- BIOQUEST FORMULA™
- Great, fresh smell



Naturally-sourced, this powerful concentrated formula effortlessly breaks through tough grease and grime on cooker tops and kitchen work surfaces, leaving behind a brilliant streak-free shine and top hygiene conditions for preparing food and eating.

L.O.C.™

KEY FEATURES

- Effectively degreases surfaces and powers away the toughest grime
- Leaves surfaces smelling fresh and hygienically clean
- True value for money! Each 500 ml bottle produces the equivalent of 4 spray bottles, or 2 litres of ready-to-use product
- No-rinse formula is streak-free and non-dulling; leaves no harmful residue
- Light, citrus fragrance contains essential oils
- Contains no phosphates, harsh acids/alkalis or chlorine bleach
- Safe on all sealed, washable surfaces
- Deodorises and refreshes surfaces leaving a fresh, clean scent
- No harmful fumes

ITEM NO.

- 109857 500 ml
- 110483 AMWAY Pistol Grip Sprayer Bottle
- 109892 L.O.C. Wipes (Refill 109893)

USES

Ideal on all non-porous surfaces in the kitchen, such as worktops, cooker hobs, domestic appliances, sinks and fridges.



HOW TO USE

1. Using the AMWAY Pistol Grip Sprayer bottle, add 375 ml of water to the 3:1 line, then top up with product to the 500 ml line.
2. Spray surfaces and wipe dry.
3. For extra-tough grime, use the solution 1:1.
4. When using with the L.O.C. Wipes, add 2 capfuls of concentrate to water, as per canister label.





L.O.C.™ Wipes

- Kits contain 2 canisters and wipe rolls
- Affordable price

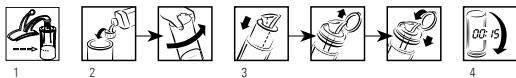
Every kit contains two handy, reusable canisters, each with a roll of 40 wipes suitable for using with L.O.C. room-specific cleaners. Also included are room specific labels to help identify which cleaning solution – Kitchen, Bathroom or Glass – is in the container. Refill rolls are available.

KEY FEATURES

- Kits include two canisters and two rolls of wipes for use with L.O.C. cleaners
- Highly absorbent wipes ensure maximum loading of cleaning solution
- Made with a polyester blend, these wipes are both strong and durable and tear only at the perforations
- Each sheet measures 17.8 x 20.3 cm
- Durable plastic canisters with snap-top lids keep wipes moist when not in use
- As they are refillable, it means less waste for recycling. Canisters are easy to refill
- Room-specific labels aid cleaning solution identification

HOW TO USE

1. Pour water into the empty canister to the fill line.
2. Add the appropriate volume of L.O.C. formula and swirl.
3. Insert roll of wipes into the canister with leading end at the top and feed this into the cap opening. Snap cap and close lid tightly.
4. Turn canister upside down for 15 minutes to ensure optimum saturation of wipes.



ITEM NO.

- 109892** L.O.C. Wipes – 2 canisters plus wipe rolls and labels
- 109893** L.O.C. Wipes Refill – 2 refill rolls

USES

Suitable for use with L.O.C. Kitchen, Bathroom or Glass cleaning solution.

CAUTION

Dispose of wipes carefully; do not flush down toilet as fabric is insoluble in water.





L.O.C.™ TOILET BOWL Cleaner

- More powerful against limescale
- Now with BIOQUEST FORMULA™
- Fresh deodorising scent
- DfE Partnership



Recognised for Safer Chemistry www.epa.gov/dfc



One bottle treats up to 100 toilets

The toilet bowl cleaner that does it all: removes limescale, eliminates odour and dissolves stubborn stains. Just a small amount applied regularly keeps toilets safe and clean.

KEY FEATURES

- Guaranteed 100% limescale removal
- Makes surfaces hygienically clean
- Powers away stubborn stains and helps eliminate unpleasant lingering odours
- Effective surfactant and organic acid system provides excellent cleaning performance. Uses a combination of biodegradable ingredients and natural, plant-derived acids
- Contains no phosphates, harsh acids/alkalis or chlorine bleach
- Works below the water line to remove hard water mineral stains and deposits, limescale and body soil build-up
- Fresh scent with NEUTRALODOR™ deodorising
- Phosphate-free and chlorine-free
- No harsh mineral acids
- Causes no damage to septic systems or plumbing

ITEM NO.

109864 750 ml

USES

To clean toilets hygienically and prevent build-up of limescale or other hard water deposits.

HOW TO USE

1. Unscrew cap, hold the toilet seat up in one hand, hold the bottle in the other and direct product under the rim.
2. Apply product evenly around the bowl.
3. For best results, allow product to work for 30 minutes. Flush to clean.
4. For heavier build-up of limescale, allow cleaner to work overnight and, if necessary, use a brush.
5. Replace cap after use.
6. Use every other day for best results. This will help control limescale build-up.

CAUTION

Do not mix Toilet Bowl Cleaner with other chemicals.

L.O.C.™





L.O.C.™ Soft Cleanser

- Organic citrus solvent exclusively from natural sources
- Now with BIOQUEST FORMULA™
- Uses more sustainable ingredients
- DfE Partnership

Recognised for Safer Chemistry www.epa.gov/dfc



For gentle cleaning without scratches. Just one drop of this rich, creamy formula is enough to rid bathrooms and kitchens of dirt and grime. Particularly effective on surfaces such as stainless steel, where scratches are easily visible.

KEY FEATURES

- Safely cleans most home surfaces, especially ceramics, porcelain, stainless steel sinks, aluminium, chrome, fibreglass, glass
- Gentle abrasives ensure scratch-free finishes
- Rich, creamy formula
- Contains a unique blend of three high-performance ingredients: a cleaning surfactant, a natural citrus solvent and a mild abrasive
- Fresh, appealing citrus scent
- Free-rinsing cleanser leaves no harmful residues
- Combines biodegradable cleaning ingredients derived from plants and minerals
- Dermatologist tested
- Contains no phosphates, harsh acids/alkalis or chlorine bleach

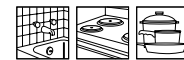
ITEM NO.

110486 500 ml

USES

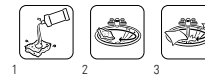
Perfect for bathroom ceramic tiles, ceramic cooker hobs, showers, shower doors, toilets, fixtures, sinks and plastic bathtubs. Mild enough to clean mirror-finished stainless steel without scratching.

Can also be used on iCook™ Stainless Steel Cookware.



HOW TO USE

1. Apply using a damp sponge.
2. Rub surface.
3. Rinse or wipe clean with a wet sponge or cloth.



CAUTION

To prevent scratching of appliance enamel, aluminium, fibreglass or plastic bathtubs and showers, use cleanser sparingly and rub gently with a damp sponge.

This product may be damaged by freezing; do not store above 40°C.





L.O.C.™



L.O.C.™ Metal Cleaner

Quickly and easily restores the lustre and shine of metals back to their showroom appearance. This gentle cleaner removes tarnish and heat burns from unlacquered copper, solid brass and stainless steel.



KEY FEATURES

- Dual cleaning, using a chemical- and abrasive-action formula
- Removes blue heat burns and tarnish from unlacquered metal surfaces, restoring a lasting brilliance to favourite metal cookware
- Non-toxic, non-caustic formula is non-irritating and gentle on hands
- An economical squeeze-tube design allows the optimum amount of paste to be applied without waste

CAUTION

Because this cleaner contains an abrasive agent, it is not recommended on mirror-finishes or the shiny surfaces of metal cookware. If in doubt, we suggest testing an inconspicuous area first.

ITEM NO.

112160 200 ml

USES

Can be used on shine-free pots and pans made from stainless steel, copper and solid brass.

HOW TO USE

Apply neat with soft sponge or cloth and rub slightly. Rinse with warm water. While still wet, wipe dry and polish with a soft cloth.

Amway Home Product Demonstrations

Surface Demonstrations

There are ten Home Product demonstrations featured in the manual for Surface products, most of which may already be familiar to you.

You may have performed these demonstrations several times before but for your audience it's a new experience, so keep your presentation delivery and animation as convincing and fresh as the new AMWAY HOME™ range.



L.O.C.™ Multi-Purpose Cleaner Gentle To Hands, Yet Tough On Dirt Demo



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **5 MINUTES**
APPROXIMATE DEMONSTRATION TIME **5 MINUTES**

Aim of demo

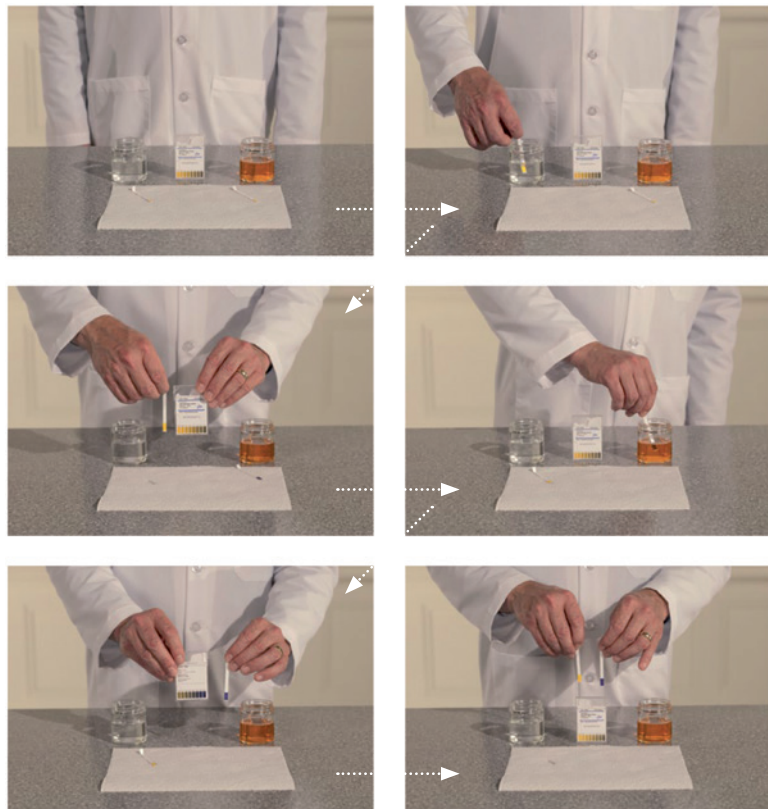
To show that our general purpose cleaner is kinder to hands than many competitor products.

What you need

- L.O.C. Multi-Purpose Cleaner
- Competitor product
- pH indicator strips and a level indicator table colour chart
- Paper towel

What you do

1. Pour some of the L.O.C. Multi-Purpose Cleaner into the bottle cap.
2. Pour some competitor brand into its bottle cap.
3. Dip a pH indicator strip into the L.O.C. Cleaner cap, ensuring the colour patch on the strip is fully wetted; lift it out, allowing excess to drain off and then lay it on the paper towel.
4. Repeat step 3 with the competitor product.
5. Allow to stand for at least one minute and compare the strips.



Result

The colour of the pH indicator strip exposed to L.O.C. Multi-Purpose Cleaner shows the product pH to be about 6.5-7.0. The pH indicator strip exposed to the competitor product shows this to have a much higher pH – well over 9.0 or even 10.0. Our cleaner is a neutral pH cleaner that provides a high margin of safety on washable surfaces and materials as well as your hands. This gentleness means it will be gentle on hands during cleaning and can also be used with confidence as a daily hand cleanser.



L.O.C.™ Multi-Purpose Cleaner Shoe Polish Demo



VIDEO AVAILABLE

L.O.C.™

APPROXIMATE SET-UP/PREPARATION TIME **5 MINUTES**
APPROXIMATE DEMONSTRATION TIME **5 MINUTES**

Aim of demo

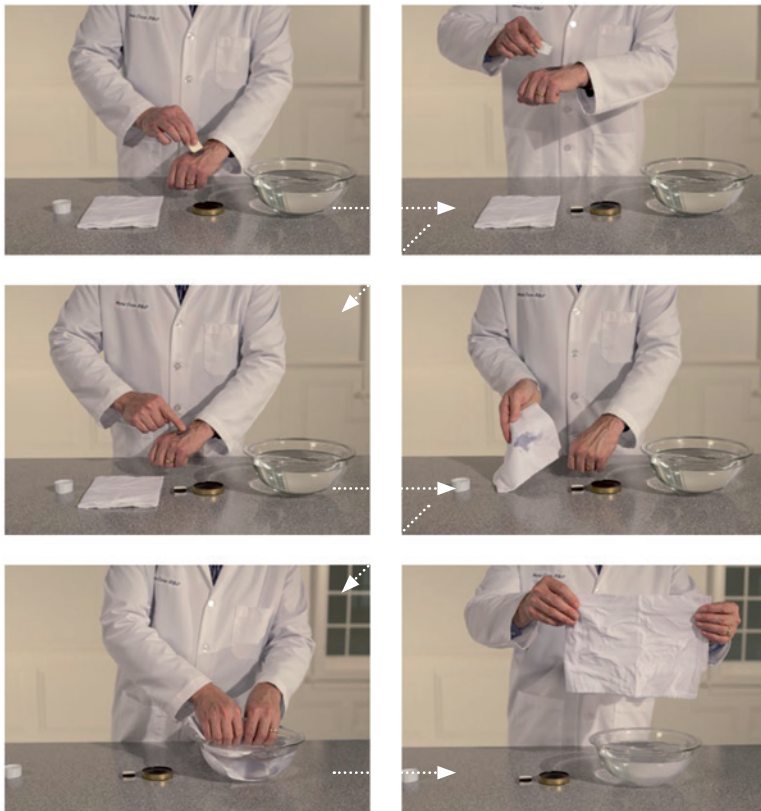
To show product's ability to remove black shoe polish, an inherently dark, greasy substance.

What you need

- L.O.C. Multi-Purpose Cleaner
- Tin of black shoe polish
- White handkerchief
- Bowl of warm water

What you do

1. Smear a small amount of shoe polish on the back of one hand.
2. Pour less than a capful of L.O.C. Multi-Purpose Cleaner on the polish stain and rub it to spread it wider across the hand.
3. Wipe your hand with a clean handkerchief. All the polish will be transferred from your hand to the handkerchief leaving it very stained.
4. Dip the handkerchief into the bowl of warm water and agitate it thoroughly for a minute.
5. Lift the handkerchief from the bowl. Wring out the excess water and spread the handkerchief out.



Result

Just like magic, both the handkerchief and your hand are completely clean, demonstrating the amazing stain-removing ability of L.O.C. Multi-Purpose Cleaner.



L.O.C.™ Glass Cleaner

A Streak-free Shine Demo



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **5 MINUTES**
APPROXIMATE DEMONSTRATION TIME **5 MINUTES**

Aim of demo

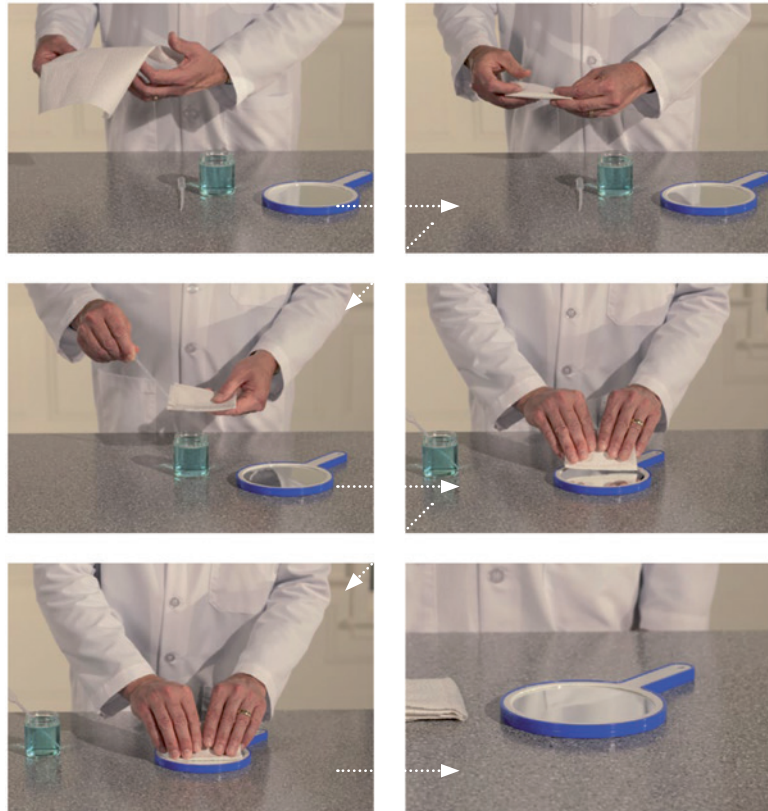
To show the amazing streak resistance of this formula and its sparkling finish.

What you need

- Eyedropper or pipette
- Paper towels
- Glass mirror, preferably about 13 x 9 cm
- Standard 1:3 dilution of L.O.C. Glass Cleaner (see page 52)

What you do

1. Fold one section of paper towel in half three times, resulting in an "applicator" that is eight layers thick, finished size measuring about 10 x 6 cm.
2. Using an eyedropper, carefully apply 0.5 ml of L.O.C. Glass Cleaner onto the folded edge of the paper towel.
3. While holding folded towel section at a 45° angle, gently touch the wet edge to the mirror. Smoothly wipe the treated towel edge over the length of the mirror, a total of six passes, to fully wet the surface.
4. After 10-15 seconds, look at the dry mirror.



Result

The mirror treated with L.O.C. Glass Cleaner is sparkling clean! No streaks or smudges to be found.





L.O.C.™ Bathroom Cleaner Hard Water Deposit Demo



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **5-10 MINUTES**
APPROXIMATE DEMONSTRATION TIME **5 MINUTES**

Aim of demo

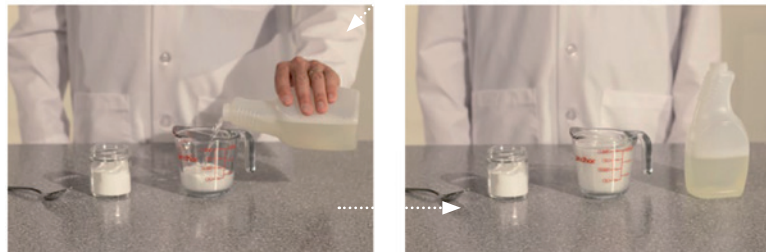
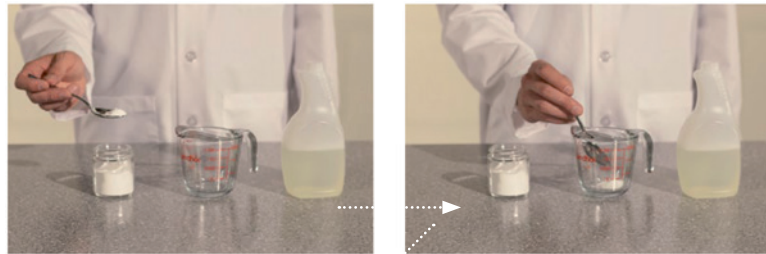
To show how effective this formula is at dissolving carbonate build-up or limescale.

What you need

- Baking soda
- Clear plastic bottle or jar
- Distilled or tap water
- 1:1 dilution of L.O.C. Bathroom Cleaner in an AMWAY Pistol Grip Spray Bottle (see page 53)

What you do

1. Place one teaspoon of baking soda in the jar.
2. Unscrew the sprayer top from the bottle and pour about 120 ml of the L.O.C. Bathroom Cleaner solution into the jar with the baking soda.
3. Observe the fizzing and dissolving as the L.O.C. Bathroom Cleaner reacts with the material.



L.O.C.™

Result

The carbonate-containing material will be affected by the L.O.C. Bathroom Cleaner. Dissolution, effervescence and/or particle breakdown can be observed as the reaction progresses.





L.O.C.™ Daily Shower Cleaner No Dulling Residue Demo



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **15 MINUTES**
APPROXIMATE DEMONSTRATION TIME **10 MINUTES**

Aim of demo

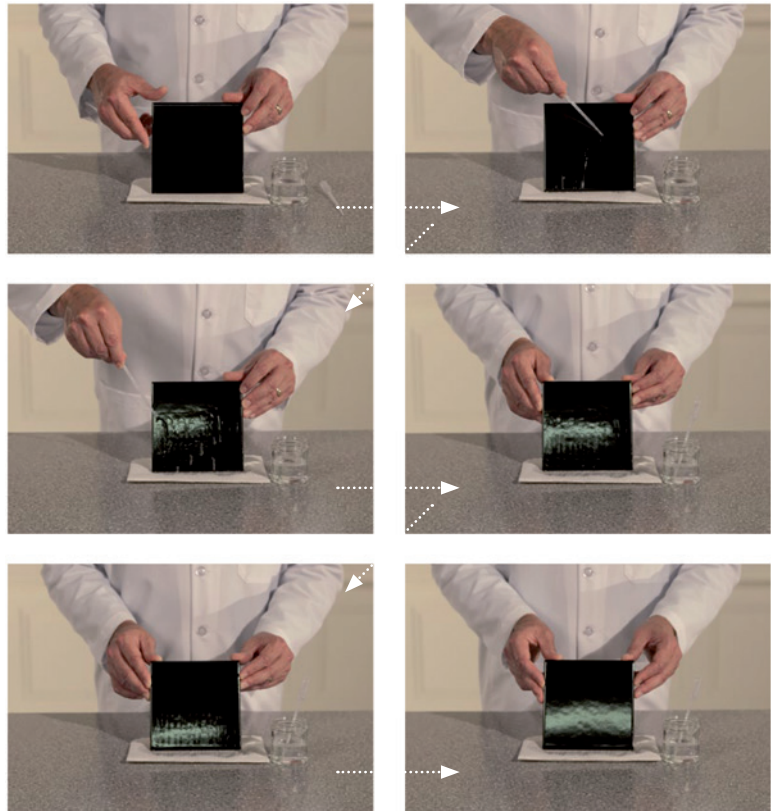
Illustrates how this formula leaves shower surfaces clean and shiny without rinsing or wiping down.

What you need

- Paper towels
- Clear plastic bottle or jar
- Distilled or tap water
- Plastic pipette or eyedropper
- L.O.C. Daily Shower Cleaner
- 2 black gloss ceramic tiles

What you do

1. Into a small jar, dilute 30 ml of L.O.C. Daily Shower Cleaner with 90 ml of water; swirl to mix (this step may be done in advance).
2. Using the eyedropper or pipette, cover the surface of one of the ceramic tiles with a thin layer of the diluted Daily Shower Cleaner solution. (You can either start 2.5 cm down from the top, to leave an untreated area for comparison, or use a second clean tile for comparison).
3. Place the tile in an upright position on the paper towel, using the jar or bottle as an upright support for the tile or tiles to dry.
4. Observe the tile after it has dried.



Result

The ceramic tile treated with L.O.C. Daily Shower Cleaner will be left with a clear and glossy finish, almost indistinguishable from the untreated tile. There should be no haze, no dull residue or heavy, iridescent film.



L.O.C.™ Kitchen Cleaner Grease Cutting Demo



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **5 MINUTES**
APPROXIMATE DEMONSTRATION TIME **5 MINUTES**

Aim of demo

To illustrate the incredible and excellent grease-cutting power of this formula.

What you need

- Hard vegetable fat
- Paprika or cinnamon
- Wooden tongue depressor
- Small paper cup
- White Formica™[‡] plastic laminate (eggshell texture)
- Paper towels
- Standard 1:3 dilution of L.O.C. Kitchen Cleaner in an AMWAY Pistol Grip Sprayer (see page 55)

What you do

1. Using the tongue depressor, scoop some vegetable fat out of the packet and place it in the paper cup.
2. Sprinkle some paprika or cinnamon into the paper cup and mix it thoroughly into the vegetable fat to provide colour.
3. Using your finger, smear an even stripe of the coloured fatty stripe onto the white laminate surface.
4. Spray half the coloured fatty stripe with the dilution of L.O.C. Kitchen Cleaner and allow 10 – 15 seconds for the product to penetrate.
5. Using a paper towel and with one pass, wipe the area where cleaner was sprayed.



Result

The half of the fatty stripe sprayed with cleaner is completely clear, with no streaking! This shows that just one application of diluted product is all it takes to remove thick, heavy grease.

Powerful formula cuts through grease



Before



After

L.O.C.™

[‡]Formica is a registered trademark of Formica Corporation.



L.O.C.™ Wipes Power Through Greasy Soil Demo



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **20 MINUTES**
APPROXIMATE DEMONSTRATION TIME **10 MINUTES**

Aim of demo

Using a window, show how pre-treated L.O.C. Wipes are both more effective and durable than applying competitive product with paper towels. It also demonstrates their convenience.

What you do

1. Make up in advance a canister of L.O.C. Wipes impregnated with L.O.C. Glass Cleaner.
2. Measure out 0.5 ml of the bearing grease and smear it on the window in a circle about 11 cm in diameter.
3. Repeat step two in an area next to the previous circle, but not overlapping.
4. Take the competitor glass cleaner and spray two full sprays on one of the circles.
5. Remove one piece of paper towel from the roll, fold it into quarters and wipe the area sprayed in a circular motion.
6. The greasy circle should turn white and spread, smearing on to a larger area of the window. Refold the towel and continue to wipe, showing that no more grease can be cleaned up.
7. Now take a pre-soaked L.O.C. Wipe out of the canister, showing how convenient and less messy it is to have product already on the disposable wipe. Fold the wipe into quarters and wipe the other grease circle in a circular motion.
8. At first, the soil will begin to smear, then, as the wipe works, it will clean up completely.
9. Now, fold the wipe over, exposing a clean portion of the absorbent L.O.C. Wipe and clean the entire window, including the greasy smear left behind by the competitor brand.
10. Dispose of the wipe carefully; do not flush it down the toilet.

What you need

- Container of bearing grease with molybdenum
- Teaspoon
- Canister of L.O.C. Wipes
- L.O.C. Glass Cleaner
- Bottle of competitor window cleaner
- Roll of paper towels
- Pair of rubber gloves
- A window



Result

When used alone, L.O.C. Glass Cleaner is a superb cleaner. When combined with L.O.C. Wipes, they create a powerful and convenient clean-up team.



L.O.C.™ TOILET BOWL Cleaner

Hard Water Deposit Demo



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **1 MINUTE**
 APPROXIMATE DEMONSTRATION TIME **2 MINUTES**

L.O.C.™

Aim of demo

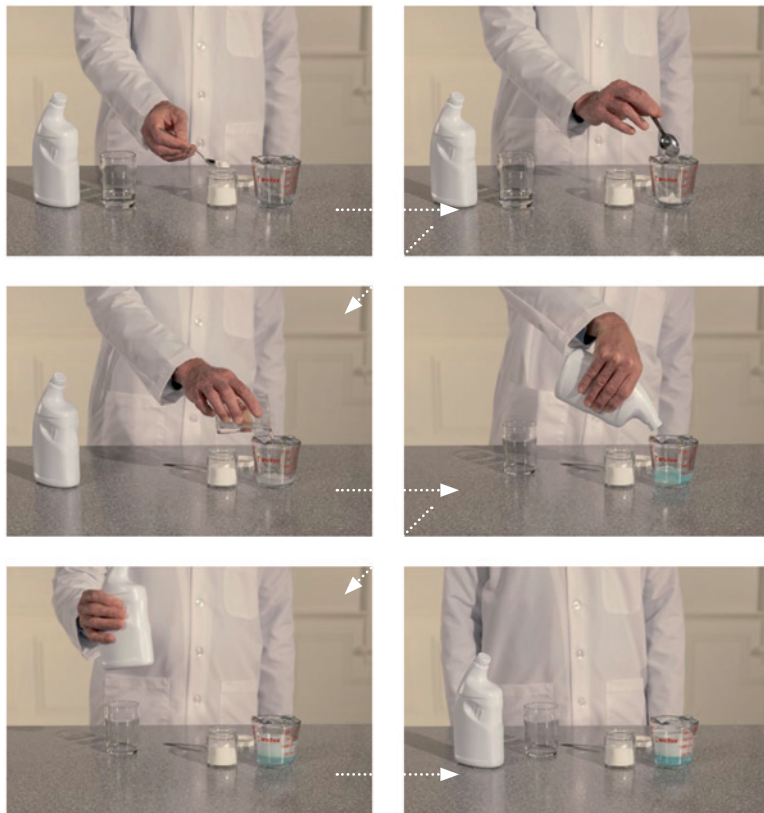
To show how quickly this cleaner reacts with inorganic deposits similar to the hard water scale found in most toilets.

What you need

- Baking soda (bicarbonate of soda)
- TOILET BOWL Cleaner
- Tap water
- One glass measuring cup
- 1/4 teaspoon or 2 ml measuring spoon

What you do

1. Add 1/4 teaspoon (about 1-2 ml) of baking soda to the measuring cup.
2. Pour about 30 ml of tap water into the cup.
3. Immediately squirt about 30 ml of the cleaner into the measuring cup and gently swirl for a few seconds.
4. Watch in amazement as the cleaner attacks the baking soda, causing it to foam and froth.



Result

Baking soda is composed of sodium bicarbonate, chemically similar to the limescale build-up found in many bathrooms. This demonstration dramatically shows the power of the cleaning acid in TOILET BOWL Cleaner to attack this type of inorganic deposit.



L.O.C.™ Soft Cleanser Gentleness Demo



VIDEO AVAILABLE

Aim of demo

Part 1 of this demo shows the gentleness of this product's cleaning on an easily scratched material: aluminium foil. To add effect you can do the same demo using a competitor brand to compare. Part 2 shows how gentle L.O.C. Soft Cleanser is to the touch.

Part 1 APPROXIMATE SET-UP/PREPARATION TIME 2 MINUTES APPROXIMATE DEMONSTRATION TIME 10 MINUTES

What you need

- Aluminium foil (any brand)
- Small sponges or cloth sections
- Soft drying cloth or towel
- Warm tap water
- L.O.C. Soft Cleanser
- Competitor soft cleanser (optional)

What you do

1. Tear a 30 x 30 cm section of aluminium foil from its roll.
2. Dampen a small sponge or cloth section with warm water and dispense a small amount of L.O.C. Soft Cleanser onto it.
3. Using moderate pressure, rub the cleanser back and forth along a straight line on the foil.

4. Rinse the aluminium foil to remove any residue and then dry it with a soft drying cloth or towel.
5. Lay the aluminium foil section flat on a countertop and evaluate the section rubbed with product.
6. If you want to show how it compares, repeat steps 2-5 using a competitor product. Most competitor 'soft' cleansers will leave severe scratches on aluminium foil.



Result

Even though aluminium foil is easily scratched, L.O.C. Soft Cleanser leaves few or no visible scratches on it.

Part 2 APPROXIMATE SET-UP/PREPARATION TIME 1 MINUTE APPROXIMATE DEMONSTRATION TIME 1 MINUTE

What you need

- L.O.C. Soft Cleanser
- Competitor soft cleanser
- A volunteer

What you do

1. Place 2-3 drops of L.O.C. Soft Cleanser on the end of the volunteer's right middle finger.
2. Place 2-3 drops of competitor's product on the end of the volunteer's left middle finger.

3. Ask the volunteer to simultaneously rub each product between the thumb and middle finger using a circular motion.
4. Ask the volunteer if she/he notices a difference between the abrasiveness of the two products. Ask which product feels smoother.

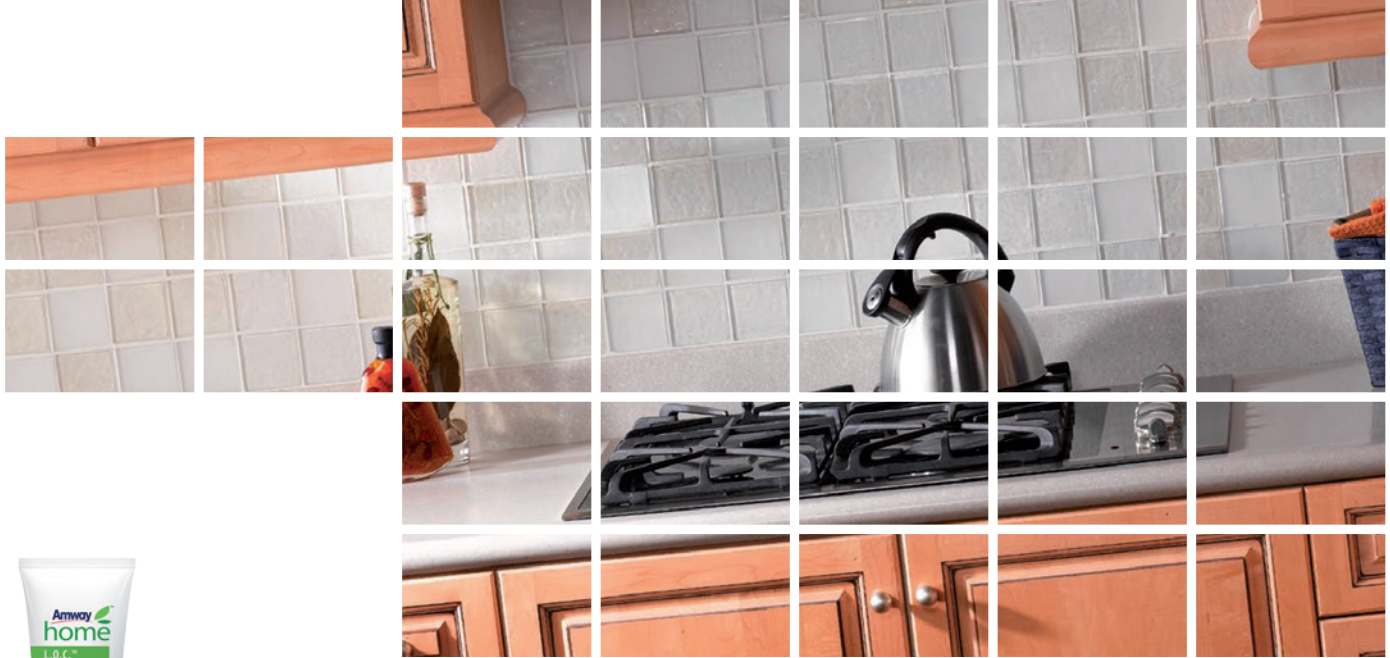


Result

The difference will be clear. The volunteer will feel how L.O.C. Soft Cleanser is milder to the touch, demonstrating that it will be gentler than the competition on the surfaces it was designed to clean.

CAUTION

Ask the volunteer to wash their hands thoroughly with soap and water after the demonstration.



L.O.C.™ Metal Cleaner Tarnish Removal Demo



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **1 MINUTE**
APPROXIMATE DEMONSTRATION TIME **1 MINUTE**

L.O.C.™

Aim of demo

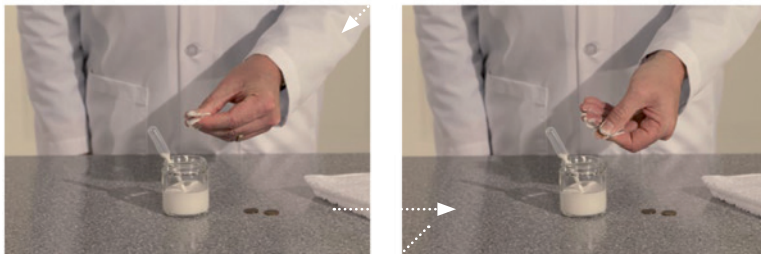
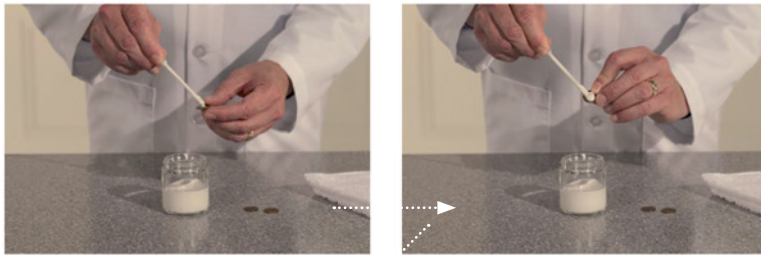
To show how easy it is to remove years of built-up tarnish in seconds.

What you need

- Tarnished copper coin
- Clean cloth
- L.O.C. Metal Cleaner

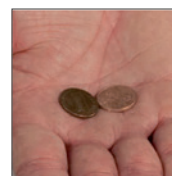
What you do

1. Squeeze a small amount of L.O.C. Metal Cleaner onto both sides of the coin.
2. Rub coin with your fingers for a moment.
3. Polish coin with cloth and rinse fingers with water to remove any residue.



Result

The coin shines like new.

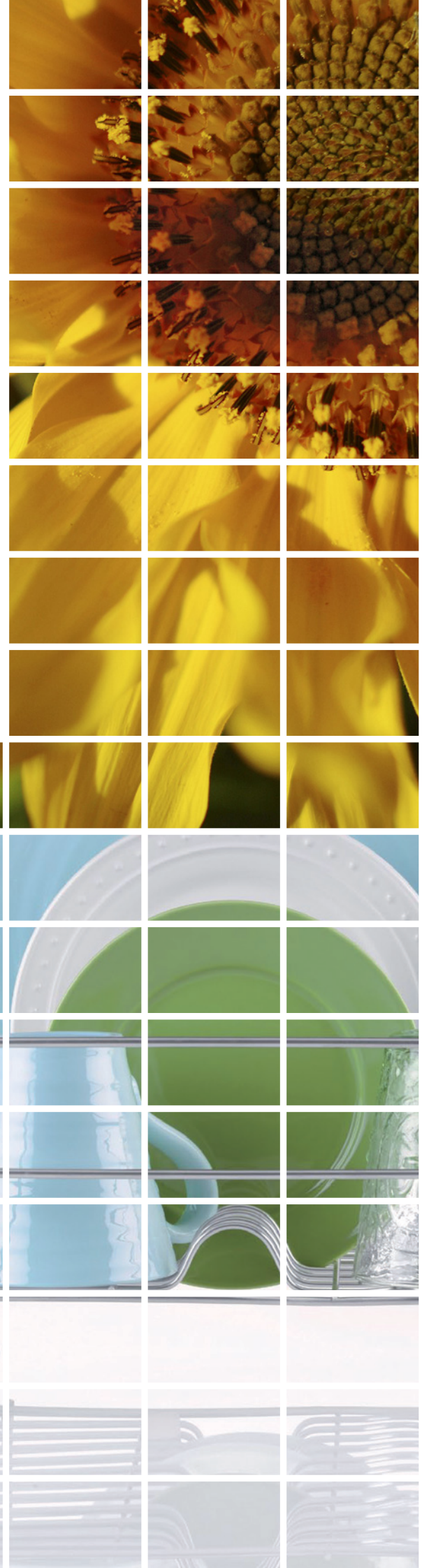


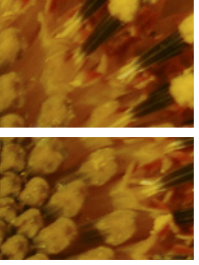
Before/After

DISH

The most significant growth in dishwashing products is likely to come from emerging markets. We already know that **DISH DROPS™ Concentrated Dishwashing Liquid** is one of the most popular first purchases that new Amway customers make across the globe, so we recognise the power of offering a successful formula.

By bringing the DISH DROPS brand under the 'Dish' sub-category and by reformulating the products, we are not only strengthening our market proposition but are also contributing to sustainability. Whether you are washing dishes by hand or by machine our Dish family, which now includes **BIOQUEST FORMULA™**, delivers phosphate-free cleaning for a healthier home and environment. It will power its way through grease and caked-on deposits, leaving glasses, pots, crockery and cutlery sparkling clean.





DISH DROPS™ Concentrated Dishwashing Liquid is now visibly thicker, while our DISH DROPS™ Dishwasher Tablets are now covered in dissolvable wrappers, making them far more convenient to use. And we have two fabulous new Amway Home Product Demonstrations to help you sell.

Dish products accounted for 18% of our European sales in 2009 and are the biggest seller in our AMWAY HOME™ product category. We've made it even better, so let's start spreading the news.

DISH DROPS™

How else can we be more 'green'?

- If you own a dishwasher, fill it completely before use and always use the economy programme setting, which could use 5-10 litres less water per cycle.
- Is your hot water too hot? Cylinder thermostats should be set no higher than 60°C.
- Don't rinse dishes under a running tap, use a bowl of water instead. Similarly, wash vegetables in a bowl and then use the dirty water to refresh garden plants.





DISH DROPS™ – dish it out to dirty dishes

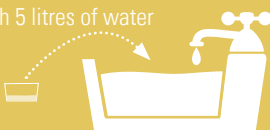


**ONE LITRE OF DISH DROPS
CONCENTRATED DISHWASHING
LIQUID CAN WASH MORE THAN
30,000 PLATES. IF PLACED NEXT TO
EACH OTHER, THESE PLATES WOULD
STRETCH FOR ALMOST 8 KM!**

How to mix DISH DROPS Concentrated Dishwashing Liquid

DISH DROPS Concentrated Dishwashing Liquid

1. Fill sink with 5 litres of water
2. Add a ¼ capful of Dishwashing Liquid
3. Total of 5 litres of Cleaner





DISH DROPS™ Concentrated Dishwashing Liquid

- **QUADRUPLE Patented**
- **Impressive cost per use**
- **Better pH stability helps control odours from dishcloths, etc.**
- **84% of active ingredients are derived from natural sources**
- **BIOQUEST FORMULA™**
- **DfE Partnership**



Recognised for Safer Chemistry www.epa.gov/dfc

Just one highly-concentrated small drop provides lasting foam to power through the dishes, leaving them impeccably clean. Patent-pending, naturally-derived formula, including ingredients such as shiso and aloe vera, helps protect hands from the rigours of washing-up.

KEY FEATURES

- Cuts through heavy grease and dried-on food, leaving dishes sparkling clean and residue-free
- Highly-concentrated, patented formula is now even more economical to use: more cleaning power with less product
- Contains new triple-patented blend of aloe vera, alpha-hydroxy acid (AHA), plus natural extracts of the shiso plant to act as a non-irritant and help maintain healthy skin
- 84% of the active ingredients are made from natural sources
- Better pH stability improves and controls odours commonly associated with kitchen sponges/cloths and drains
- Rinses clean easily with no harmful residues
- Leaves dishes and sponge/brush hygienically clean
- Excellent lathering, giving longer-lasting cleaning power
- Contains no phosphates, harsh acids/alkalis or chlorine bleach, which can accumulate or pollute lakes, rivers or streams
- Dermatologist tested and fully biodegradable
- Can be diluted in cold water, thereby conserving energy and using less hot water
- Fragrance contains essential oils
- Paler, purer colour and milder

20,030,624 litres of DISH DROPS Concentrated Dishwashing Liquid were sold in 2009

ITEN NO.

- 110488 1 litre**
- 250014 250ml**
- 103972 AMWAY 1 litre Plunger Dispenser**
- 5113 AMWAY Pour and Measure Cap**
- 110487 AMWAY Plastic Squeeze Bottle (500 ml)**

USES

Suitable for all china, glassware, cooking pots, pans and cutlery, even lead crystal, fine silverware and porcelain. For heavy grease or baked-on deposits, use it as a pre-soak.

HOW TO USE

For washing individual items:

Add 1 part DISH DROPS Concentrated Dishwashing Liquid to 3 parts water in the Plastic Squeeze Bottle and swirl to mix. Squeeze some solution onto a sponge and wash the items before rinsing.



For sink/bowl washing:

Add 3 ml of DISH DROPS Concentrated Dishwashing Liquid while filling the sink/basin with 5 litres of water. Wash dishes in the usual way.

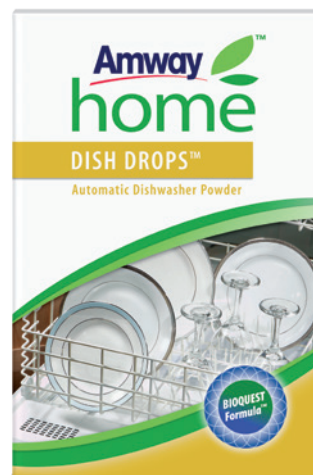




DISH DROPS™ Automatic Dishwashing Powder



- Compact box is more space- and environmentally-efficient
- Phosphate- and perborate-free
- BIOQUEST FORMULA™



For spotless and etch-free performance in the dishwasher, you can't do better than this powder. Its active oxygen and duo enzymes cut effortlessly through grease and dried-on food, leaving exceptionally clean dishes time after time. Suitable for any dishwasher, this powder leaves no hard water film deposits like some competing brands.

KEY FEATURES

- Powerful formula cuts through grease and hardened food easily, leaving dishes sparkling clean
- Boosted cleaning power from activated oxygen and duo enzyme formula
- Contains enzymes and polymers, giving exceptional starch and hard water film removal
- Cleaning ingredients derived from natural ingredients such as chicory
- Cleans without leaving harmful residues
- Phosphate-free
- Fresh and clean citrus fragrance
- Safe for septic systems

CAUTION

Only wash dishwasher-safe items. Not recommended for sterling silver, silver plate, pewter or unprotected aluminium.

Helps prevent soft water etching



Etched



Not etched

ITEM NO.

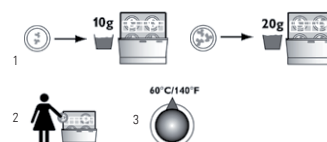
110489 1.4 kg

USES

For spotless cleaning performance on all dishwasher-safe items of glassware, utensils, dishes, pots and pans.

HOW TO USE

1. For light soiling of dishes, empty 10 g of powder into the dishwasher soap dispenser (for heavy soil, use 20 g). For machines without a soap dispenser, place detergent in the bottom of the machine.
2. Load dishwasher, placing dishes/utensils facing spray jets.
3. For best results, adapt water temperatures to soil level.
4. In areas of hard water, ensure dishwasher salt is regularly added to the machine to both maximise performance and prolong the life of the appliance.





DISH DROPS™ Automatic Dishwasher Tablets



- Soluble wrappers
- Spot- and film-free performance
- Greener profile: phosphate- and perborate-free
- BIOQUEST FORMULA™

One convenient tablet in a dissolvable wrapper delivers essential cleaning actions for top-performance dishwasher results. Derived from natural ingredients, the revolutionary phosphate-free formula with active oxygen and duo enzymes attacks dirty dishes with multi-action impact.



DISH DROPS™

KEY FEATURES

- **Eight essential cleaning actions all in one formula:** cleaner, rinse aid, salt factor, dishwasher cleaner, glass protection, silver protection*, crust solvent, stainless steel brilliance
- Dissolvable tablet wrappers
- Effective even at 40°C, meaning energy savings by using less hot water
- Biodegradable cleaning ingredients
- Convenient single-dose tablets, no need to measure
- Phosphate-free
- Helps prevent hard water filming and water spots
- Leaves no messy clumps or detergent residue in dishwasher

CAUTION

Only wash dishwasher-safe items. Not recommended for sterling silver, silver plate, or unprotected aluminium.

* silver protection on products with silver parts. Please see caution on general washing of sterling silver, silver plate or unprotected aluminium

ITEM NO.

109867 60 tablets

USES

For multi-action cleaning and protection on all dishwasher-safe items of glassware, utensils, dishes, pots and pans.

HOW TO USE

1. Dry hands before handling tablet.
2. Place one tablet in the dishwasher soap dispenser; no need to remove wrapper as it's soluble.
3. In areas with hard water, ensure dishwasher salt is regularly added to the appliance both to maximise performance and prolong the life of the machine.





DISH DROPS™ SCRUB BUDS™ Stainless Steel Scouring Pads

An indispensable tool in the kitchen to scrub off baked-on food and grease without scratching. The high quality stainless steel filaments are both durable yet effective on non-mirrored finishes, grills, pans, crockery and even non-household items such as wheels.

KEY FEATURES

- Designed for use on non-mirrored cookware surfaces
- Safely cleans glassware, stainless steel trays, ovens, braai grills, wheels and tools
- Great for scrubbing fruits and vegetables
- High quality stainless steel filaments are both long-lasting and rust-resistant
- Can be used on both the inside and bottom of iCook™ Stainless Steel Cookware and other non-coated cookware without scratching or causing damage
- Durable and reusable, lasting twice as long as stainless steel metal scouring sponges and four times longer than steel wool pads
- Dishwasher safe
- Rinses easily, helping to prevent sour, rancid or mildew odours common to ordinary steel wool pads
- Continuous stainless steel strand will not splinter or break apart

CAUTION

If SCRUB BUDS are used on rust, wheels, tools, etc., do not re-use them on any cookware, as there may be residual contamination.

ITEM NO.

110490 4 pack

USES

Can be used indoors and outdoors. Gentle enough to clean dishes without scratching and equally effective removing dirt and grease in the workshop as well as in the home. Easily removes dried- or baked-on foods and is great for braai grills or rotisseries. Can also be used to remove rust and grime from tools or other metal objects.

HOW TO USE

On cookware:

Use with DISH DROPS Concentrated Dishwashing Liquid. To clean, simply stretch pad, rinse thoroughly with water and allow to relax back into former shape.

On tools, rust, etc.:

Use with appropriate cleaner.

Amway Home Product Demonstrations

Dish™ Demonstrations

There are now four Amway Home Product demonstrations for our Dish products. Familiarise yourself with how to conduct the presentations and don't forget that the videos can help you visualise the desired results. Don't be afraid to ask your upline if you're unsure of any of the directions; our demos are designed to help you close the sale, so you need to be confident in your delivery.



DISH DROPS™ Concentrated Dishwashing Liquid

Gentle to Hands, Tough On Grease Demo



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **5 MINUTES**
APPROXIMATE DEMONSTRATION TIME **5 MINUTES**

Aim of demo

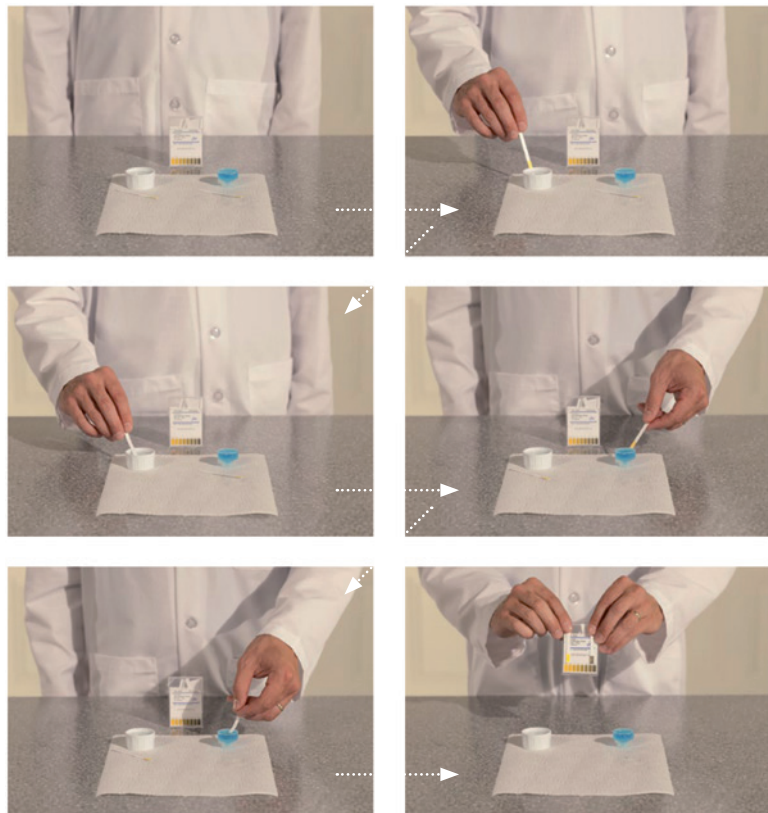
To show that our dishwashing liquid is kinder to hands than many competitor products.

What you need

- DISH DROPS Concentrated Dishwashing Liquid
- Competitor dishwashing liquid detergent
- pH indicator strips
- Paper towel

What you do

1. Pour some of the DISH DROPS Liquid into the bottle cap.
2. Pour some competitor liquid into its bottle cap (or a small cup if no cap available).
3. Dip a pH indicator strip into the DISH DROPS cap, ensuring the colour patch on the strip is fully wetted; lift it out, allowing excess to drain off and then lay it on the paper towel.
4. Repeat step 3 with the competitor brand.
5. Allow to stand for at least one minute and compare the strips.



DISH DROPS™

Result

The colour of the pH indicator strip exposed to DISH DROPS Concentrated Dishwashing Liquid shows the product pH to be about 6.5-7.0. The pH indicator strip exposed to the competitor product shows this to have a much higher pH – well over 8.0. Our cleaner is a neutral pH cleaner that provides a high margin of safety on washable surfaces and materials as well as your hands. The mild ingredients of DISH DROPS Liquid ensure your hands stay looking and feeling soft.



DISH DROPS™ Concentrated Dishwashing Liquid Bubble Blowing Demo



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **5-7 MINUTES**
APPROXIMATE DEMONSTRATION TIME **2 MINUTES**

Aim of demo

To illustrate, using a profusion of bubbles, the incredible concentration of our dishwashing liquid.

What you need

- DISH DROPS Concentrated Dishwashing Liquid
- A large drinking straw
- A medium-sized glass
- Tap water
- A large tray

What you do

1. Fill the drinking glass half full of water and stand it on the tray.
2. Place the straw into the glass and blow some bubbles into the water to show it is only water.
3. Remove the cap from the DISH DROPS Liquid bottle and pour a small amount into the cap.
4. Dip one end of the straw into the cap to show that only a tiny drop of product is being used. Now place the dipped end of the straw into the water and start blowing bubbles into the glass. Soon the bubbles will spill over the top of the glass and fall down to the tray. Continue blowing until the tray is filled with bubbles. This is a very visual demonstration and creates a fun effect with lots of bubbles.



Result

The copious amount of lather produced aptly demonstrates just how concentrated our formula is.



DISH DROPS™ Automatic Dishwasher Powder/Tablets Starch Removal Demo



APPROXIMATE SET-UP/PREPARATION TIME **6 HOURS 30 MINUTES**
 APPROXIMATE DEMONSTRATION TIME **5 MINUTES**

Aim of demo

To show, using either our powder or tablets, that the power of the enzymes in our formulas can remove even the most stubborn, starch food deposits.

What you need

- Either DISH DROPS Automatic Dishwasher Powder or Tablets
- 2 dark-coloured dinner plates
- Cooked short-grain rice (preferably slow-cook rather than fast-cook type)
- An automatic dishwasher

What you do

1. Spoon about 3 tablespoons of cooked rice onto each plate, spread it around the plate and pat it down.
2. Leave the rice to sit on the plates for 20 minutes before scraping off the excess with a plastic spatula. There should be a thin residue of starch left on each plate.
3. The plates should be left to air-dry for 6 hours.
4. Wash one of the plates in the dishwasher using either DISH DROPS Powder or Tablet and following the appliance instructions.



Result

The DISH DROPS Automatic range contains an amylase enzyme that completely removes the starchy film from the washed plate. When compared to the plate that was not washed, the exceptional cleaning power is easily visible.



DISH DROPS™ SCRUB BUDS™

Gentleness Demo



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **1 MINUTE**
 APPROXIMATE DEMONSTRATION TIME **5 MINUTES**

Aim of demo

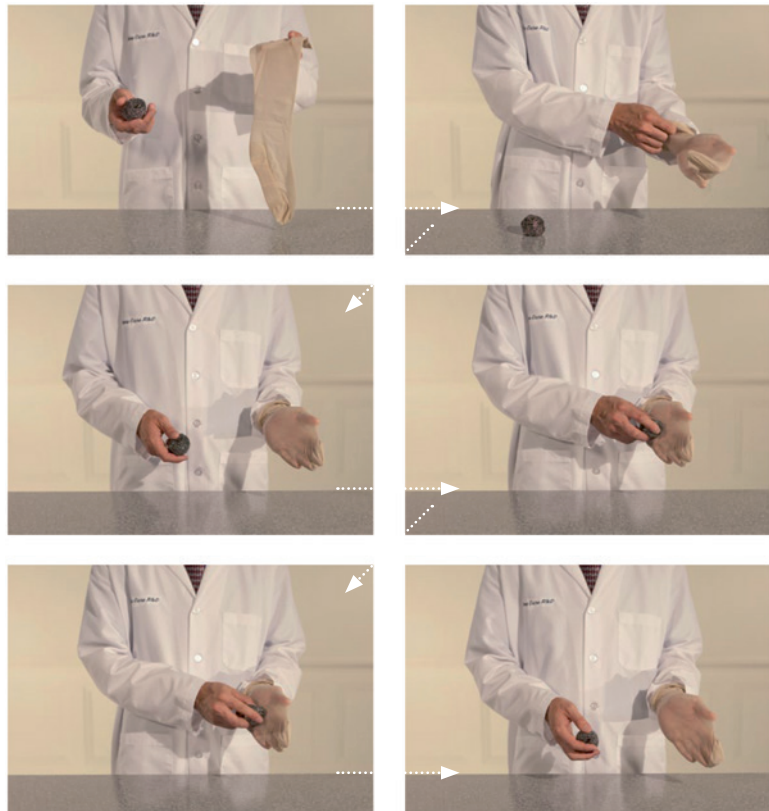
To illustrate the non-scratching qualities of these stainless steel scouring pads.

What you need

- 1 lady's stocking or a sheer knee-high pop sock
- DISH DROPS SCRUB BUDS

What you do

1. Carefully pull the lady's item of hosiery over your hand.
2. Take a SCRUB BUD from the box and rub it backwards and forwards across the hosiery for 60 seconds.
3. This scouring sponge contains over 228,600 continuous millimetres of steel-edged strands, yet even after a minute of scrubbing, the nylon hosiery remains undamaged. They last four times as long as other steel wool pads and won't rust.



Result

DISH DROPS SCRUB BUDS scour away even the toughest of residues, yet are gentle on all your pots and pans, trays and even vegetables.

POWERFULLY GREEN FOR A SAFER CLEAN



SPECIALITY CLEANING PRODUCTS

Task-specific cleaning solutions.

Amway's world-renowned products for those occasional cleaning jobs that require not only top performance but also a truly professional finish. Dedicated solutions for your home and vehicles.

How to mix Speciality products – ZOOM™ Spray Cleaner Concentrate

ZOOM Spray Cleaner Concentrate
Light

1. Fill 375 ml of water to the **5:1 line**
2. Top up with 75 ml of Cleaner



Total of 450 ml of Cleaner

ZOOM Spray Cleaner Concentrate
Normal

1. Fill 300 ml of water to the **2:1 line**
2. Top up with 150 ml of Cleaner



Total of 450 ml of Cleaner

ZOOM Spray Cleaner Concentrate
Heavy

1. Fill 225 ml of water to the **1:1 line**
2. Top up with 225 ml of Cleaner



Total of 450 ml of Cleaner

AVOID CONTACT WITH EYES AND KEEP ALL PRODUCTS OUT OF REACH OF CHILDREN. ALWAYS READ THE LABEL FOR SAFETY INSTRUCTIONS IF PRODUCT ACCIDENTALLY SWALLOWED.



ZOOM™ Spray Cleaner Concentrate

A fast-acting, heavy-duty, multi-purpose cleaner for the removal of tough stains such as grease, soil, etc.

KEY FEATURES

- Multi-purpose cleaner that attacks stubborn marks on a wide range of washable surfaces
- Powerful formula of solvents and surfactants cuts through greasy dirt
- Concentrated formula can be custom diluted, depending on difficulty of cleaning job
- No rinsing required; just spray and wipe

USES

Spot cleaning – an effective, fast-acting cleaner for removing tough stains on cookers, tools, braai places, garden furniture, worktops, appliances and sealed woodwork.

Powerful solvents remove tar, oil, lipstick, pencil, crayon, smoke stains and fingerprints.

HOW TO USE

For normal cleaning – dilute at a 1:2 ratio.

For tackling stubborn spots – dilute at 1:1 ratio.

ITEM NO.

117074 1 litre

103972 AMWAY 1 litre Plunger dispenser

110487 AMWAY Plastic Squeeze Bottle

110483 AMWAY Pistol Grip Sprayer

5113 AMWAY Pour and Measure Cap

SPECIALITY

CAUTION

ZOOM Spray Cleaner Concentrate is not suitable for use on flat latex surfaces, carpets and raw wood surfaces.

Fills up to six AMWAY
Pistol Grip Sprayers



SPECIALITY



AMWAY™ GREEN MEADOWS Concentrated Air Freshener and Odour Neutralizer

A concentrated aerosol spray that does more than make the air smell fresh and clean. It contains a unique ingredient called NEUTRALODOR™ Deodouriser that neutralises household smells.

KEY FEATURES

- Emits a delightful fragrance evocative of green meadows. A quick spray is all you need to give your room the country-crisp fragrance of springtime fields
- Contains NEUTRALODOR, a unique deodouriser ingredient that neutralises offensive household smells
- No need to spray liberally; the concentrated formula means one quick squirt eliminates most household odours

ORDER NO.

8193 150 ml

USES

Gets rid of even strong aromas such as fish, tobacco, smoke and cabbage; particularly beneficial in smoke-filled rooms and musty closets.

HOW TO USE

Concentrated, so just one quick spray is all that is required.



AMWAY™ Wax Furniture Polish

This rich, creamy formula cleans, polishes and protects in one easy step, leaving a splendid satin finish and fresh, clean, lemon scent. Perfect finishes for fine wood furniture.

KEY FEATURES

- A concentrated aerosol spray of a specially-blended wax and silicones that simultaneously cleans, polishes and protects fine wood furniture
- Rich, creamy formula leaves only a satin finish and no powdery film, oily residue or sticky build-up. It returns a natural lustre to dull, dry wood, minor nicks and scratches and resists moisture
- Contains antistatic agent to reduce static build-up on surfaces
- Fresh lemon scent leaves your room smelling fragrant and clean
- Slim aerosol container fits comfortably in the hand

CAUTION

Do not use AMWAY Wax Furniture Polish on French-polished surfaces or untreated wood, as the water-based formula could cause water marks.

ITEM NO.

100712 400 ml

USES

Use for regular cleaning of furniture and decor. Also effective on finished wood, plastic, ceramic and porcelain.

HOW TO USE

AMWAY Wax Furniture Polish uses pictures to explain how to use this product as well as an explanation below.

1. Shake well.
2. Spray no nearer than 20 cm from the surface.
3. Polish with a cloth.



SPECIALITY



REDEFINING CLEAN

Make your home and your world a better place with Amway Home™ products. The Amway Home brand offers an entire line of high performance laundry and household cleaning products that not only provide outstanding cleaning but also contribute to healthier home and environment. Amway Home products use Bioquest Formula™ technology that provides powerful cleaning and contains ingredients derived from natural sources. Everyday chores are now easy for you – and easy on the planet.

POWERFULLY GREEN FOR A SAFER CLEAN



AMWAY™ Car Wash

A concentrated liquid car wash that helps loosen surface dirt, grease and traffic film, without dulling the vehicle's shine or harming protective polishes or finishes. Fast, easy and economical to use.



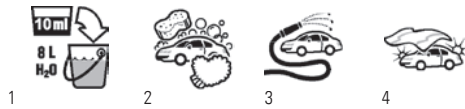
KEY FEATURES

- Gently loosens surface dirt and traffic film, without removing the car's protective polish or finish
- Concentrated, so just 5 ml per 4 litres of water effectively cleans traffic film
- Phosphate-free formula

HOW TO USE

AMWAY Car Wash uses pictures to explain how to use this product; as well as a written explanation provided below.

1. Mix 5 ml AMWAY Car Wash to every 4 litres of warm water in a bucket. (Use soft water if available).
2. Using sponge or cloth, wash car thoroughly.
3. Rinse thoroughly with clean water.
4. Wipe dry with a clean towel or chamois leather.



One bottle provides up to 100 washes

ITEM NO.

117075 1 litre

5113 AMWAY Pour and Measure Cap

USES

Suitable for all automotive surfaces and paints, vinyl tops, tyres, wheel covers, chrome and rubber trim. It can be used on all sorts of motorised transport, including cars, motorcycles, boats, motor homes, people carriers, 4X4s and camper vans.

CAUTION

AMWAY Car Wash is not intended for use on car interiors. If hard water is used, vehicles should be dried using a clean, soft towel or chamois to prevent spotting. Not suitable for use in industrial car wash machines. Please refer to the label information for safety instructions.

SPECIALITY



AMWAY™ SILICONE GLAZE™ Car Polish

Not a conventional wax, but a custom blend of cleaning and polishing agents that gently lifts dirt and old polish without harming the car's finish. It provides lasting protection for your car and other surfaces.

KEY FEATURES

- Delivers a high gloss shine that also protects
- Cleans and polishes vehicles without harming paintwork. Gentle on metallic and new car finishes
- Multi-silicone formula creates a bright, detergent-resistant shine
- Can additionally be used to bring shine to boats, motor homes, home appliances, ceramic tiles and countertops

CAUTION

Do not pour AMWAY SILICONE GLAZE Car Polish directly onto surface; always apply with a damp cloth. Do not apply in direct sunlight. Heavily oxidised paint will not accept polish well; use cutting compound prior to use. Do not use on recently re-sprayed cars: wait at least two months. Do not use on surfaces that will be walked on. Please refer to the label information for safety instructions.

ITEM NO.

8967 500 ml

USES

Safe to use on all car colours and finishes, including metallics. Cleans and polishes appliances, laminated worktops, bathroom fixtures, fibreglass and aluminium.

HOW TO USE

1. Wash and dry vehicle.
2. Shake container well before using.
3. Squeeze polish on damp cloth and apply to a small area, working in a circular motion.
4. Allow to dry completely to a haze. Buff to a shine with a clean, soft cloth.

Amway Home Products Demonstrations

Speciality Cleanings

These demonstrations are a captivating means of showing prospects the efficacy and benefits of Amway products in action and sometimes just a few short minutes is all it takes to help convert the sale.



ZOOM™ Spray Cleaner Concentrate Lipstick Removal Demo



VIDEO AVAILABLE

APPROXIMATE SET-UP/PREPARATION TIME **5 MINUTES**
APPROXIMATE DEMONSTRATION TIME **5 MINUTES**

Aim of demo

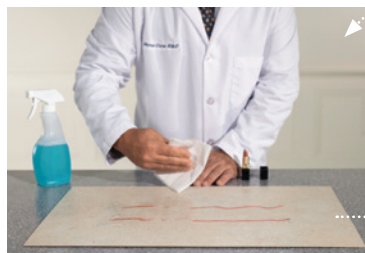
ZOOM Spray Cleaner Concentrate is a highly-effective hard surface cleaner, capable of cutting through heavy grime around the home; the aim is to show how it tackles grease-based stains.

What you need

- Glass tile or mirror
- Lipstick
- ZOOM Spray Cleaner Concentrate
- Two AMWAY Pistol Grip Sprayers
- Water
- Clean cloth

What you do

1. Dilute ZOOM Spray Cleaner Concentrate solution, 1 part ZOOM to 2 parts water, and pour into one of the AMWAY Pistol Grip Sprayers.
2. Fill the second Pistol Grip Sprayer with plain water.
3. Smear lipstick on the glass tile or mirror.
4. Spray the tile or mirror with ZOOM and leave it to stand for 60 seconds.
5. Spray the tile or mirror with a short squirt of water from the second Pistol Grip Sprayer.
6. Wipe stain with a clean cloth.



SPECIALITY

Result

Shows how quickly ZOOM Spray Cleaner Concentrate goes to work, breaking down the lipstick smudge for easy removal.



AMWAY™ SILICONE GLAZE™ Car Polish

APPROXIMATE SET-UP/PREPARATION TIME **5 MINUTES**

APPROXIMATE DEMONSTRATION TIME **20 MINUTES**

Aim of demo

To show how AMWAY SILICONE GLAZE Car Polish gently but effectively removes ingrained dirt and old polish to smooth and brighten dull, scratched surfaces caused by everyday wear and tear.

What you need

- SILICONE GLAZE Car Polish
- Polishing compound (e.g., 'T' Cut)
- 30 x 30 cm black acrylic sheet (such as Plexiglass™†)
- Masking tape
- Several pieces of soft polishing cloth

What you do

1. Use masking tape to divide the black acrylic sheet into three sections.
2. Apply SILICONE GLAZE Car Polish to a damp cloth and polish one section of the acrylic sheet as per directions for use on the product container. Use moderate pressure for about 30 seconds.
3. When the polish is dry, wipe it away with a clean piece of cloth to completely remove any traces of the product.
4. To simulate wear, repeat steps 2 and 3 on the other two sections of acrylic, using polishing compound. This product is very abrasive, so use light pressure for 30 seconds when applying and use the same technique as above when removing it. (See Result A).
5. Now apply SILICONE GLAZE Car Polish (Steps 2 and 3) to one of the scratched and dulled areas prepared in step 4. (See Result B)

Result A

The first section polished with AMWAY SILICONE GLAZE Car Polish shows little or no scratching to the soft acrylic surface, while the other two sections rubbed with the abrasive polishing compound show marks of wear.

Result B

This shows how AMWAY SILICONE GLAZE Car Polish has improved the appearance of one of the damaged sections, demonstrating that it is a gentle yet effective polishing agent for car finishes.

† Plexiglass is a trademark of Rohm & Haas Co., Philadelphia, PA.



AMWAY™ Car Wash

APPROXIMATE SET-UP/PREPARATION TIME **5-10 MINUTES**
APPROXIMATE DEMONSTRATION TIME **5 MINUTES**

Aim of demo

To emphasise the excellent and lasting foaming properties of AMWAY Car Wash as oil/dirt builds up.

What you need

- AMWAY Car Wash
- 2 x 1 litre jars with lids
- 1 x 90 ml measuring cup
- Disposable pipettes
- Measuring spoons
- Potting soil or dried, finely-ground black topsoil
- Dirty automobile oil
- Household salt
- Competitor car wash

What you do

1. Add 90 ml of tap water to each jar.
2. Carefully add one drop of AMWAY Car Wash to one of the jars and one drop of a competitor's car wash to the other (pay attention to drop size; product viscosity can vary and a thicker product can produce a larger drop).
3. Replace both lids on the jars and, holding them firmly, shake them up and down for twenty repetitions. Allow your audience to see and compare the amount of foam produced in each jar.
4. Remove the lids and add to each jar: 6 drops of dirty motor oil, 3 ml of salt and 5 ml of topsoil. Replace the jar lids and again shake for ten repetitions; stop and compare foam levels.
5. Draw attention to the foam loss of the competitor's product and highlight how AMWAY Car Wash, even with significant grime load, is still providing detergency.

Result

AMWAY Car Wash has excellent foaming and detergency properties, even when subjected to a significant amount of dirt/oil. The lasting foam shows the enduring power of the product and underlines where its economy is realised.

SPECIALITY

AMWAY™ Dispensing Products and Merchandising Items

Get the best possible results from AMWAY products by using AMWAY dispensers, specifically designed for optimum measurement and application of the products. Durable plastic bottles are clearly marked to enable the correct measures and dilution of AMWAY concentrates with water to be made, while interchangeable tops are calibrated to dispense the optimum amount. Such attention to accuracy reduces waste and saves money. Dispensing products soon pay for themselves, as they can be used time and time again.

KEY FEATURES

- Long lasting, re-usable products made from durable plastic
- The ultimate in convenience and economy and compatible with AMWAY products
- Accurate dose measurement ensures no product is wasted, thus saving money.



AMWAY HOME Plastic Squeeze Bottle

Features a flip-top, screw-on cap to prevent leaks and spills. Holds up to 500 ml of cleaning solution. The large neck diameter eases mixing.

Item No. 110487



AMWAY HOME Pistol Grip Sprayer Bottle

Ergonomically designed bottle and contoured trigger for extra grip and ease of use. Choose from 'spray', 'foam' or 'off' settings, depending on your cleaning requirements. Clear fill markings on the front make it easy to dilute concentrated products.

Item No. 110483



AMWAY Dispenser Ball

The AMWAY Dispenser Ball is designed to dispense laundry detergent effectively, right to the heart of your wash. It helps avoid blocked dispenser drawers, which waste product and need frequent cleaning. Can be used with either powder or liquid.

Item No. 5101



AMWAY Pour and Measure Cap

This high quality, convenient and re-usable Pour and Measure Cap simplifies dispensing and measuring AMWAY products (fits 1 or 4 litre bottles). Not only does it improve the ability to measure accurately, but it also allows unused product to drain back into the bottle without dripping, spilling or wastage.

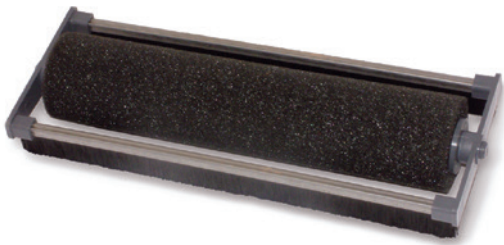
Item No. 5113



AMWAY Plunger Dispensers

Available in two sizes to fit Amway's 1 and 250 ml bottles. The durable, spring-loaded mechanism accurately dispenses 3 ml from the 1 litre bottle and 1 ml from the 250 ml version. The plungers are ideal for accurately dispensing the correct amount of liquid one-handed.

Item No. 103972 **1 litre**
Item No. 240705 **250 ml**



AMWAY™ Replacement Roller

Replacement roller for the AMWAY Carpet Shampoo Applicator. Features three-section cleaning head with two brush sections and one thick sponge to loosen trapped grime and deep-clean carpet pile. Fits both new and old applicator models.

Item No. 100718



L.O.C.™ Wipes Kit and Refill

The Wipes Kit comes complete with two convenient, re-usable canisters and two rolls of strong, tear-off wipes that you can use with a diluted solution of your chosen L.O.C. Cleaner. Each kit includes two containers with dispensing lids and two rolls of 40 wipes – 17.8 x 20.3 cm (approx). Refill packs contain two more rolls of 40 wipes.

Wipes Kit Item No. 109892

Wipes Refill Item No. 109893

DISPENSERS
AND ACCESSORIES



Cook healthier. Live better.

iCook™ Stainless Steel Cookware is more than a premium collection of pots, pans and inserts; it's an investment in the future wellbeing of your family. The range has been carefully engineered to ensure each component works in harmony to produce nutritious meals that use less fat.

Whether it's the 27-Piece iCook Family Prestige Set, the iCook Non-Stick Pans or the iCook Knives, you're guaranteed products built from premium grade materials, made by precision manufacturing and offering years of superior cooking performance.

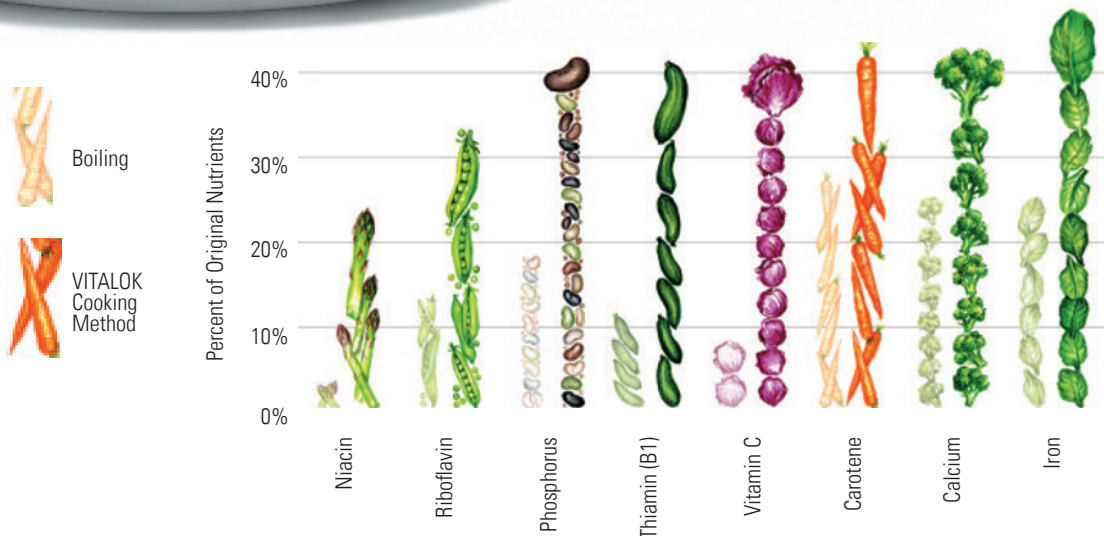
VITALOK™ Low Moisture Cooking Method

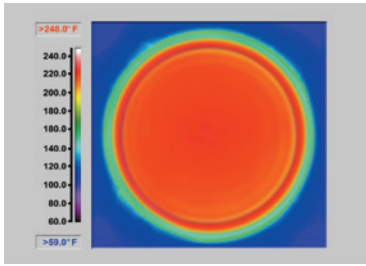
Exclusive to iCook Stainless Steel Cookware, the VITALOK low moisture cooking method helps food retain more colour, flavour, texture, vitamins and minerals – indeed over a third more vitamins and minerals are retained than with conventionally boiled vegetables.

The key to VITALOK's effectiveness is the precision fit between the pan and the lid. When cooking begins, a vapour is formed from the food's natural moisture or from rinsing. As this condenses, a thin film of water collects between lid and pan. This water barrier, when properly maintained by cooking at low temperatures, continues to condense, allowing food to cook in its own natural oils and juices, optimising flavour and nutrients. The iCook pots and pans are ideal for people seeking a healthier way to cook.

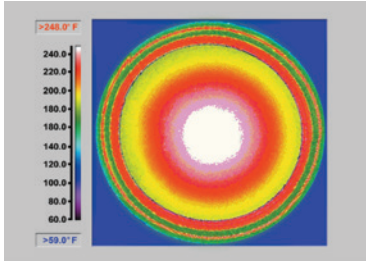


Vegetables retain more nutrients and vitamins with VITALOK





iCook Pan Base



Conventional Pan Base

OPTITEMP™ SLAB BASE

The secret of good cooking lies in the ability of the utensil to conduct heat efficiently and evenly. iCook™ pots and pans have an OPTITEMP base, which comprises three layers of permanently bonded metal: aluminium, magnetic stainless steel and a carbon steel core. The extra thick layer of aluminium provides uniform distribution of heat throughout the pan. The magnetic stainless steel layer makes it suitable for induction hobs. The carbon steel core helps the pan retain heat.

OPTITEMP bases improve heat distribution and are suitable for all types of cookers.



iCook

DURAMIC™ NON-STICK COATING

With iCook's Non-Stick DURAMIC technology, less fat is required during cooking. Foods can easily be flipped and turned and the pans are easy to clean and resistant to scratching.

The external and internal reinforcement applied during manufacturing of iCook Non-Stick Frying Pans means they're some of the toughest, most durable, non-stick pans in the world, promising consistent performance, meal after meal.

Also available: iCook Knives

Designed for comfort, ease of use and performance, the iCook Knife Set is a great addition to any busy kitchen.

MORE INFORMATION

The iCook Stainless Cookware Manual provides detailed information on the range and technologies used, guides on how to prepare delicious meals, tempting recipes and much more.



Item No. 202368



Clearly a better water solution.



Water is vital for life. It affects our health, our fitness and even our appearance. It lubricates our eyes, mouth, nose and joints. It helps cushion our organs and make them function properly, flushing kidneys of toxic substances. It balances electrolytes that help regulate body temperature and control blood pressure.

Water is crucial for our wellbeing but, although 80% of the Earth's surface is covered in water, less than 1% is fit for human consumption. With the eSpring™ Water Treatment System, you have water you can trust.

eSpring WATER TREATMENT SYSTEM DIFFERENTIATORS

1. Cleaner, clearer, better-tasting water

The most noticeable and appreciable benefits of the eSpring Water Treatment System are the dramatic improvements in water taste, odour and clarity.

2. Better water quality

Many systems improve the appearance and taste of water, but few reduce potentially harmful contaminants and even fewer effectively eradicate waterborne bacteria and viruses. The eSpring Water Treatment System does all three. It effectively removes over 140 potential health-affecting contaminants and destroys 99.99% of potential disease-causing waterborne bacteria and viruses in drinking water.

3. Proven performance

Independently tested and certified by two of the leading water treatment organisations: the Water Quality Association (WQA) and the National Sanitation Foundation (NSF).

4. Unique, advanced technology

The eSpring™ Water Treatment System was the first water system to combine a US patented combination of carbon block and UV lamp technologies, coupled with advanced electronic monitoring. The carbon filter cartridge reduces particulates and contaminants in water. The UV light destroys waterborne micro-organisms and the electronic monitoring system checks system performance and alerts users when it's time for maintenance. All these technologies make this system unique.

5. Backed by years of research

eSpring is the result of 20 years of research. It was designed and developed by engineers and scientists working with Amway, resulting in more than 270 water treatment patents worldwide, granted or pending.

6. Convenient

Unlike bottled water or jug-type filters, the eSpring Water Treatment System provides all the daily drinking/cooking needs for an average family, on demand, straight from the tap.

7. Low maintenance

Some water treatment systems require filter changes every month, if not more frequently. eSpring can provide enough filtered water for a family of six for up to a year, or 5,000 litres (whichever comes first) before a replacement cartridge is needed.

8. Great value

Not only is eSpring's cost of treatment less than many other systems, it also provides better performance and greater convenience.







eSpring™ CLEAN WATER COMPARISON TABLE

Judging a system by taste, odour and clarity is the least effective and accurate way to compare systems. It cannot tell you what's truly important about treatment system performance.

	TASTE, ODOUR, CLARITY	MICRO-ORGANISM REDUCTION	PARTICLES, ORGANIC CONTAMINANTS, CHLORINE BY-PRODUCTS, INORGANIC CONTAMINANTS REDUCTION	MINERAL RETENTION
<p>eSpring Destroys 99.99% of waterborne micro-organisms and removes over 140 particulates and contaminants.</p>	✦	✦	☐	✦
<p>Bottled Quality may vary between brands because treatment methods differ.</p>	✦	?	?	?
<p>Jug Type/ Pour-Through Filter Most reduce only a small number of organic contaminants. Jug filters treat limited water volumes. Frequent filter change required.</p>	✦	✦	☐	☐
<p>Reverse Osmosis Slow and inefficient; 80-90% of water in flow wasted. High pressure required. May remove desirable minerals.</p>	✦	✦	☐	✦

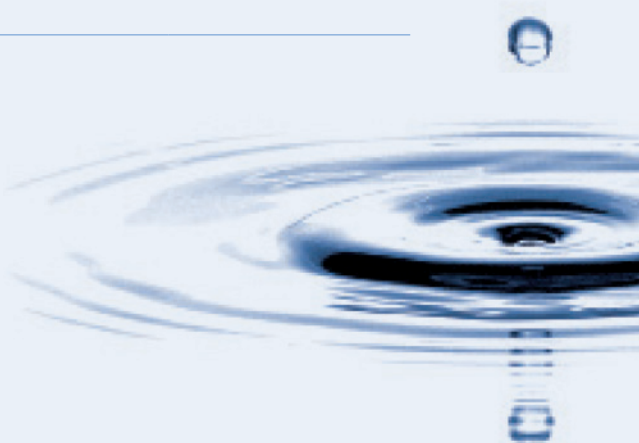
eSpring

Key

			
Effective on all	Not effective	Effective on some	Unknown

MORE INFORMATION

For more details, order the eSpring Product Guide. It provides a comprehensive overview of the product's features, benefits and much more. **Item No.** 214072.



Glossary

Abrasives

Particles of varying size and hardness included in formulations to scour, polish or smooth surfaces. The softer and smaller the abrasive particles, the milder the polishing effect.

Aerosol

Usually refers to a pressurised container dispersing fine droplets of liquid into the air by means of compressed gas, which acts as a propellant.

Alkaline

Alkaline materials can neutralise acids. Alkaline salts, commonly called builders, have well-documented cleaning properties and typically form a major ingredient in powdered laundry detergents.

They serve to:

- soften water to decrease the interference of hard water ions with detergency
- help disperse dirt and stains
- neutralise acidic stains, e.g., body oils, cooking greases, making them more soluble and easier to remove
- help emulsify fatty or oily stains.

As most stains contain acidic, oily and/or fatty components, laundry detergents are usually more effective when they contain alkaline builders.

Anti-redeposition agent

An ingredient often included in detergents to help prevent loosened deposits from re-attaching to clean surfaces during cleaning.

Biological

Biological products contain enzymes. These are naturally occurring substances that biodegrade rapidly and harmlessly in the environment. They are used in many detergents, because of their unique ability to break down protein stains, eg. blood and grass.

BIOQUEST FORMULA™

All Amway products that contain BIOQUEST FORMULA are proven to deliver powerful cleaning performance and are concentrated, biodegradable and dermatologically-tested.

Builder

A material that enhances or maintains the cleaning efficacy of detergent. Builders soften water by de-activating hardness minerals and provide more alkalinity to assist cleansing. Some builders, known as sequestrants, also help keep dirt suspended so that it does not redeposit on cleaned surfaces or fabrics.

Concentrated

Formulated products designed to be diluted prior to use. The degree of dilution is dependent on the percentage of active ingredients in the concentrate and the type of ingredients used.

Detergent

A water-soluble agent that mixes with impurities and dirt to make them more soluble so they can be rinsed away.

Enzymes

Naturally occurring substances that break down complex organic molecules to simpler compounds. They are used in many detergents because of their unique ability to break down protein stains, eg. blood and grass. Their inclusion in detergent enables stains to be more easily cleaned away. These substances biodegrade rapidly and harmlessly in the environment.

Germs

A micro-organism. While some germs cause disease, not all microbes are harmful; indeed some are the foundations of the food chain that feed life on earth and mankind wouldn't survive without them. People, pets and food are the main carriers of germs into the home and, once there, they can spread without good personal and home hygiene.

Hydrocarbon

A compound composed entirely of carbon and hydrogen atoms. Hydrocarbons are used as propellants in Amway aerosols rather than chlorofluorocarbons (CFCs). Hydrocarbons have not been implicated in damaging the ozone layer of the upper atmosphere.

Non-chlorine bleach

A laundry product that contains peroxygen compounds as opposed to chlorine. These compounds release active oxygen in the wash water to give a more gentle bleaching (oxidising) action than chlorine bleach.

Oleic acid

A monounsaturated fatty acid found naturally in many plant sources and animal products. In addition to being used as cooking oil, oleic acid is part of a number of products. It is often used to make soap and is present in a number of cosmetics.

pH

A chemical symbol indicating the degree of acidity or alkalinity of a solution. The pH scale runs from 0 to 14, with 7 indicating neutrality. A number below 7 indicates acidity whilst a number over 7 indicates alkalinity.

Phosphates

Salts of various phosphoric acids. They help soften water and suspend certain soils, thereby allowing detergent to work more effectively.

Polymers

Complex molecules composed of one or more simple building blocks (monomers) linked together. These molecules have many important properties, including film-forming (as in floor, auto and furniture polishes), dirt suspension (anti-redeposition agents) and protection (coating and paints).

Pre-washes

A term used to describe special laundry products used to treat stains and heavy grime. They penetrate the deposit held in fibres, enabling its release in the laundry. They contain surfactants (which serve as emulsifying, dispersing, wetting agents), solvent (which helps surfactants penetrate the surface of the soil) and stabilisers (which keep the surfactant and solvent from separating).

Readily biodegradable

A substance or product claiming to be biodegradable must be capable of breaking down naturally (with the help of bacteria) into natural raw materials and disappearing into the environment. The process of biodegradation can take anything from days to months and is dependent on a lot of external factors (such as temperature, the kind of bacteria available, etc.). Under strictly defined conditions and within 28 days "Readily biodegradable" formulas will exceed a given degradation level. With ideal degradation conditions, such as in the biological part of waste water treatment plants, the biodegradation happens within two hours only.

Silicone

Polymer material characterised by extreme water repellency and high lubricating properties.

Solubility

A product's ability to dissolve in liquid, particularly water. A high rate of solubility means a product works faster and more uniformly. Complete solubility leads to easy rinsing and less residue after cleaning. A product's solubility depends on many things such as the formula, water temperature, water hardness, agitation.

Solvent

A material capable of dissolving another substance. Water is a common solvent that can dissolve substances such as salt, sugar, etc. In cleaning, solvent usually refers to a substance added to help dissolve and remove greasy or oily deposits. Common cleaning solvents are hydrocarbons, ethers and alcohols.

Surfactants

A mix of hydrophilic (water-liking) and hydrophobic (water-hating) molecules, which can help cleaning in several ways. They can reduce the surface tension of the liquid in which they are dissolved. This allows cleaning solutions to penetrate in and around the fibre or surface, loosening grime and suspending it so it can be rinsed away. Anionic is a type of surfactant with a negatively-charged anion on the molecule, particularly effective in removing oily grime and suspending clay. They are usually high-lathering. Non-ionic is a type of surfactant that is neither positively nor negatively (ionic) charged. It's especially effective at removing oily and greasy soil. They are usually low-lathering.

Water hardness

The presence of certain dissolved minerals in water increases its 'hardness' and can cause cleaning problems. Calcium and magnesium, and sometimes iron and manganese, can interfere with the solubility of the cleaning process. Hardness can also lead to problems such as soap scum and limescale. Water which is essentially free of calcium and magnesium is described as soft; if significant amounts of either or both are present, it is considered hard.

Wetting agent

A wetting agent is a compound that increases the speed and ability of a liquid, usually water, in displacing air from a solid surface.

Caution Symbols



Keep away from children.



Keep away from eyes. If product gets into eyes, rinse thoroughly with water.



Rinse and dry hands after use.



People with sensitive or damaged skin should avoid prolonged contact with the product.



Do not ingest. If product is ingested then seek medical advice.



Do not change container to store products.



Do not mix with other products.



Ventilate the room after use.

Hazard Symbols



1. C = Corrosive



2. Xn = Harmful



3. Xi = Irritant



4. F = Flammable



BIOQUEST FORMULA is what makes
AMWAY HOME™ products stand out from the rest;
it's the key differentiating argument.

Amway

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