

NEW AUSTRALIAN GOVERNMENT REGULATIONS FOR: PROMOTING AND SELLING VITAMINS AND SUPPLEMENTS

There are new Australian Government regulations for promoting and selling vitamins and supplements which now impacts big retailers, vitamin shops and direct sellers. This includes Amway®.

These new advertising regulations impact all vitamins and supplements in tablet and capsule form in the NUTRIWAY® and XS™ range listed with the Therapeutic Goods Administration in Australia.

What Products Are Affected?

The below listed products are the products that are affected by the new advertising regulations, which means that when describing or promoting these products:

- IBOs cannot share their personal stories, or experiences of their own use of these vitamins and supplements; but
- IBOs can promote vitamins and supplements listed on this page with Amway's approved product claims as found on the Amway website or catalogue; and
- IBOs need to be careful when referring to product kits or packs instead of specific NUTRIWAY or XS products within them. Only approved claims may be shared; and
- IBOs can share stories or experiences from customers (not IBOs) that have agreed to provide statements to share that are accurate and consistent with Amway's approved product claims; and
- IBOs can share Amway's approved product materials with prospects and customers.

For a full list of affected NUTRIWAY and XS products, please refer to the information below:

VS NUMBER	PRODUCT DESCRIPTION
VS-202491	NUTRIWAY Bilberry & Lutein Blend
VS-110606	NUTRIWAY Cal Mag D Advanced
VS-102690	NUTRIWAY Carb Blocker Plus
VS-6109	NUTRIWAY Kids Chewable Natural C
VS-122	NUTRIWAY Kids Chewables Multi-Vitamin and Iron
VS-100070	NUTRIWAY Cholesterol Health
VS-6107	NUTRIWAY Complex For Hair Skin & Nails
VS-102992	NUTRIWAY Concentrated Fruits and Vegetables
VS-123	NUTRIWAY Daily
VS-120843	NUTRIWAY Double X - 31 Day Supply with Tray
VS-120844	NUTRIWAY Double X - 31 Day Supply Refill
VS-104402	NUTRIWAY Fibre Blend Chewable Tablet
VS-6160	NUTRIWAY Garlic Heart Care
VS-6122	NUTRIWAY Glucosamine HCl with Boswellia
VS-100352	NUTRIWAY Milk Thistle & Dandelion
VS-2127	NUTRIWAY Omega-3 Complex
VS-3178	NUTRIWAY Parselenium-E®

VS-93	NUTRIWAY Siberian Ginseng & Ginkgo Biloba Blend
VS-102046	NUTRIWAY Tri-Iron Folic
VS-117085	NUTRIWAY Trim Choice Advance®
VS-111	NUTRIWAY Triple Shield® Echinacea
VS-110171	NUTRIWAY Vitamin B Complete
VS-109746	NUTRIWAY Vitamin C Plus
VS-101593	XS Energise Rhodiola

What Products Are Not Affected?

NUTRIWAY and XS Products not listed above, are classified as Food Items and therefore not affected by the new advertising regulations. Other Amway Brands are also not affected.

For a list of NUTRIWAY and XS products that classified as food items and therefore not affected by these changes, please refer to the information below:

VS NUMBER	PRODUCT DESCRIPTION
VS-110415	NUTRIWAY All Plant Protein Powder
VS-100325	NUTRIWAY Berry Protein Powder
VS-117946	BODYKEY® Meal Replacements - Chocolate
VS-117945	BODYKEY Meal Replacements - Vanilla
VS-118893	NUTRIWAY PhytoPowder™ Defend Cherry - Tub
VS-118896	NUTRIWAY PhytoPowder Defend Cherry - Sachets
VS-118891	NUTRIWAY PhytoPowder Electrolyte Orange - Tub
VS-118894	NUTRIWAY PhytoPowder Electrolyte Orange - Sachets
VS-118892	NUTRIWAY PhytoPowder Refresh Lemon - Tub
VS-118895	NUTRIWAY PhytoPowder Refresh Lemon - Sachets
VS-268282	NUTRIWAY POSITRIM® Protein Bars - Café Latte
VS-268280	NUTRIWAY POSITRIM Protein Bars - Fudgy Brownie
VS-268283	NUTRIWAY POSITRIM Protein Bars - Honeycomb Almond
VS-268281	NUTRIWAY POSITRIM Protein Bars - Mixed Berry Smoothie
VS-120571	NUTRIWAY Probiotic
VS-280658	XS Electrolyte Plus Lemon Lime
VS-280626	XS Energy Drink - Blood Orange
VS-280628	XS Energy Drink - Classic Black
VS-280632	XS Energy Drink - Green Apple
VS-280631	XS Energy Drink - Lemon Black Tea
VS-280629	XS Energy Drink - Mango Pineapple Guava
VS-280630	XS Energy Drink - Mango Pineapple Guava (Caffeine Free)
VS-280625	XS Energy Drink - Pink Grapefruit
VS-280531	XS Fuel Bars - Caramel Vanilla Blast
VS-280532	XS Fuel Bars - Coffee Blast
VS-268214	XS Muscle Recovery Citrus

VS-268208	XS Pre-Workout Boost Melonade
VS-268237	XS Probiotic Fibre Drink Mix
VS-268207	XS Protein Bars - Chocolate Fudge
VS-268206	XS Protein Bars - Chocolate Mint
VS-268205	XS Protein Bars - Cookies & Cream
VS-268204	XS Protein Bars - White Chocolate Raspberry
VS-268211	XS Whey Protein - Chocolate
VS-268210	XS Whey Protein - Vanilla

Need More Information?

For more information on what claims can be used, please refer to the product Sell Sheets and Product Brochures that can be found on our Health Downloads Page (<https://www.amway.com.au/en/my-business/downloads/> or <https://www.amway.co.nz/en/my-business/downloads/>).

To access training materials, click here. (<https://www.amwayuniversity.com/m3/#/detail/19197?alticorRU=www.amway.com.au>)

Alternatively, please email ANZ-Legal&Rules@amway.com.

Thank you for your compliance with these regulations.