

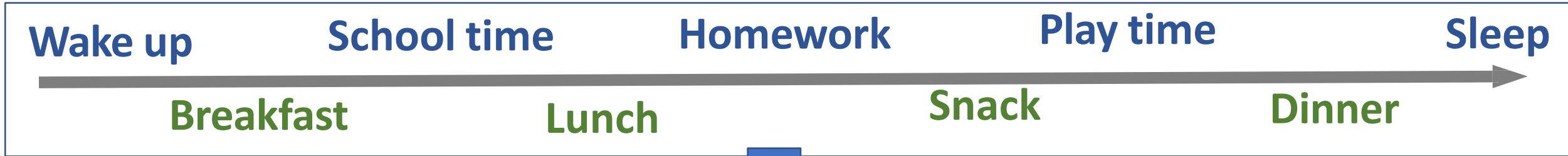
# Nutriline™ Kids “We Are Growers”



*For internal training only*

**NUTRILITE™ K:DS**

# What are kids' daily routine?



Sometimes, the plan doesn't work that way.  
Kids may get picky or frustrated  
on certain things.

**If the plan doesn't work, change the plan,  
but never the goal!**





**We share a common goal:**

**WE WANT THE KIDS  
TO GROW HEALTHY!**

**Kids are Growing Up;  
Parents are Warriors  
Nutrilite™ Kids is the Protector!**



**NUTRILITE™ KIDS**  
*For internal training only*

# What are the current trends?

**4 out of 5** Malaysian children between **1-6 years old** **DO NOT** consume enough **fruits and vegetables**

Children between **2-11 years old** are usually **picky eaters**

**1 in 3** children **under 5 years old** are **Malnourished**, globally.  
(Stunting/Wasting/Overweight)



# Checklist on planning healthy menus



**Use this checklist to ensure that the menu you planned is complete.**

Descriptions	YES/NO
Does your child get a variety of foods for breakfast, lunch and dinner daily?	✓
Does he take foods from each food group?	✓
Does he drink milk and plain water daily?	✓
Do you try to prepare meals using healthy cooking methods such as steaming, baking or roasting everyday?	✓
Are the food selection repeated too often? For example, fried chicken 5 times a week.	✓
Is the meal you prepared is of high nutritional value / nutrient densed?	✓

# Nutrition for your child

When planning meals for your child, remember these basic tips:



- 1 Balance**
  - ✓ Eat from all food groups at every meal
- 2 Moderate**
  - ✓ Just eat enough, not too much or too little of any particular food
- 3 Variety**
  - ✓ Mix and match!



## Extra tips:

- Eat on time and don't skip main meals like breakfast, lunch and dinner.
- Drink plenty of water, at least 6 glasses everyday

Eat 5

COLOURS

A Day

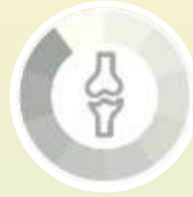
For naturally occurring

phytonutrients



# The Power of Phytonutrients

Bone & Joint Health



Cellular Health



Eye Health



Brain Health



Heart Health

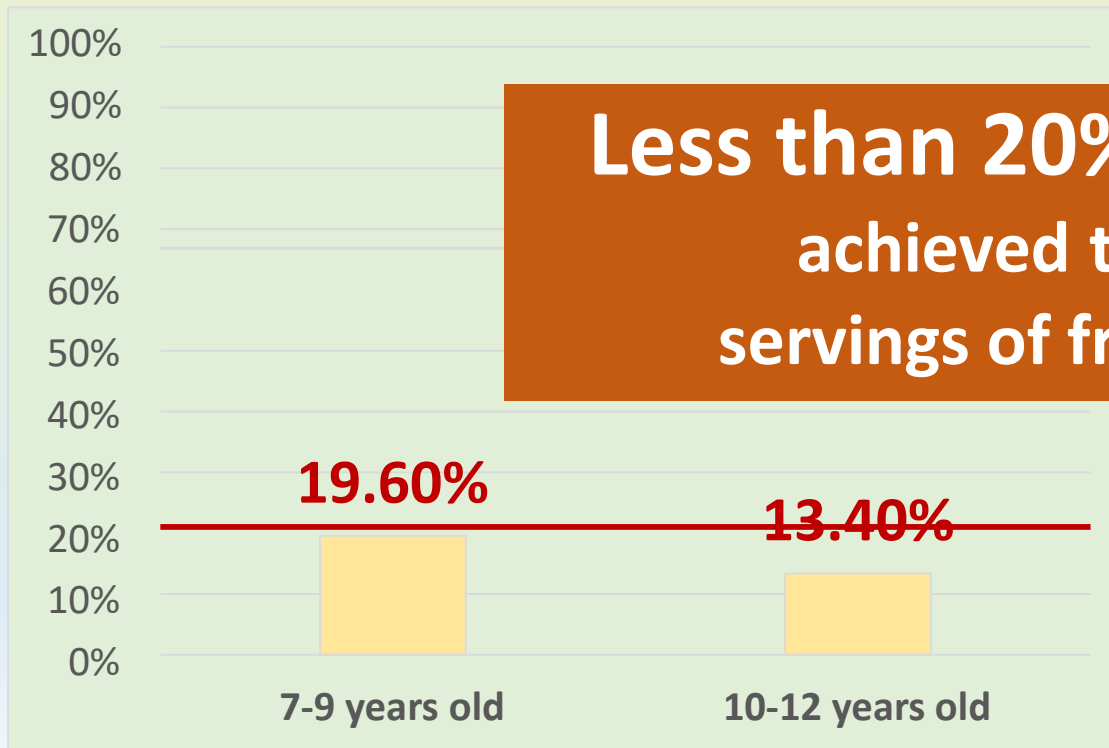


**5** PHYTONUTRIENT COLOURS = **5** BENEFITS

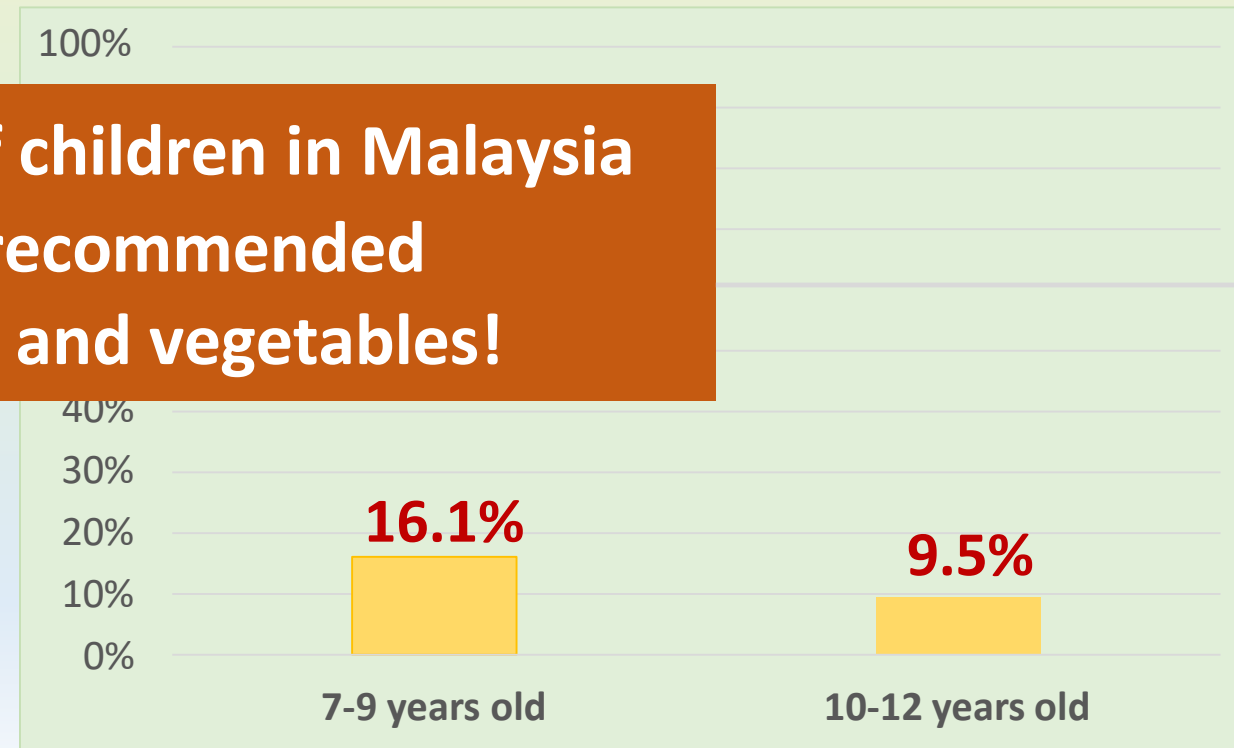


# SEANUTS Malaysia Survey: Health status of Malaysian children

Percentage of Children (7-12 Years Old) Meeting the Recommended Serving of Fruits Per Day



Percentage of Children (7-12 Years Old) Meeting the Recommended Serving of Vegetables Per Day



**Less than 20% of children in Malaysia achieved the recommended servings of fruits and vegetables!**

## Malaysian Dietary Guidelines:

For children and adolescents aged 7 to 18 years, eat **at least 3 servings of vegetables** and **2 servings of fruits daily**.

# Health status of Singaporean children

## DID YOU KNOW



**1 in 2 Parents**

consider their child to be a picky eater

Source: Study by National Department of Paediatrics and Abbott Nutrition<sup>2</sup>



**4 out of 5 children**

are not consuming sufficient fruits & vegetables

Daily Source: HPB<sup>1</sup>



of kids (ages 4-9) are given sugary drinks by parents or caregivers more than once

**a week!**

Source: HPB<sup>6</sup>

## References:

<sup>1</sup>HPB: Health Promotion Board Introduces My Healthy Plate To Inculcate Healthy Eating Habits Amongst Singaporeans.

<https://www.hpb.gov.sg/article/health-promotion-board-introduces-my-healthy-plate-to-inculcate-healthy-eating-habits-amongst-singaporeans>.

<sup>2</sup>Abbott Family: Picky Eating In Children. <https://abbottfamily.com.sg/articles/picky eater/picky-eating>

<sup>6</sup>HPB: Singapore's First Let's Drink Water Campaign Encourages Children And Teens To Consume More Water And Less Sugary Drinks.

<https://www.hpb.gov.sg/article/singapore's-first-let's-drink-water-campaign-encourages-children-and-teens-to-consume-more-water-and-less-sugary-drinks>.

# Consequences of Incomplete Nutrition



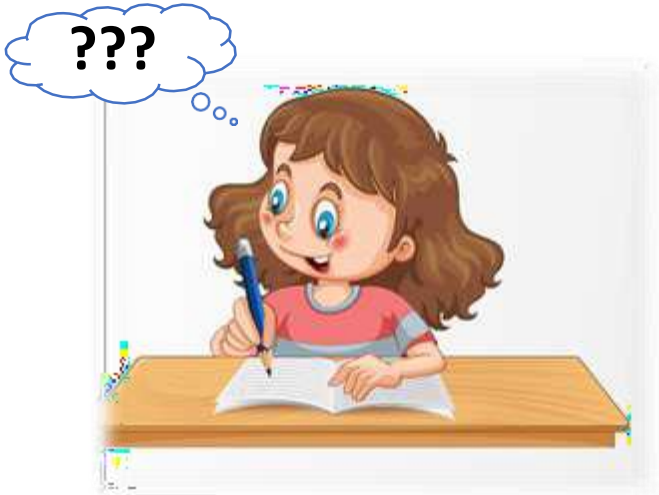
Low Immunity Levels



Poor Digestive Health



Delayed Growth



Impaired Brain development



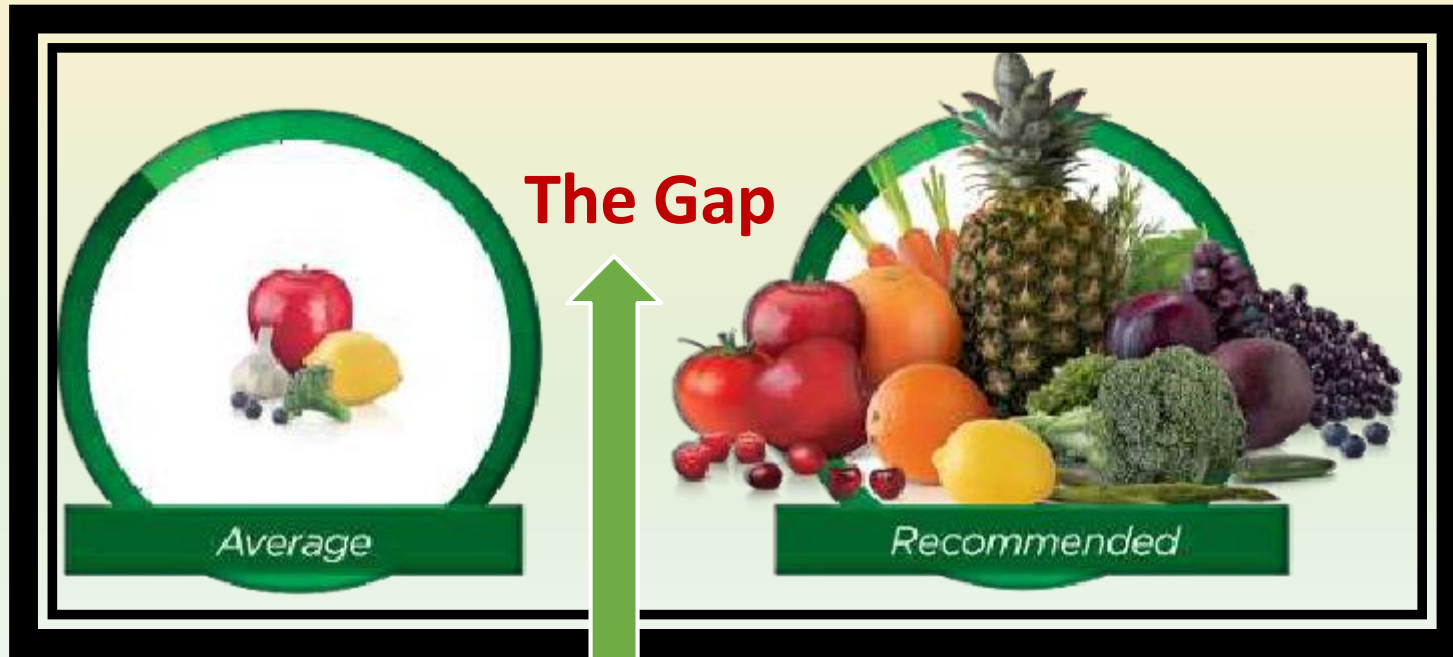
Obesity

# We Share Your Concerns To Fill the Nutritional Gaps

Nutrilite™ Kids Botanical  
Beverage Fruits & Vegetables



# Phytonutrients



Well, it is essential to take the **RIGHT AMOUNT & VARIETY** of fruits and vegetables!

However, sometimes... there's a **GAP!**



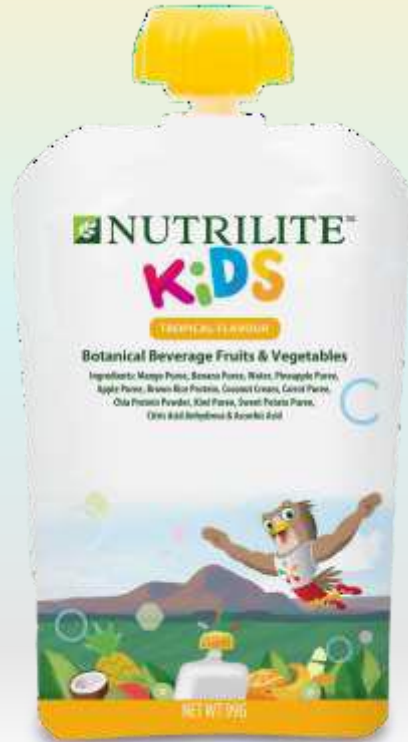
**Superfood Smoothie Snack  
to fill Nutritional Gaps**

Nutriline Kids Botanical Beverage Fruits & Vegetables



**NUTRILITE KIDS**  
For internal training only

# Superfood smoothie snack to fill the nutritional gaps



## 8 Fruits & vegetables from 5 phytonutrient groups

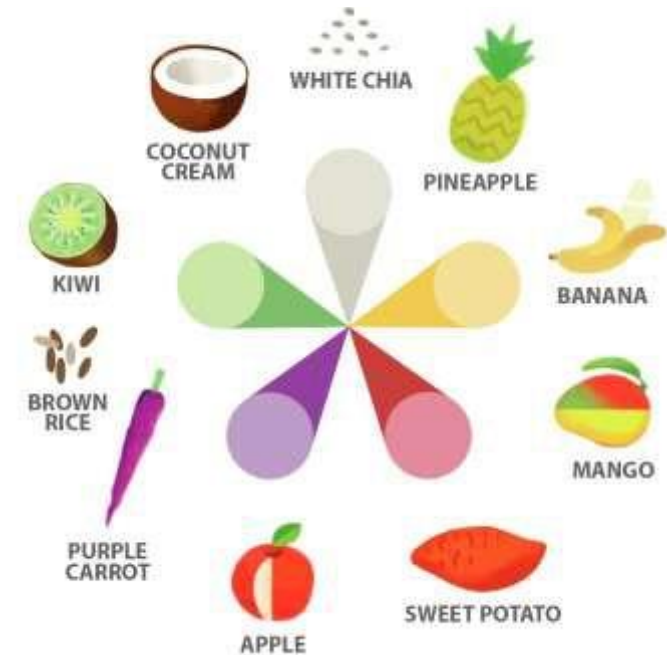
Contains ½ mango, ½ banana, some pineapple, kiwi, apple, sweet potato, purple carrots and coconut cream.

## 2 Plant proteins (3g, soy free)

White chia seeds & brown rice

**NO Added sugar**

## 10 plant ingredients



What are the nutritional values?  
What is the sugar content?



Apple Juice  
(350 ml)



Chocolate Drink



Cordial Drink  
(330 ml)



Sirap

**HIGH Sugar**  
**LOW Protein, LOW Fibre**

# Superfood smoothie snack to fill the nutritional gaps

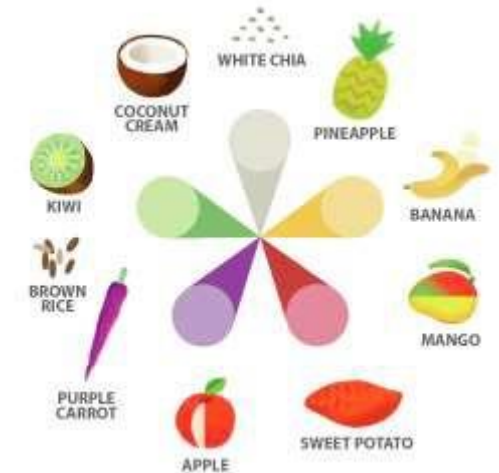


Healthy snack on-the-go

Yummy Tropical Flavour

One pouch contains **3g Protein & 1.8g Fibre**

No Added sugar



**NUTRILITE KIDS**  
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# Nutrilite™ Botanical Beverage Fruits & Vegetables



**Fill the nutritional gaps**

**8 fruits & vegetables from  
5 phytonutrient groups**

**3g Plant protein from  
white chia seeds & brown rice**

**No added sugar**



**Yummy  
Tropical Flavour**

**Healthy snack  
on-the-go**

**Gluten- & Dairy- free  
Vegetarian friendly**

**No artificial flavours,  
colours or preservatives**



# Who might need Botanical Beverage Fruits & Vegetables?

Consume less fruits & vegetables

Need more protein sources

Love to snack & always crave for sweetened beverages

Allergic to soy, wheat & pea

Have gluten & lactose intolerance

Above 3 years old



## How to use :

- 1 pouch per day

Shake before opening.

Refrigerate any leftovers to preserve freshness and yumminess.

Consume within 24 hours after opening.

# Strengthen Your kids' Immunity

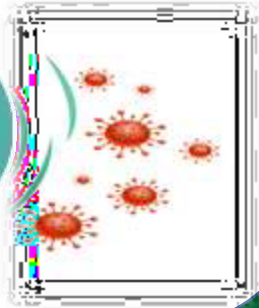
- As children grow, they undergo major **physiological, psychological** and **cognitive developmental** processes.
- During these growing stages, the **immune system** is often challenged by pathogens unknown to the child's growing body and, indeed, **children have more frequent infections compared with adults.**

**Providing children with adequate and healthy nutrition is crucial to strengthen your kids' immunity!**

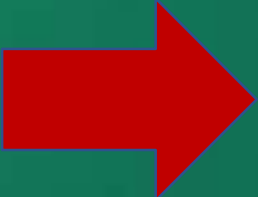
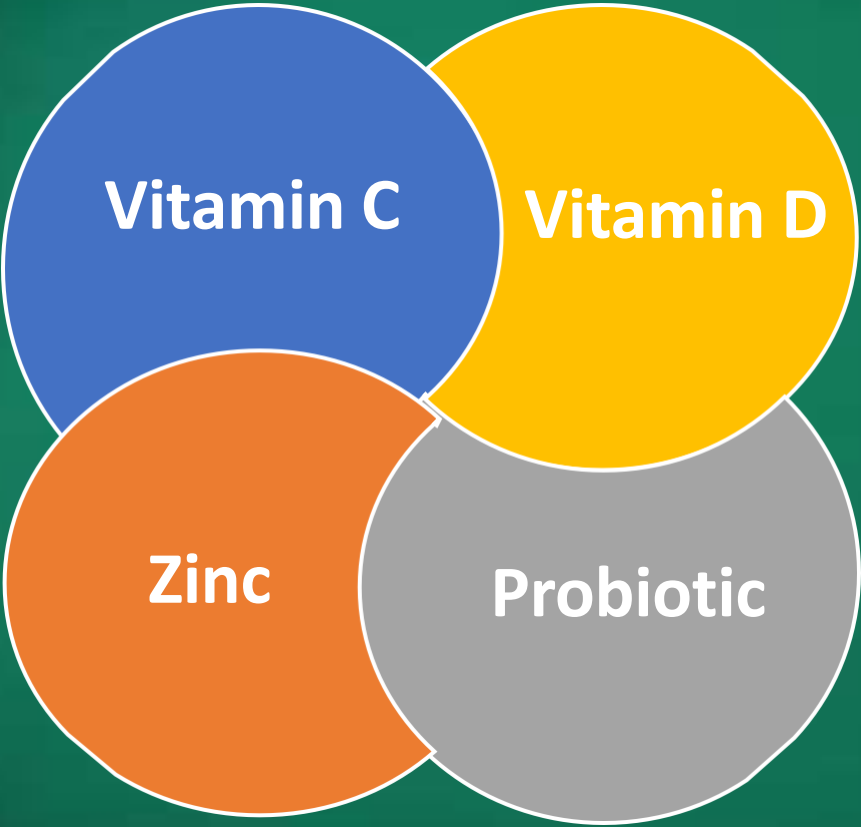


**We Share Your Concerns**

**Support Your Kids' Immune System**



# Support Your Kids' Immune System



Immunity



Digestion (Probiotic)

**4-In-1  
Complete  
Immunity  
Booster**



# 4-In-1 Complete Immunity Booster - WHY VITAMIN C?

**Vitamin C** is a water-soluble nutrient and humans do not have the ability to produce their own vitamin C. Thus, we must obtain through diet.

## Benefits

- Keep your natural defenses strong
- Fight cell damage from free radicals
- Helps in the biosynthesis of collagen



# Keep your natural defenses strong

## Did you know?

Our white blood cells (leukocytes) contain higher concentration of vitamin C than other cells and it's their job to fight off infection, disease and illness!



A steady supply of vitamin C helps support the **immune system** by feeding white blood cells that work to keep our defenses strong.



**NUTRILITE** **KiDS**

*For internal training only*

# 4-In-1 Complete Immunity Booster - WHY VITAMIN C?

## Fun Facts

Cherries are one of the nature's most concentrated botanical sources of **vitamin C and phytonutrients!**



# 4-In-1 Complete Immunity Booster – WHY ZINC?

- **Zinc** is considered an essential nutrient since the body cannot make it.
- It helps in **wound healing** and supporting a **healthy immune system**.
- **Zinc deficiency** will adversely affect the integrity of the immune system.
- **Impairment to the immune system** is associated with **increased prevalence of childhood infections**.



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# 4-In-1 Complete Immunity Booster – WHY ZINC?

## Did you know?

Children are one of the high-risk groups of zinc deficiency?

This is because the central role of zinc is in **cell division and protein synthesis**, requirement for zinc therefore **increases for growth and development.**



Source:

1. *Recommended Nutrient Intakes for Malaysia 2017 (Zinc)*
2. *The Journal of International Medical Research, 2010; 38: 386 – 414*

# 4-In-1 Complete Immunity Booster – WHY ZINC?

## Zinc Deficiency & Children Growth

- Zinc deficiency **impairs growth and development** of infants, children and adolescents.
- Studies have also shown a relationship between **low zinc status and reduced sense of taste and smell**, which can **influence children's appetite**.



Source:

1. *Recommended Nutrient Intakes for Malaysia 2017 (Zinc)*
2. *Lisa, D., Sheila, MW., Rosalind, SG. et al. Modifiable "Predictors of Zinc Status in Toddlers. Nutrients (2018). Mar; 10(3): 306.*

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# 4-In-1 Complete Immunity Booster – WHY VITAMIN D?

- **Vitamin D** has **immuno-modulatory properties** that may alter responses to infection.
- It also helps to **maintain normal blood levels of calcium and phosphate.**
- This in turn sustains the normal mineralisation of bone, muscle contraction, nerve conduction and general cellular function in all cells of the body.



# 4-In-1 Complete Immunity Booster – WHY PROBIOTIC?

Did you know that approximately **70%** of a child's immune cells are located in their intestinal tract?



# 4-In-1 Complete Immunity Booster — WHY PROBIOTIC?

## Supports Kids' Gut Health

Ingestion



Survival



*Survives the stomach acids*



Adherence



*Arrives alive/sticks to the gut  
Strain multiplies in the gut*



Protect



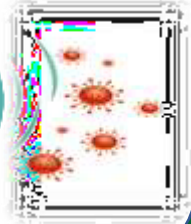
*The good probiotic strain adhering to the gut wall,  
blocks the bad bacterial strains, thus supporting the  
**kids' immune system.***

Healthy Gut for  
Stronger Kids!



# We Share Your Concerns

## Support Your Kids' Immune System



# Nutriline™ Kids 4-In-1 Plus



Coming Soon! In MY/BR, Available in SG on 1 May 2021

For internal training only

# Nutriline™ Kids 4-In-1 Plus

## Complete Immunity Booster

**4 Key Immune Booster Nutrients in 1 stick pack**  
*(vitamin C, vitamin D, Zinc, Probiotic)*

**On-the-go stick packs**



**Yummy & fast-melt powder**

**Gluten-free, Dairy-free**

**No artificial colours, flavours or preservatives added**



# Who might need Nutrilite™ Kids 4-In-1 Plus ?

Always fall sick from a cold or flu

Need to strengthen their immunity

Don't like chewables or tablets

Have gluten & lactose intolerance

Above 3 years old



## How to use :

- 1 stick pack per day.

Sprinkle directly onto tongue or mix content with cold beverages or food before consumption.



# BRAND-NEW KIDS PRODUCTS

**(AVAILABLE IN MAY 2021)**

**Nutriline™ Kids**

**Botanical Beverage Fruits & Vegetables**

**(Coming Soon! In MY/BR, Available in SG on 1 May 2021)**

**Nutriline™ Kids**

**4-In-1 Plus**



**New Product Innovation**

**Delicious Taste**

**Traceable Ingredients**

**With Fun Activity**

**Kids Preferred Format**

# BRAND-NEW KIDS PRODUCTS

Already launched in January 2021

## Nutriline™ Kids Flavoured Gummy with DHA



Bee Bee



**DHA: For brain and eye health**



**2 gummies per day provides 100mg DHA**

Available in May 2021

## Nutriline™ Kids Botanical Beverage Fruits & Vegetables



Mighty Flex



**To fill the nutritional gaps**

- 1 pouch contains **8 Fruits & Vegetables** from 5 Phytonutrient groups
- **2 Plant Protein (3g /serving)**

Coming Soon! In MY/BR,  
Available in SG on 1 May 2021

## Nutriline™ Kids 4-In-1 Plus



STAY TUNED!

Lady Booster



**Complete immunity Booster**

- Contains **Vitamin C, Zinc, Vitamin D & Probiotic** all in 1 stick pack.



We Are Growers!



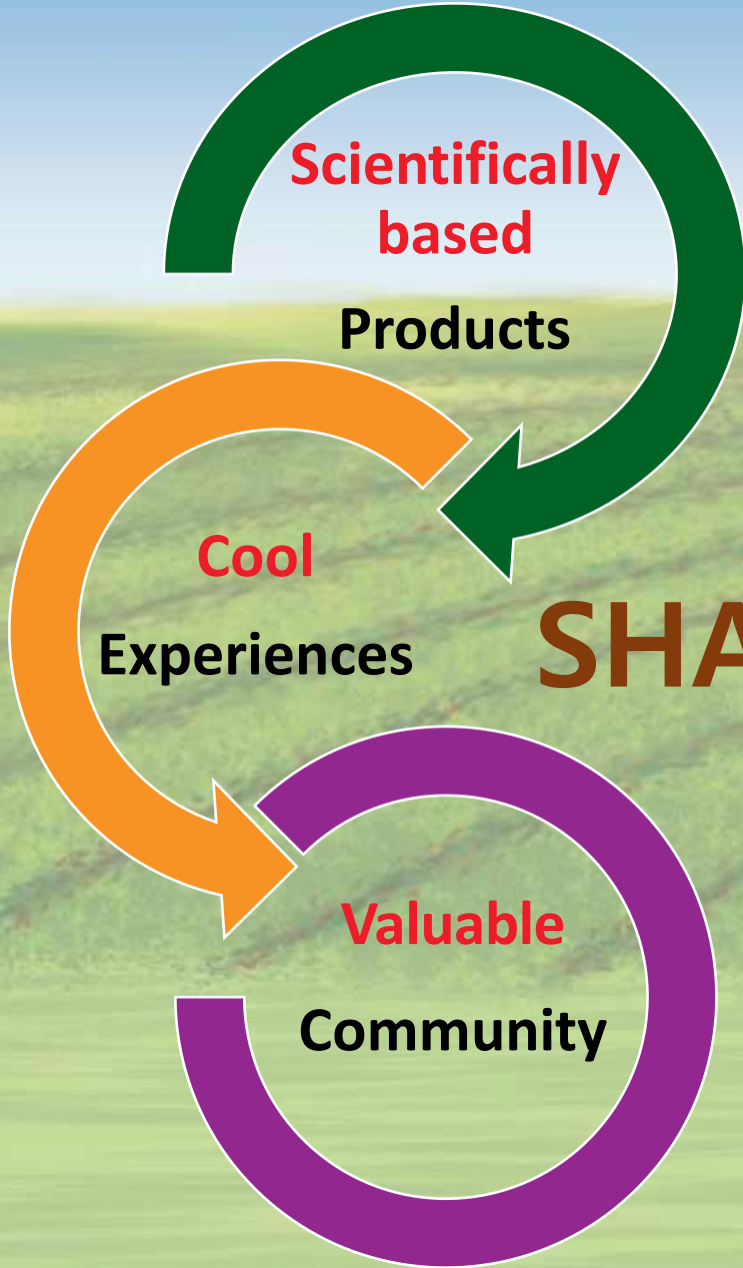
# 4-In-1 Plus

Due to unforeseen regulatory challenges against the product label, the Nutrilite Kids 4-in-1 Plus supplement will be launched at a later date in MY/BR, it is available in SG from 1 May 2021 onwards. We apologise that it cannot be launched together with the Nutrilite Kids Botanical Beverage Fruits & Vegetables.



**STAY TUNED!**





**LEARN & USE**

**SHARE**

**EARN**



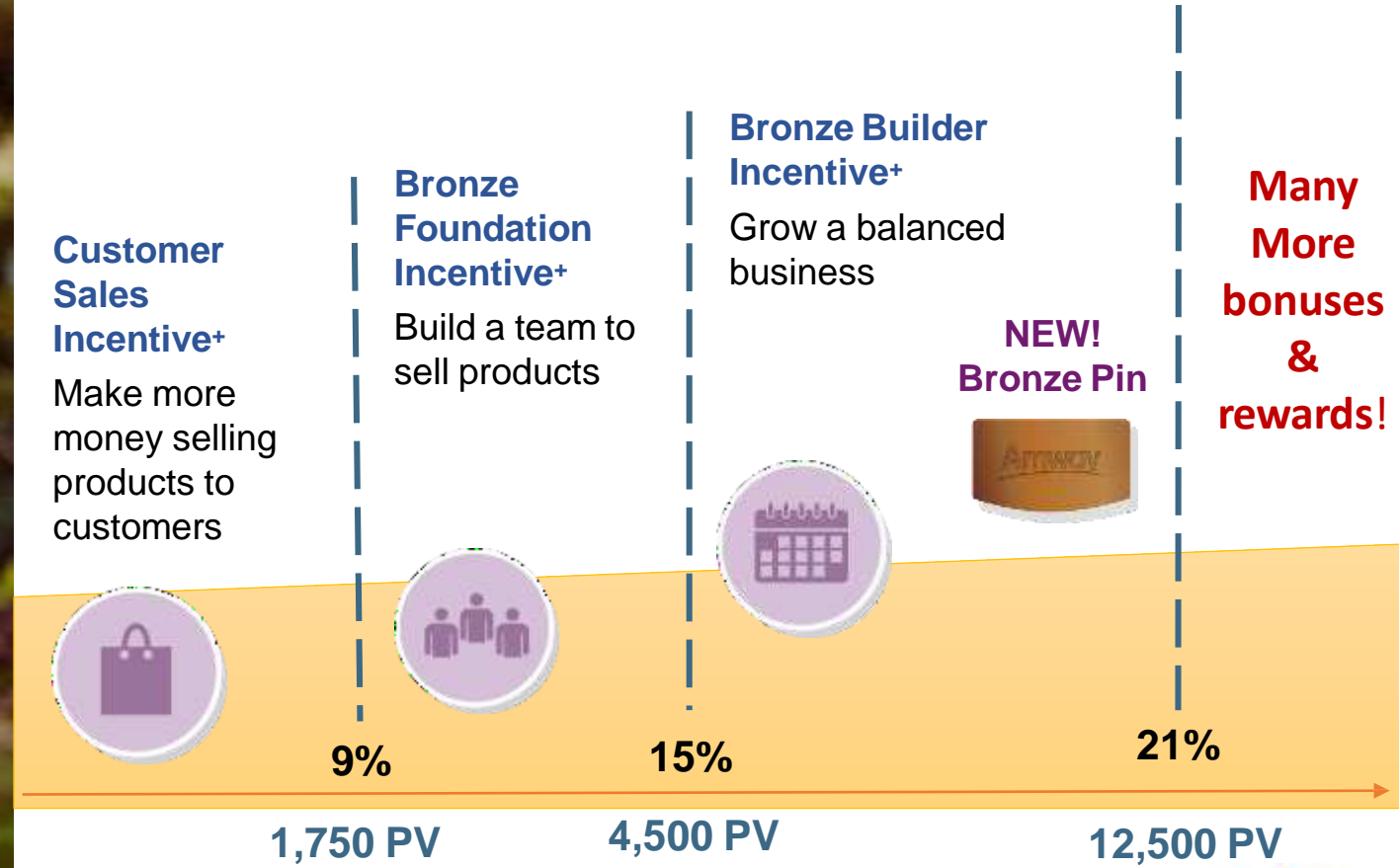


# JOURNEY: NEW ABOs

## START EARNING FROM THE FIRST SALE

**CORE PLUS+**  
Early Incentives

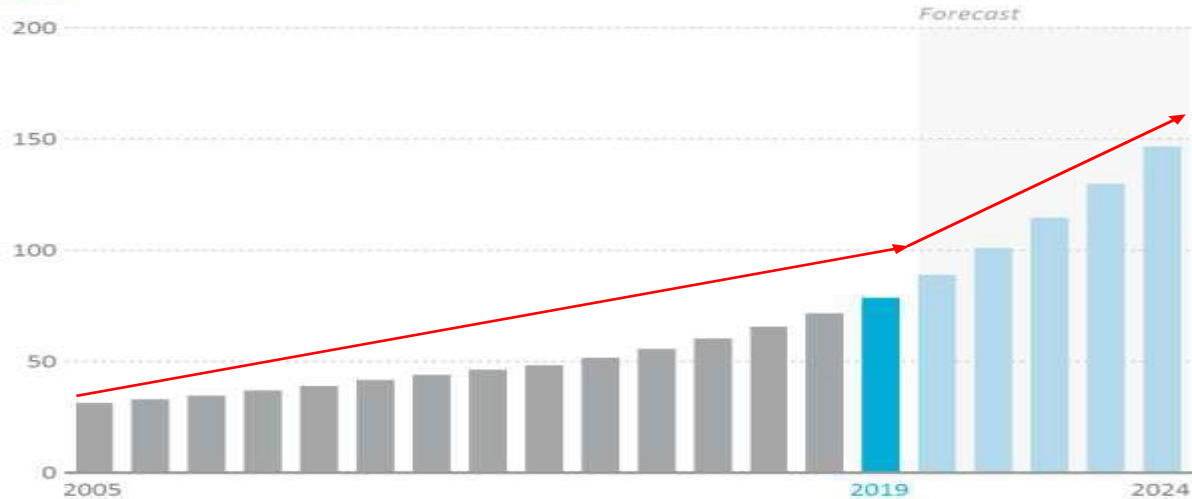
*Just launched in January 2021!*



# Business Opportunity & Potential

Sales of Paediatric Vitamins and Dietary Supplements in Malaysia  
Retail Value RSP - MYR million - Current - 2005-2024

78

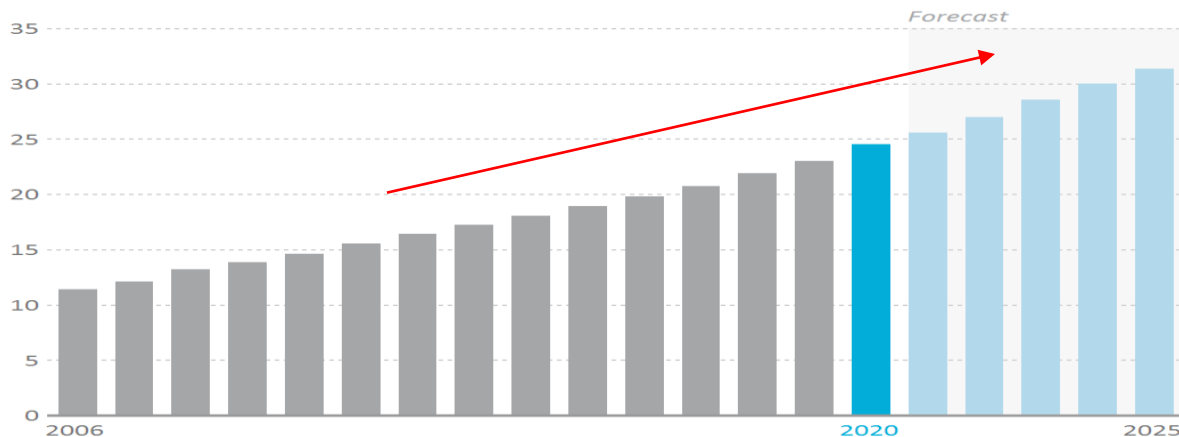


Passport

© Euromonitor International 2020

Sales of Paediatric Vitamins and Dietary Supplements in Singapore  
Retail Value RSP - SGD million - Current - 2006-2025

24



Passport

© Euromonitor International 2021

Featured in The Star newspaper

10 Star50 partner: Amway Malaysia

## Journeying through the years with Amway

Amway Malaysia has helped everyone live better and healthier lives since 1976.



MENTION the brand Amway and you'd be hard-pressed to find any Malaysian who doesn't recognise it.  
And for good reason, too: For more than 40 years, Amway and its portfolio of quality products have become an inseparable part of Malaysian lives.

### Growing from strength to strength

Amway Malaysia's humble beginnings started when Jay Van Andel and Rich DeVos identified the country as a viable market for

ments over the years with its offering of over 450 products in health and wellness, beauty, personal care, home care and home tech categories.

Throughout it all, Amway remains steadfast to its tagline to "Help people live better and healthier lives" via its social networking business opportunity concept that focuses on engaged communities of passionate people - together with its six enduring values of partnership, integrity, personal worth, personal responsibility, achievement and free enterprise.  
Over the years, Amway Malaysia has

rate social responsibility and community outreach programmes, which focuses on helping solve global as well as local challenges.

Among the many initiatives, (i) Amway's Nutrilite Power of Five Campaign addresses early childhood malnutrition around the world, (ii) Amway Friends of the Community involves ABOs and Amway employees volunteer to help Malaysian children in need, Rumah Tunas Harapan helped build local foster homes and (iv) Projek Hea5TART is a programme to help young adults transition to working life and



A trusted health, wellness and entrepreneurship brand

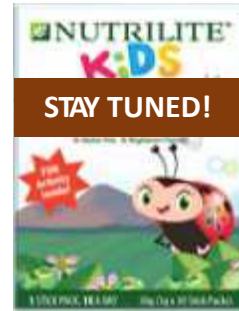
**NUTRILITE™**

**PURE. SAFE. EFFECTIVE.**

**NUTRILITE™ KIDS**

For internal training only

# Customer Sales Incentive (CSI)



Share about your real-life stories & experiences, exp: kids' immunity, brain health



## Example:

Earn up to **10%** of Business Volume on all **Verified Customer Sales (VCS)** which comes from **Amway Privileged Customer (APC)**.

### Note:

CSI is eligible for all ABOs who are at or below 9% on Performance Bonus Schedule & must have verified customer sales.

*The CSI is calculated based on your Performance Bonus %.*

*Please refer to Amway website and Sales staff for more details.*

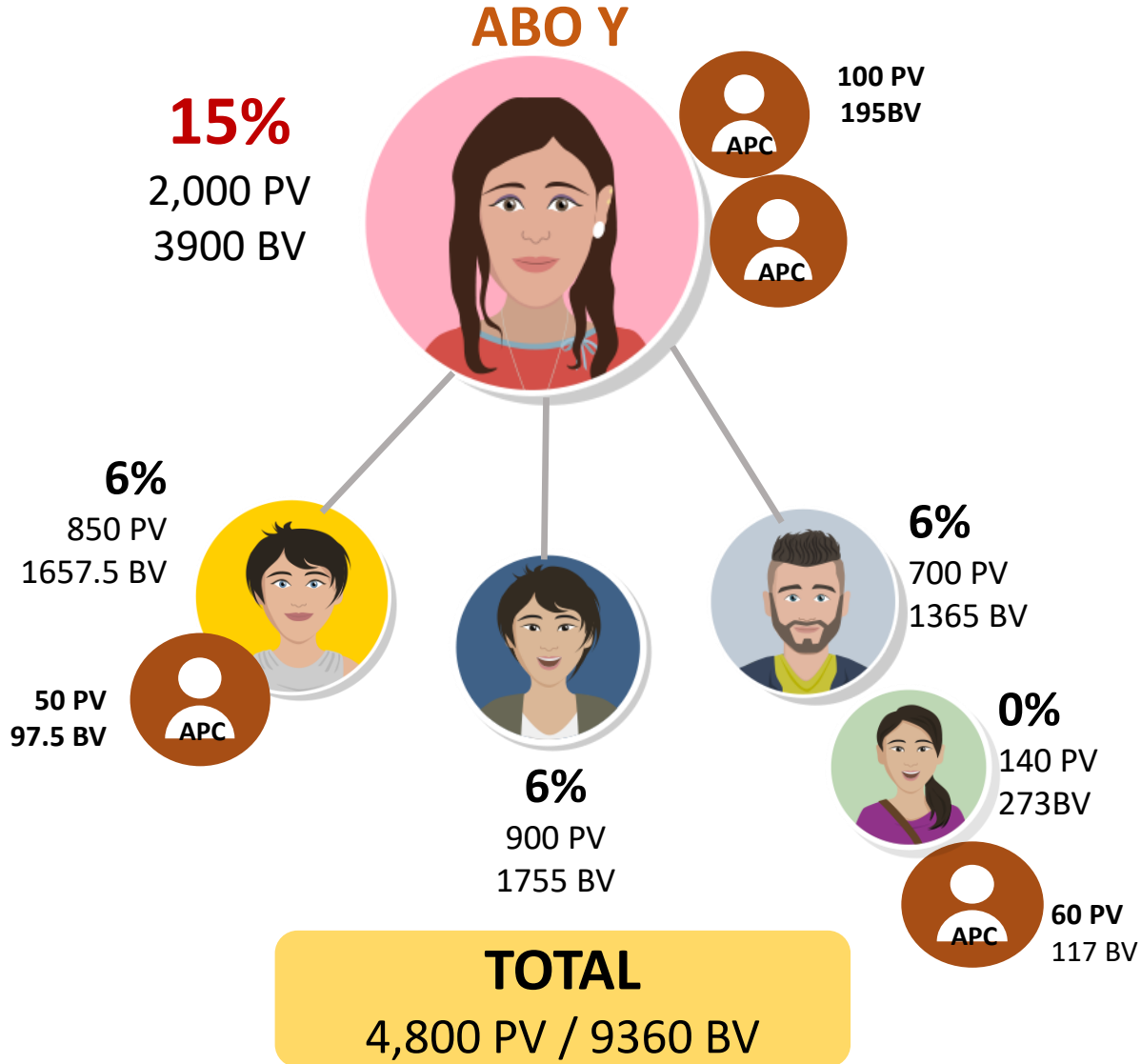
# BRONZE FOUNDATION INCENTIVE (BFI) & BRONZE BUILDER INCENTIVE (BBI)



## EXAMPLES



# A Business Opportunity for Everyone



**S\$1,088.10**  
Performance Bonus (PB)

**15% Personal**  
**9% Differential**

**S\$272.00**  
**BFI**

**25%** x S\$1,088.10

**S\$ 380.80**  
**BBI**

**35%** x S\$1,088.10

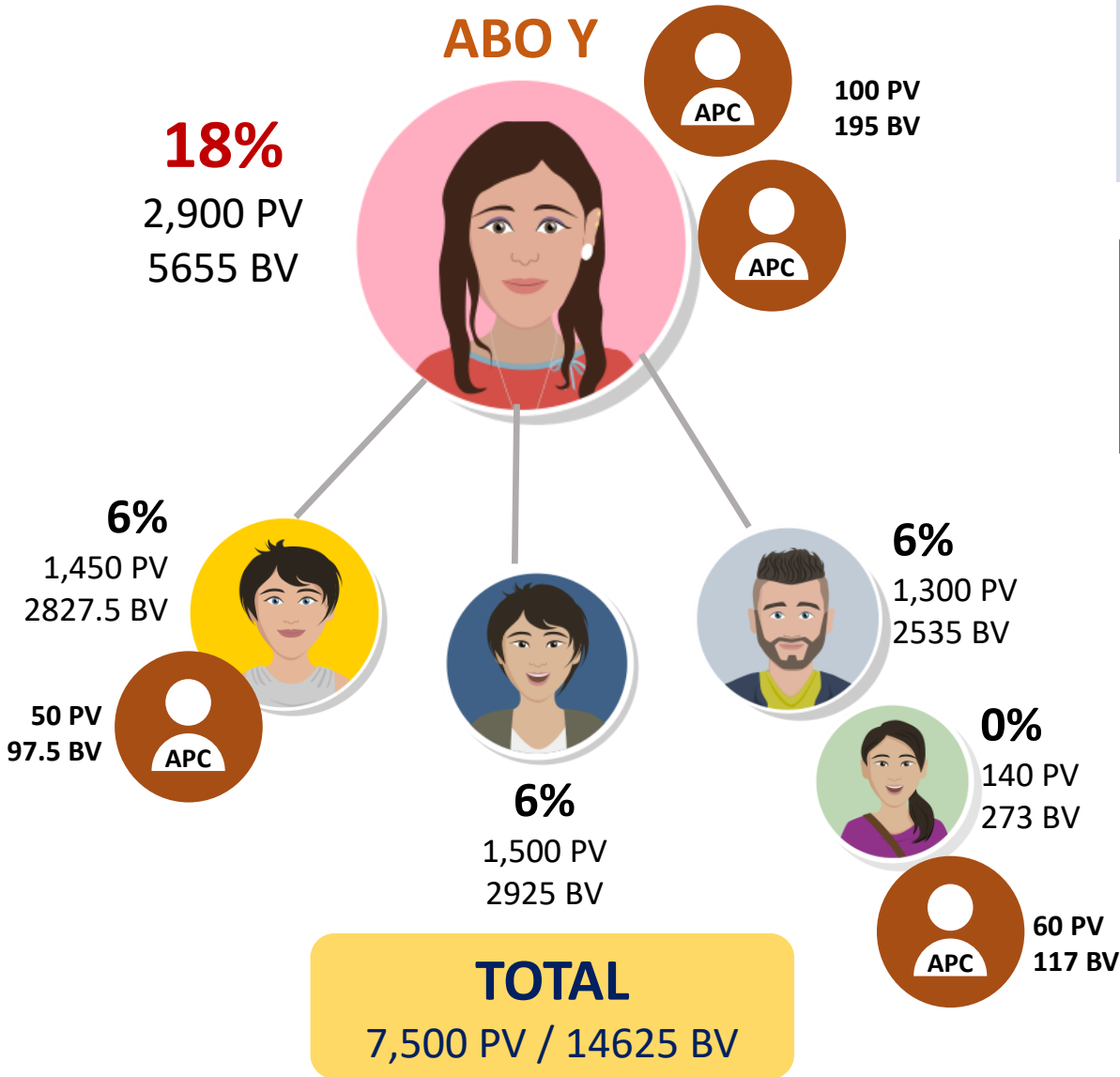
**Total Core Plus**  
**S\$652.80**

**Potential Income**  
(PB+BFI+BBI):

**S\$1,740.90**

Note : Please refer to Amway website and Sales staff for more details.

# A Business Opportunity for Everyone



**S\$ 2,106.00**  
Performance Bonus (PB)

18% Personal  
12% Differential

**S\$ 526.50**  
BFI

25% x S\$2,106.00

**S\$ 737.10**  
BBI

35% x S\$2,106.00

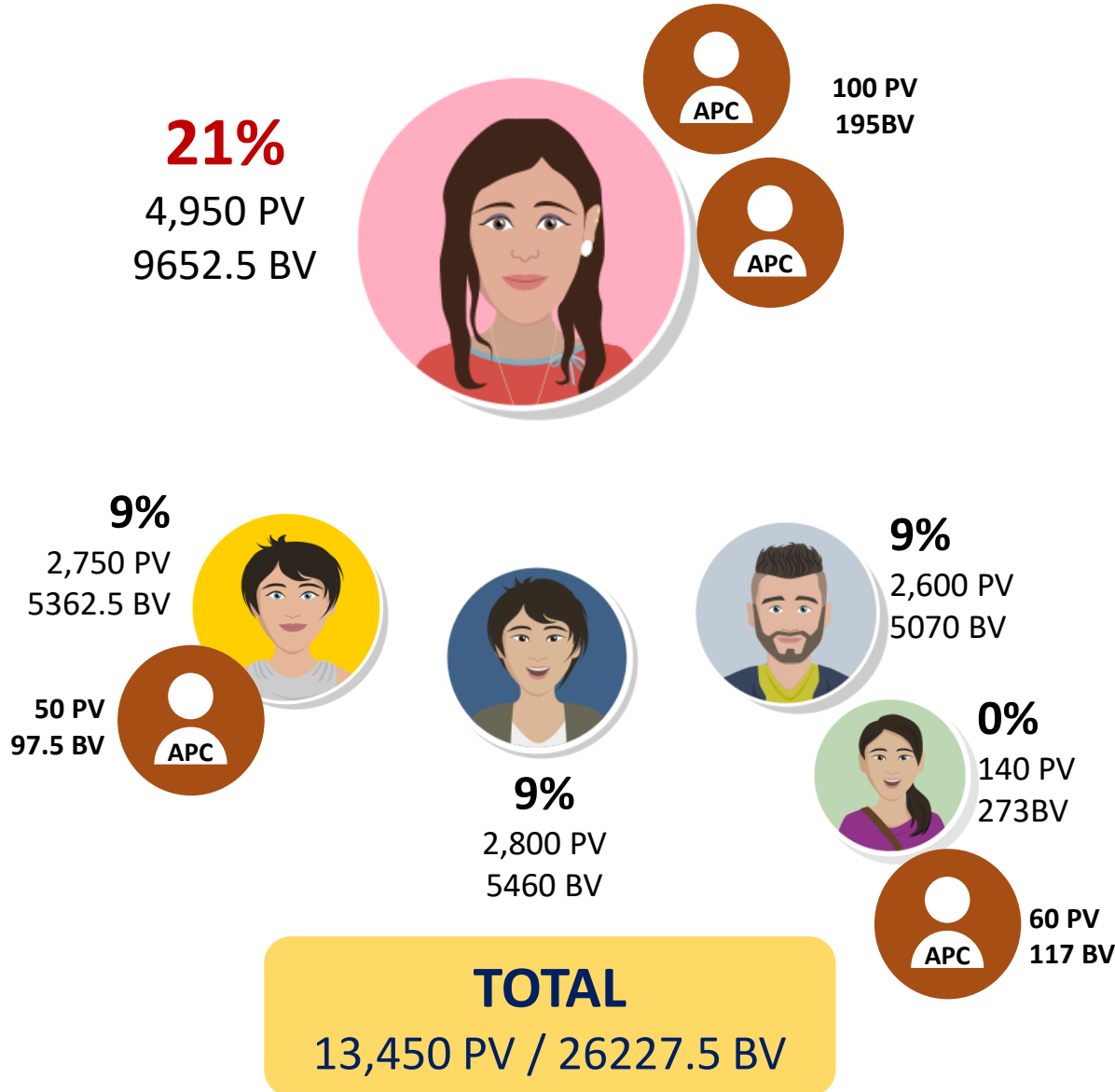
Total Core Plus  
**S\$ 1,263.60**

**Potential Income**

(PB+BFI+BBI):

**S\$3,369.60**

# A Business Opportunity for Everyone



**S\$ 4,033.58**  
Performance Bonus  
(PB)

**21% Personal**  
**12% Differential**

**S\$ 1,008.39**  
BFI

**25%** x S\$4,033.58

**S\$ 1,411.75**  
BBI

**35%** x S\$4,033.58

**Total Core Plus**  
**S\$ 2,420.14**

**S\$ 524.55**  
PP

**2%** x 26,227.50 BV

**Potential Income**

(PB+BFI+BBI+PE):

**S\$6,978.27**

**NUTRILITE KIDS**

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Note : Please refer to Amway website and Sales staff for more details.

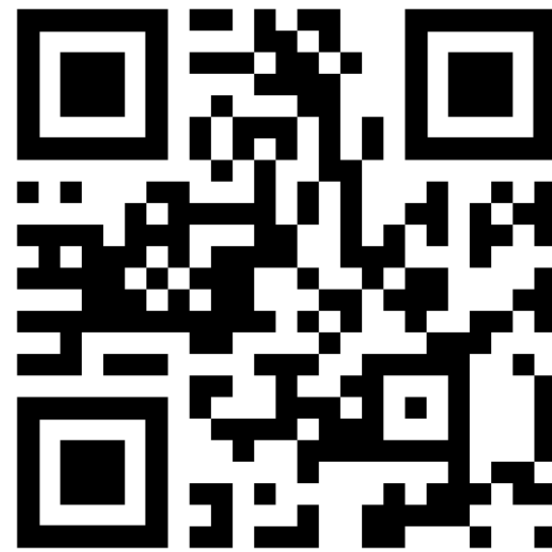
**SCAN ME TO FIND OUT MORE!**

**Nutriline™ Kids  
e-leaflet**

**MY/BR**



**SG**



*For internal training only*