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## MEDIA RELEASE

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**Tuesday, 11 August 2015**

### **AMWAY ATTRACTING INCREASING NUMBER OF YOUNG ENTREPRENEURS**

An increasing number of young people are joining Amway as Independent Business Owners (IBOs), attracted by a wide range of products that appeal to younger customers and the chance to build their own businesses with help and mentoring from experts.

The General Manager of Amway Australia, Michial Coldwell, said that over 30 per cent of the 100,000 Amway IBOs across Australia and New Zealand were aged 35 or under. Mr Coldwell said the Amway business model was highly attractive to young people, because it offered an opportunity for members of Generation Y to use their skills to create and grow their own businesses.

He said that contrary to popular belief, numerous surveys and studies had concluded that Gen Y was far more entrepreneurial than previous generations. This was reflected in the increasing number of people aged 35 and under that were interested in becoming Amway IBOs.

“Over the past decade, young people have become the largest growing segment of our business here in Australia,” he said.

“For example, since the start of this calendar year, about 55 per cent of all new IBOs joining Amway have been aged 35 and under, representing a significant increase over previous years.

“We are proud to engage with this energetic and aspirational age group; they are keen to start their own businesses, they understand the benefits of our products and they are driven to perform well and grow their businesses.”

Mr Coldwell said Amway had a range of products that also appealed to young people, such as energy drinks, sports nutrition products and products related to weight management and skincare.

For instance, the XS Energy range was the most popular of all Amway products with young people.



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Similarly, Amway provided young entrepreneurs with the tools and expertise required to create and grow their own businesses, including hosting product festivals in major capital cities showcasing the latest in health, beauty and energy products to connect with young entrepreneurs.

He said the Amway Vibe Festival – which is running this year in August and September - would give consumers and aspiring entrepreneurs the opportunity to try Amway health, beauty and energy products in a lively, fun and energy-filled environment. The first of the festivals takes place in Melbourne on 15 August, followed by festivals across Perth, Sydney, Auckland and Brisbane.

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

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