



MEDIA RELEASE

Monday, 13 March 2017

Lose 4kgs in 4 weeks

For many of us, the New Year brings about resolutions to get fit and lose those unwanted kilos. But a few months have gone by and we find nothing has changed. The truth is, we all can use a little help to kick-start our weight loss journey and finally turn our goals into reality.

Look no further than the BodyKey® by NUTRIWAY® program, a comprehensive and holistic weight management program that provides you with a personalised path to losing 4kgs in just 4 weeks.

This program is all about YOU! Providing you with information, recommendations and advice that is specifically tailored to your goals and lifestyle, and it can all be done at the convenience of a mobile phone.

Unique to this program includes the BodyKey Personal Assessment, a thorough, science-based questionnaire that gathers information about your habits, lifestyle and body to provide you with a personalised weight loss plan. No more generic, one-size fits all plan!

To further help you stay on track and reach your weight loss goals is the BodyKey app, your personal 24 hour coach that guides you on your meal and exercise plan. It reports your progress when they sync it with the InBody BAND, a wearable fitness device that tracks your body composition, heart rate, steps and calories to name a few. Together, these tools provide you with all you need to be successful in your weight loss journey.

And to tie everything together, the BodyKey Program includes BodyKey by NUTRIWAY powder shakes, the #1 meal replacement shake globally that contains no artificial flavours, colours, sweeteners, or preservatives*.

BodyKey 4 Week JumpStart Pack – RRP \$449.42 AUD / \$540.05 NZ

This pack contains all the essentials you need to get started on your weight loss journey to success. The pack includes:

BodyKey Meal Replacement - Chocolate

BodyKey Meal Replacement - Vanilla

NUTRIWAY All Plant Protein Powder

Amway of Australia

7-9 Irvine Place, Bella Vista, NSW 2153 Australia
www.amway.com.au



MEDIA RELEASE

NUTRIWAY Fibre Blend Chewable
InBody BAND Device
PLUS 10% Discount (already applied to pack)

If you're looking to make a change and stay on track with your weight loss goals, the BodyKey by NUTRIWAY program is for you!

The BodyKey by NUTRIWAY program is sold exclusively Amway® Independent Business Owners (IBOs) worldwide. Please visit nutriwaybodykey.com.au / nutriwaybodykey.co.nz for more information.

Media contact: Christine Chua: 02 9854 8120
Josephine Daly: 0435 081 489

###

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

About Amway®

Amway is a \$US 8.8 billion company that has been in business for over 50 years. Amway is the world's number one direct selling business in the world as ranked in the 2016 Direct Selling News Global 100. There are more than 100,000 Amway Independent Business Owners in Australia and New Zealand. Amway has globally helped more than 12 million children through our One by One Campaign for Children since 2003.

*Source: "BodyKey by Nutrilite™ Shake limited to powder form, Global Brand rankings based on: Source Euromonitor International Limited; Packaged food, Meal Replacement Slimming, UBN, Retail Value RSP, % breakdown 2015.

** Source: Euromonitor International Limited, www.euromonitor.com/amway-claims.

Amway of Australia
7-9 Irvine Place, Bella Vista, NSW 2153 Australia
www.amway.com.au