

5 YEARS OF CREATING CHANGE

WITH INNOVATIVE PRODUCTS.

Rich DeVos and Jay Van Andel realized their dream of creating a unique business opportunity based on innovative products back in 1959, when they started Amway.

Right from the start, our leadership showed – with the first Amway manufactured product: L.O.C.™ Liquid Organic Cleaner. It was one of the first biodegradable multi-purpose cleaners ever produced, and a best-seller long before environmentally-friendly products filled store shelves.

Fifty years later, Amway continues to lead the way with our innovative health and wellness, home care, and beauty products – all brought to life through the ingenuity of award-winning Amway scientists and researchers.

The primary Amway brands are today's category leaders:

- Nutrilite™ is the world's leading* brand of vitamins, minerals, and dietary supplements.

* based on 2007 sales, as supported by research conducted by Euromonitor International

- The Artistry™ brand is the leading** direct-sell brand in prestige facial skin care and color cosmetics.

** based on a Euromonitor study 2007 global retail sales.

Amway products have always set trends, in everything from personalized health initiatives, to groundbreaking skin care products, to environmentally-friendly home cleaning products.

Today, Steve Van Andel and Doug DeVos are building on the traditions and legacy of their fathers, as they take Amway, its brands, and its business opportunity into new and exciting areas in the next 50 years.

best-sellers...

During those first years of Amway, Rich and Jay freely admitted they didn't always have a solid plan where new products were concerned. "We experimented with everything from automobile generators and water conditioners, to fallout shelters in the 1960s," said Rich. "And in the meantime, we kept selling soap."

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Each year, 75 million units of soap, detergents, and cleansers; 150 million units of cosmetics; and 6 billion vitamin and mineral tablets are produced by Amway.

1959
1969
1979
1989
1999
2009

