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## MEDIA RELEASE

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**Wednesday, 22 February 2017**

### **Curb your cravings for weight loss success**

When it comes to losing weight, food cravings can be our biggest enemy, which makes us susceptible to reaching for unhealthy snacks that don't keep us satisfied for long. NUTRIWAY® POSITRIM® Protein bars are high quality, high in protein and are a low in carb treat to help keep you satisfied for longer and are perfect for your weight loss journey.

These convenient protein bars are a great guilt-free snack that you can carry around in your car or in your bag to help you curb any unexpected cravings. Available in four delicious flavours including indulgent Fudgy Brownie, delightful Mixed Berry Smoothie, tasty Café Latte and crunchy Honeycomb Almond, there is sure to be a flavour for everyone.

Each POSITRIM Protein Bar is formulated with a scientific balance of nutrients, and includes 22.5 grams of high quality protein which provides all 9 essential amino acids to help support healthy muscle growth and development.

These bars can help promote satiety, meaning that you will feel fuller for longer and are less likely to reach for foods higher in carbohydrates and fats. Plus, they have a low 2 grams of carbohydrates per serve and are calcium enriched, with each serve providing 25% of your RDI.

If you are looking for a healthy snack that will help curb your cravings, NUTRIWAY POSITRIM Protein Bars are the perfect snack for you.

NUTRIWAY® POSITRIM® Protein bars are sold exclusively through a network of Amway® Independent Business Owners (IBOs) worldwide. Please visit [Amway.com.au](http://Amway.com.au) / [amway.co.nz](http://amway.co.nz) for more information or to locate an IBO.

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**About NUTRILITE®:** NUTRILITE, sold locally as NUTRIWAY is the world's #1 selling protein supplements brand\*. 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](http://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: Euromonitor International Limited, [www.euromonitor.com/amway-claims](http://www.euromonitor.com/amway-claims)