



MEDIA RELEASE

Thursday, 17 August 2018

BodyKey levels up with new improved App

Who said that weight loss had to be boring? Let's make it fun with BodyKey®! BodyKey by NUTRIWAY® has just launched the latest version of the BodyKey App.

BodyKey App 2.0 has a cool new look and great competition features that allow you to have fun with friends, or get really competitive....whatever makes you shed those kilos!

The App also includes new and improved meal plans with something for every palate and a great variety to try from. Whether you're taking a break from your work to have a bit of fun with weight loss, or whether you're serious about losing those kilos but could do with some motivation and competition to get you going....BodyKey is where you start.

"One of the hardest parts of any weight management plan is staying motivated. The BodyKey App is like having a personalised 24-hour coach, guiding you on your diet and exercise," Caterina Bucci, BodyKey Brand Manager, said.

"Meanwhile, the wearable device keeps you honest and accountable by tracking body composition, heart rate, steps and calories" says Bucci.

The latest version of the App, launched in July 2017, includes:

- A fun and engaging interface
- New and updated meal plans, with a diverse range of foods to cater for a variety of diet preferences
- A series of fitness challenges giving you mini goals for every day, with the opportunity to 'level up'
- The ability to challenge other users across the region so you can make new friends and accountability buddies

"With BodyKey, it's possible to lose 4 kgs in 4 weeks, 8kgs in 8 weeks, and keep it off," Bucci said.

Amway of Australia

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The BodyKey Program includes a scientific assessment and BodyKey by NUTRIWAY powder shakes, the #1 meal replacement shake globally that contains no artificial flavours, colours, sweeteners, or preservatives*.

Tailor your weight loss plan with BodyKey today to suit your pace, or get involved in the competition!

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

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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 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.

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