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## MEDIA RELEASE

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**Thursday, 10 November 2016**

### **Summer is here - hydration is in!**

With summer upon us, it is even more important to stay well-hydrated. Hydration is more than just drinking water...it's about replenishing your body with the nutrients that it loses through perspiration.

Meet NUTRIWAY® PhytoPowders™: a convenient and refreshing drink mix packed with essential vitamins, minerals and phytonutrients, perfect for the hot summer months.

Hydration plays an important role in achieving a healthy, active lifestyle and with 3 easy steps: Pour, Mix and Go, it has never been easier to fit water into your life. This light, non-carbonated vitamin water is infused with phytonutrients, eight essential B-vitamins and fibre to offer a delicious, convenient solution to help keep the body hydrated all day long.

Available in three flavours and two convenient formats, each flavor has a unique feature and contains no artificial flavours, colours, sweeteners or preservatives.

- **Defend Cherry** contains natural Vitamin C from acerola cherries grown on NUTRILITE®'s organic farms and Zinc to help support your immune system.
- **Refresh Lemon** contains Nutrilite's exclusive proprietary blend of lemon, sea buckthorn, pineapple and pomegranate with a balanced blend of B vitamins to support energy production and general wellbeing.
- **Electrolyte Orange** is infused with electrolytes, vitamins, antioxidants and phytonutrients from Nutrilite's exclusive Red Orange Complex™ to support your body and protect against oxidative stress.

If you're active, out and about, you can definitely benefit by adding NUTRIWAY PhytoPowders to your hydration routine.

NUTRIWAY® PhytoPowders™ 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 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](http://globalnews.amway.com/global-phytonutrient-report).

**About Amway®**

Amway is a \$US 9.5 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 2015 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.

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**Amway of Australia**

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