



MEDIA RELEASE

Friday, 19 January 2018

FIGHTING FREE RADICALS WITH NUTRIWAY® DOUBLE X®

Did you know that poor diet, lack of sleep, sun and pollution exposure can create too many free radicals in your body? Too many free radicals expose the body to damaging oxidative stress, which can accelerate ageing and age-related diseases.

It's a scary thought seeing how often we are exposed to these life factors on a daily basis! Thankfully, there's a simple solution to help address this problem: Amway is releasing a new multi-vitamin, multi-mineral and phytonutrient supplement in March 2018, with a leading-edge formula.

The next generation of NUTRIWAY DOUBLE X supports your body's natural antioxidant defence mechanisms to help fight against free radicals with its unique patented PhytoProtect™ Blend¹. NUTRIWAY scientists conducted 20,000 tests on a 1,000 different plant extracts before discovering the potent combination of Rosemary, Turmeric and Fava d'Anta extracts, which form the PhytoProtect™ Blend in the new NUTRIWAY® DOUBLE X.

The combination of these three ingredients in a specific ratio provides three to five times more free-radical fighting power than own their own*.

Containing 22 plant concentrates from all five colours of the phytonutrient spectrum, it also contains an improved purple phytonutrient berry blend in which modern day people are most deficient, as discovered by the NUTRILITE® Global Phytonutrient Report.²

This new formula uses an improved combination of plant concentrates from extracts, resulting in more concentrated phytonutrients in one third smaller tablet size that is gentle on the stomach.

NUTRIWAY DOUBLE X Tour by Dr. Steve Missler is coming to Australia and New Zealand!

NUTRILITE's renown Principal Scientist and Expert, Dr. Steve Missler will be touring Australia and New Zealand in January and February to present this new leading-edge formula and all the science behind its patented PhytoProtect™ blend to Amway Independent Business Owners.

If media are interested in attending, please contact Christine Chua on 02 9854 8120 for more information.



MEDIA RELEASE

Auckland: Wednesday, 31 January - 7.30-9.30pm

Wellington: Thursday, 1 February - 7.30-9.30pm

Christchurch: Friday, 2 February - 7.30-9.30pm

Sydney: Sunday, 4 February – 7.00-9.00pm

Melbourne: Monday, 5 February - 7.30-9.30pm

Adelaide: Tuesday, 6 February - 7.30-9.30pm

Perth: Wednesday, 7 February - 7.30-9.30pm

Brisbane: Friday, 9 February - 7.30-9.30pm

To learn more about NUTRIWAY DOUBLE X, please visit Amway.com.au / amway.co.nz.

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About NUTRILIE

NUTRILITE, sold locally as NUTRIWAY is the world's #1 selling vitamins and dietary supplements brand.* NUTRILIE is the only global vitamin and dietary supplement brand to grow, harvest and process plants on their own certified organic farms*, located in the United States, Mexico and Brazil. The 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.

**Based on lab test results*

About Amway

Amway is a \$US 8.8 billion company that has been in business for over 50 years. Global sales in 2015 made Amway the No. 1 direct selling business in the world, according to the Direct Selling News 2016 Global 100. Amway has globally helped more than 12 million children through our One by One Campaign for Children since 2003.

REFERENCES

1. US Patent #9,517,249
2. NUTRILITE® Health Institute, Global Phytonutrient Report: A Global Snapshot of Fruit/Vegetable Intake/ Availability And Implication For Phytonutrient Intakes, 2014.

Always read the label. Use as directed, if symptoms persists see your healthcare professional