



MEDIA RELEASE

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Flagship product of world's best-selling vitamin and dietary supplement brand celebrates 70 years of continuous innovation

NUTRILITE™ brand celebrates 70 years of DOUBLE X®*

It's rare to find a first-of-its-kind product that over the course of 70 years of innovation and reformulation is still an industry leader. However, today's NUTRIWAY® DOUBLE X® supplement is still one-of-a-kind.

Humble beginnings

The spark for what would become today's DOUBLE X® supplement occurred in the 1920s in China. While living and working in Shanghai, NUTRILITE™* founder, Carl F. Rehnborg, was fascinated by how people living on rural farms with access to plenty of fresh fruits and vegetables were healthier than city dwellers. He theorised that plants must contain yet-to-be-discovered compounds important for health, compounds he called "associated food factors."

In 1927, Carl returned home to the United States armed with a deeper appreciation of balance in the diet and put his lifelong pursuit into motion. Seven years passed before Carl Rehnborg would create and sell what is believed to be the first plant-based multivitamin-multimineral in North America.

A supplement ahead of its time

The first DOUBLE X Food Supplement launched in the spring of 1948 with the Roman numeral XX, meaning 20, squarely positioned on the front of the packaging. The official product name was NUTRILITE* XX Food Supplement, but soon it would become known as DOUBLE X Food Supplement.

The retail price, about \$20 for a one-month supply, inspired the product name. Tucked inside were two bottles of vitamin capsules flanking a small box of mineral tablets. Both the capsules and tablets contained the exclusive NUTRILITE Concentrate from alfalfa, watercress and parsley.

Carl Rehnborg was able to consolidate vitamins, minerals and his "associated food factors" – what we know today as phytonutrients – into a single package of his own design. With its phytonutrients and added vitamins and minerals, the product was one of the earliest examples of the "Best of Nature, Best of Science" philosophy that is the heartbeat of the Nutrilite™ brand.

DOUBLE X® Today

Though the formulas and packaging of DOUBLE X has over time, the plant-based philosophy of the product has not. The latest generation of DOUBLE X is designed to fill nutrient gaps in the diet and



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support whole body health by providing 12 essential vitamins, 10 essential minerals, and phytonutrients from 22 fruit, vegetable, and herb concentrates that represent all five colors of the phytonutrient spectrum. DOUBLE X also features PhytoProtect™ blend, a proprietary combination of Rosemary, Turmeric and Fava d'Anta (source of quercetin) extracts, designed to work with the body's own defences to fight against excess free radicals.

"DOUBLE X has such a strong legacy because of its continuous innovation," says Dr. Sam Rehnberg, president of the Nutrilite* Health Institute and son of Carl Rehnberg. "As nutritional science evolves and we continue learning how vitamins, minerals and phytonutrients impact human nutrition and health, DOUBLE X will evolve also, leveraging the latest science to deliver the nutritional benefits we need to be at our best."

*NUTRILITE® is marketed as NUTRIWAY® in Australia and New Zealand.

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About Nutrilite™

Nutrilite™, known as NUTRIWAY® in Australia is exclusively from Amway and is the world's #1 selling vitamin and dietary supplement brand*. Nutrilite 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.

About Amway

Amway is a \$US 8.8 billion company that has been in business for over 50 years. Global sales in 2016 made Amway the No. 1 direct selling business in the world, according to the 2017 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 Euromonitor International Limited. www.euromonitor.com/amway-claims