



MEDIA RELEASE

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Amway awarded for high standard of excellence and product innovation

On Monday, 18 June 2018, Amway Australia was named the winner of the prestigious 2018 Direct Selling Australia (DSA) Product Innovator Industry Award for the ARTISTRY® Skin Analyzer (ASA).

The Awards recognise the achievements of DSA member companies and their outstanding contribution to the direct selling industry.

Direct Selling Australia's Executive Director, Gillian Stapleton, explains why Amway is the winner of this year's Product Innovator award;

"The stand-out innovation for this year's awards is the ASA device, as it is a truly unique product that gives Amway sellers the power to understand their customers whilst giving them the confidence to professionally diagnose skin types. Amway is the recipient of this year's award as they showcased a new product that sets a high standard of excellence and innovation," shared Gill.

"We are excited to receive the Product Innovator award at this year's DSA Industry Awards," said Christine Terrill, General Manager of Amway Australia and New Zealand.

"Since its launch, the ARTISTRY Skin Analyzer has helped our Independent Business Owners (IBOs) to analyse the needs of their customers and immediately recommend the best ARTISTRY product solution," Terrill added.

"It's a real game changer for our IBOs by merging the latest technology, the best products, great training and a fantastic service only our IBOs can provide. We thank everyone across ANZ who has helped make this product a great success."

For more information about Amway or the ARTISTRY Skin Analyzer, visit amway.com.au / amway.co.nz.

About Amway

Amway is a \$US 8.6 billion company that has been in business for over 50 years and is the world's No.1 Direct Selling Business.*

*Ranked by the DSN Global 100. June 2017 edition. Based on 2016 revenue

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