

## GENETIC-BASED WEIGHT MANAGEMENT PROGRAM IDENTIFIES PERSONALIZED PLANS FOR WEIGHT LOSS

### Amway's BODYKEY by NUTRILITE features gene test to determine if you're a Carb Blocker, Fat Trimmer or Better Balancer

**Ada, Mich. (March 11, 2013)** – Amway North America today launched BODYKEY by NUTRILITE™, a weight management program rooted in genetics that reveals exactly how a person should eat to most effectively manage their weight.

BODYKEY by NUTRILITE weight loss plans are based on an individual's unique genetic makeup. The new program combines eating well, fitness, nutrition and a take-at-home genetic test to determine if a person's body responds better to cutting carbs, reducing fat or a balanced diet.

Key components of the program include:

- BODYKEY™ Meal Replacement Shakes are available in chocolate and vanilla and with and without stevia, a zero calorie natural sweetener. They are gluten free and provide 22 vitamins and minerals.
- BODYKEY Appetite Control Chews help control appetite between meals and promote healthy digestion.†
- BODYKEY Super Green Aloe Shots help kick start weight loss with its key ingredient aloe vera juice, known to support healthy digestion†.
- Inherent Health® Weight Management Genetic Test and BODYKEY by NUTRILITE weight management plans – Carb Reducer™, Fat Trimmer™ and Better Balancer™ – that are personalized to support the genetic test results.
- Subscription to the BODYKEY online support community, featuring personalized recipes and menus, customizable exercises and fitness plans, mobile tracking tools and expert advice.

The new program also offers a BODYKEY by NUTRILITE 90-Day Weight Loss Challenge for five-person teams incentivized by more than 1,000 prizes to jump start their journey towards optimal health.

### QUOTES

“BODYKEY by NUTRILITE will help you work toward achieving weight loss for life with personalized plans based on your specific needs,” said **Mark Nelson, director of health and home marketing for Amway North America**. “The genetic test identifies what is the best plan for you and the plans provide the tools necessary to put that knowledge into action and realize positive results.”

“As someone who loves to cook, I know it's difficult to keep the pounds at bay. But, you can still enjoy good food and lose weight. Healthy eating is about adding color and flavor to your diet and learning portion control. That's just part of the bigger picture. Ultimately, weight loss for life starts with healthy diet and exercise habits that you can sustain in a sensible and realistic way. Combining these habits with BODYKEY products can be the keys to your success,” said **BODYKEY by NUTRILITE celebrity chef Jason Roberts, a correspondent for ABC's “The Chew.”**

“From the perspective of a nutritionist, I like that BODYKEY by NUTRILITE encompasses various components that are crucial to weight loss efforts. It offers personalized programs designed for your individual genotype, products that support balanced nutrition and satiation, and keys to improving weight loss success – expert advice, online community encouragement and tracking tools to help make the behavioral changes necessary,” said **Micheline Vargas, DrPH, CNS, RCEP, CSCS, a preventative care specialist and advisor to the Nutrilite Research Institute Center of Optimal Health.**

For more information on the program, products and plans, visit [amway.com/bodykey](http://amway.com/bodykey).

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### **About Nutrilite**

**NUTRILITE®**, exclusively from [Amway](http://Amway), is the world's No. 1 selling vitamins and dietary supplements brand.\* With more than 75 years of history, science and innovation, it's the only global vitamin and mineral brand to grow, harvest, and process plants on its own certified organic farms\* in Washington, Mexico, and Brazil.

\*Source Euromonitor International Limited.

†This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

### **About Amway**

Amway is one of the world's largest direct selling businesses. Alticor Inc., parent company of Amway, reported global sales of USD \$11.3 billion in 2012. Founded in 1959 by entrepreneurs Rich DeVos and Jay Van Andel, and based in Ada, Michigan, U.S., Amway offers consumer products and business opportunities through a network of more than 3 million distributors in more than 100 countries and territories worldwide. Top-selling brands for Amway are NUTRILITE® vitamin, mineral and dietary supplements and ARTISTRY® skincare and cosmetics.

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