



nutrilite™ KIDS

Insider's Guide

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Guide to symbols



NSF
Certified



Gluten Free



Vegetarian



Dairy Free



Non-GMO

*The NSF logo is a registered trademark of NSF International.

The market and your opportunity

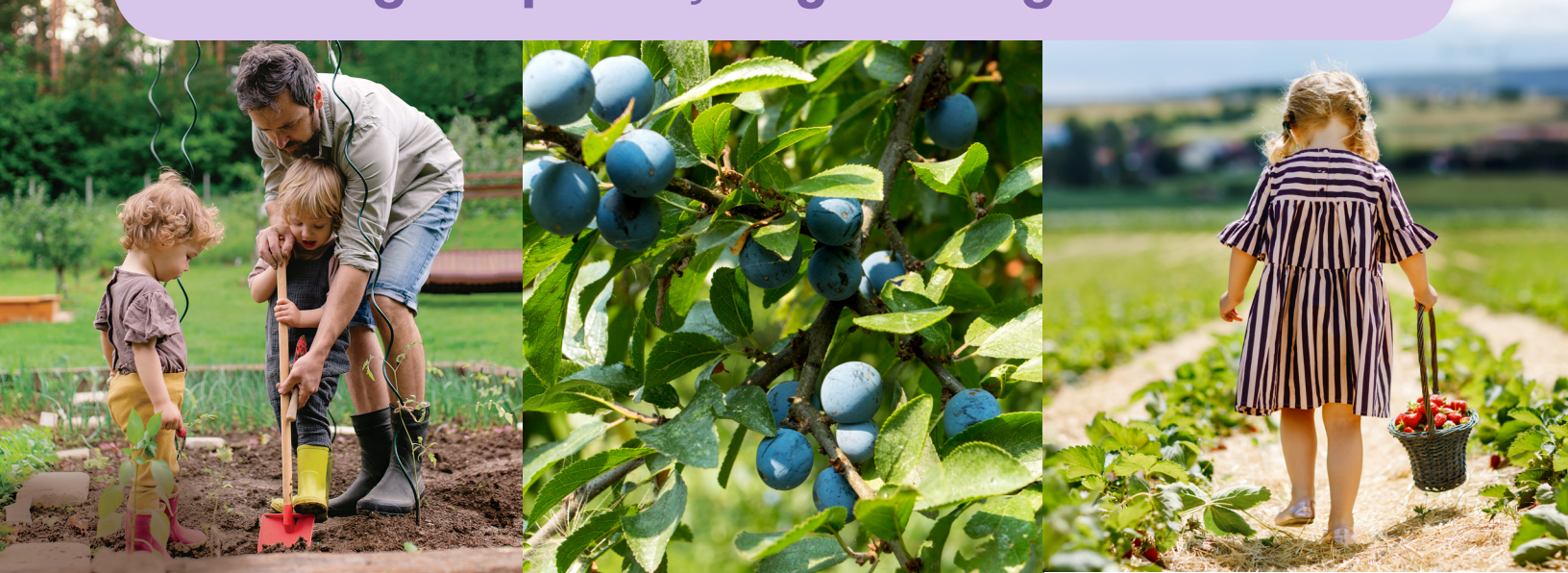
Parents want the best for their kids and are looking for great-tasting, natural, balanced nutrition with wholesome ingredients as well as convenience. Most are increasingly willing to pay more for products that are safe, transparent, experiential and educational.



*Market Research: U35 Landscape 2019.

**Nielsen POS Data: 52 Weeks Ending 3/19.

We grow plants, so you can grow kids!



Helping kids meet their milestones.

Kids want to be old enough, big enough or strong enough to do the things they want to do. They want to grow up. Just like kids, Nutrilite™ plants grow every day – a little taller, a little stronger. The Nutrilite brand helps kids do their next big thing by always doing ours.

.....

Filling kids' nutritional gaps.

Kids don't always like trying new things, but the new, yummy Nutrilite Kids products make it easy. The fun and tasty formats like jelly splats, shakes and gummies nurture their bodies and brains with the right nutrients, especially with ingredients made from plants grown on Nutrilite farms.



Created for moms and kids



What moms want

Moms want to help their kids form healthy habits and grow into strong, healthy adults. They are looking for **natural, clean and wholesome ingredients** for their kids. Convenience, safety and transparency are very important too. **Nutriline™ Kids products deliver it all!**

What kids need

Most kids, especially picky eaters, don't get enough of everything they need in their diets every day. **Fun, good-tasting** Nutrilite™ Kids supplements were created to **fill gaps and provide the nutrients** kids need to grow.

These fun products use **ingredients** from **Nutriline and partner farms** that are **traceable from seed to supplement**, giving parents peace of mind when it comes to **purity, safety and effectiveness**. All our products were designed by a mom with a PhD in Nutrition, meaning all our products meet the daily requirements kids' active bodies need like vitamin K to grow strong bones, zinc for immunity and vitamin A and lutein to help those eyes score those winning goals.

Meet the Nutrilite Kids products



Contains 12 vitamins and minerals.



Supports Growing & Developing Kids Vision + Bones + Immunity†

Nutrilite™ Kids Multivitamin Gummy

Fills in the nutrition gaps and supports immunity, bone health and vision.† Made with plant nutrients from 5, yep count them, 5 colorful food groups.

- Vitamin A and lutein support eye health.†
- Vitamin K supports bone health.†
- Vitamins C and D plus zinc support little immune systems.†
- Contains nutrients traceable to plants grown on our Nutrilite and partner farms: Chia, Blueberry, Spinach, Sea Buckthorn, Lutein.
- Exclusive 3-step safety certification

123044 120 Gummies



Provides a balance of essential nutrients

Nutrilite™ Organics Kids Complete Superfood Powder - Chocolate

This ready-to-mix powder provides a balance of essential nutrients to support growing and developing kids. Plus, they'll love the yummy chocolate flavor!

- Essential nutrients support brain, bone, muscle, immune and eye/vision health, including Vitamin A, Vitamin C, Zinc, Calcium, D3, Vitamin K, Magnesium, and Choline.
- 8g plant-based protein, 26 vitamins and minerals and 10 plant ingredients like 10 whole spinach leaves, blueberries, carrots, bananas, peas and more!
- No artificial flavors, colors, preservatives or sweeteners.

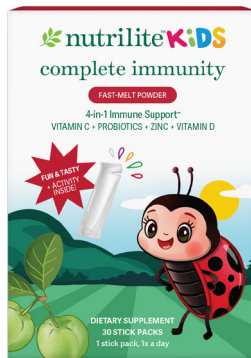
Packed with plant-based protein.

126187 20 Servings

†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.

**Does not contain genetically engineered ingredients.

Meet the Nutrilite Kids products



4-in-1 Immune Support† Vitamin C + Probiotics + Zinc + Vitamin D

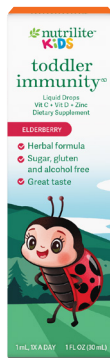
Nutrilite Kids Complete Immunity Fast Melt Powder

Fun and tasty, this fast-melt powder dissolves quickly on the tongue or easily mixes with cold foods and beverages.

- A convenient blend of nutrients helps support your child's immune system.†
- Contains traceable Acerola Cherries grown on Nutrilite farms, 30 mg Vitamin C, 1 billion CFU Probiotics, 1 mcg Vitamin D and 2.6 mg Zinc.
- No artificial colors, flavors, preservatives, or sweeteners. Soy and lactose free.
- For ages 3-12



123046 30 Stick Packs



4-in-1 immune support for toddler's developing immune systems† Vitamin C + Vitamin D + Zinc + Superfruits

Nutrilite™ Kids Toddler Immunity Drops

This easy-to-use daily immunity liquid drops taste great and supports growing immune systems of your little ones.

- Exclusive blend of vitamin C, vitamin D, Zinc, acerola cherry and elderberry grown on our Nutrilite farms and partner farms to support their little immune systems†.
- 90mg of organic elderberries & acerola cherries grown on our certified organic farms and partner farms.
- No artificial colors, flavors, preservatives, or sweeteners. Soy and lactose free.
- For ages 1-3

126185 1 FL OZ/30 mL



Omega 3s to Support Brain Health

Nutrilite Kids Brainiums DHA™ Jelly Splats Blister Pack

This strawberry citrus-flavored jelly splat contains omega-3 fatty acids from sustainably sourced fish and organic Chia Seed Oil from a Nutrilite partner farm. Only one per day.

- Provides 250 mg DHA, 50 mg EPA and 25 mg ALA to support your child's brain health.†
- Unique format kids will love.
- Sugar free.



305554 30 Jelly Splats (2 sleeves with 15 jelly splats)

†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.

**Does not contain genetically engineered ingredients.

Unleash the power of customers

The new Nutrilite™ Kids products were created specifically with your selling journey in mind – to give customers the hottest new products they want and their kids will love. They make selling easier to help you grow your business!

Products customers want to buy

Nutrilite Kids products meet the needs of customers looking to support their kids' nutrition and development with safe, clean products filled with wholesome, natural ingredients. Their fast-paced, on-the-go lifestyles need multi-benefit products that are innovative and convenient but also are fun and taste great!

At the right price

It's not always enough to have exciting new products; they also need to come with an appealing price tag. Nutrilite Kids products offer the value comparable to the fastest-growing brands like Smarty Pants®†, Zarbees®†, Nordic Naturals®† and Happy Tot® Organics.†‡

With a better customer experience

You work hard to offer the best customer service from your business! We support you by offering amazing tools such as the AmPerks™ Customer Rewards Program and improved shipping and delivery with easy, no-hassle returns. It just keeps getting better!

And helpful new tools for you

The offerings above don't just make the customer experience better; they make selling simpler and more convenient for you. Plus, with new product and selling tools, education courses and your MyShop Digital Storefront, you'll have everything you need to make selling easy and fun.

†Smarty Pants is a registered trademark of Charlotte Smarty Pants, LLC.
Zarbee's is a registered trademark of Zarbee's, Inc. Nordic Naturals is a registered trademark of Nordic Naturals, Inc.
Happytot is a registered trademark of Nurture, Inc.

‡Based on online competitive comparisons in July 2021.

Selling in 5 easy steps

1

Discover products you love.

Get to know the fun, high-quality Nutrilite™ Kids products so you can help your customers find just what their kids need.

2

Open your MyShop Digital Storefront.

Expand your brand, connect with customers, and promote and sell the Nutrilite Kids products you love, all in one place.

3

Better-than-ever selling support.

Amway™ Education is full of resources like easy-to-follow product videos, selling courses, best practices and more.

4

Share with customers.

Learn how to connect with customers in person, online and via social media to share and sell the products you're passionate about.

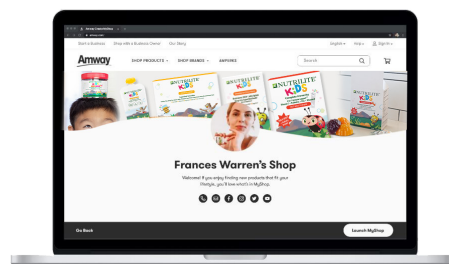
5

Serve your customers.

Happy customers mean healthy business – create repeat buyers with tools like DITTO™ Scheduled Orders and AmPerks™ Customer Rewards Program to make shopping easy and rewarding.

You've already discovered and learned about all of the amazing new Nutrilite Kids products, now it's time to ... Set up MyShop.

Create your free, customizable digital storefront. It's an easy way to sell products, engage with customers and promote products – like Nutrilite Kids – 24/7. Keep content updated regularly and share your MyShop with customers so they're always connected and shopping with you.

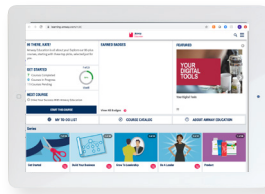


Scan here to set up
MYSHOP NOW

Better-Than-Ever selling support

The more you know, the easier it is to engage with customers.

Pique their interest and make more sales. So, get going with these resources – you've got this!



Scan here for
SELLING COURSES

Amway Education for Nutrilite Kids

Watch how-to-sell videos to become an expert on all four products. Then check out [selling courses](#) to master the art of confident customer conversations that can lead to better business relationships and, ultimately, more sales!



Scan here for
access to
AMWAY EDUCATION

New Nutrilite Kids in-person learning presentation

Learn all of the features, benefits and tips to help you sell these fun, tasty, multi-benefit kids products to your customers. Plus, get to know the sales tools that can help you motivate and train your team to do the same. Available on [Amway Education](#).

Share with customers

Once you've learned all about the new Nutrilite™ Kids products, **you're ready to start sharing and selling.**



Catalogs

The mini catalog is conveniently available as a shoppable digital catalog on Amway.com! All the latest and greatest in one place. Customers can browse the hottest new products, best-selling favorites and special promotions. They can also download the newest Healthy Life catalog in Amway.com/publications.



Share feature on Amway website

Easily share product links from The Healthy Life catalog and digital mini catalog with your customers and receive credit for any resulting sales. It's so simple; when logged into the [Amway™ website](http://Amway.com), click the icon to quickly share a product page link with customers via text message, email, messaging apps like WhatsApp and through private chats on social media platforms.



Create an Experience

- Because taste is key in kids' products, sampling is more important than ever for kids to try and like them so parents can buy them.
- Make it a personalized experience with a mini catalog tabbed just for them and a sample pouch.
- Share your personal testimonial (if you have kids) with these products – it's your most powerful selling tool.



Share with customers

Nutriline Kids Shareable Videos

Exciting and encouraging videos you can share with your customers are available on the website product pages and in the [Amway Resource Center](#).



Rock your Social Media

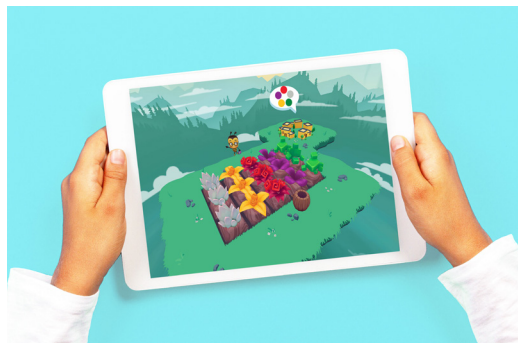
Connect with your online community of unstoppable, on-the-go moms, share your favorite Nutriline Kids products, engage current customers and attract new ones. To learn more, search “Social Media Guidelines” on the Resource Center at Amway.com.

Follow us @NutrilineUS and share your story with #nutrilinekids



Fun on so many levels

Kids can have fun coloring pictures inside the product packaging. Watch your kids grow their own garden with the Nutriline™ Kids Farm Adventure when they scan the QR code on the packages.



How to keep happy, loyal customers

Turn customers into loyal buyers. Stay connected and provide the right tools to make shopping easier and even more enjoyable.

Register customers – reap rewards

Help your customers register to take advantage of rewards like AmPerks™ Customer Rewards Program, automatic reordering with DITTO™ Scheduled Orders and the ability to view their order history online. Plus, you'll be able to stay connected, and your customers get to enjoy all the benefits of a better shopping experience.



It takes **5X LONGER** to find a new customer than it does to follow up with an existing one.*



Customer Rewards Program

Show your registered customers some love. Invite them to join the AmPerks program – a free-to-join loyalty program that helps you build stronger relationships while rewarding your customers for buying their favorite Amway™ products. They'll get: 2 points for every dollar spent, a personalized shopping experience and risk-free returns with AMWAY**PROMISE**™ and more.



Scan here to learn more about **AMPERKS**



Scheduled Orders

Take the worry out of reordering with the convenience of DITTO Scheduled Orders. Your customers can set it and forget it from your MyShop to make sure they never run out of their favorite products.



Scan here to learn more about **DITTO**

AMWAY**PROMISE**™

When your customers make an Amway™ product purchase, they get more than quality products – they get a promise that we'll protect their purchase with our 180-day 100% customer satisfaction guarantee.** If they're not satisfied with the product, simply return it within its satisfaction guarantee time frame.

*Forbes.com, September 2018.


**120 days for some products. Additional restrictions, exclusions and fees may apply. For complete details visit Amway.com and search: AmwayPromise.

Switch your customers to Nutrilite Kids

See the difference

Competitively priced per serving, Nutrilite™ Kids products support healthy development and immune system functions with many added benefits, including clean label and non-GMO active ingredients.

SUPERFOOD POWDER

Brand	Plant Ingredients	Retail Price Servings Price/ serving	Vitamins & Minerals	Sweetener	Protein	USDA Organic
Nutrilite™ Organics Kids Superfood Powder	10 plant ingredients	\$45.00 20 servings \$2.25	26 vitamins & minerals	12g organic cane sugar	8g plant protein	
Pediasure®† Grow & Gain	0 plant ingredients	\$12.99 6 servings \$2.17	23 vitamins & minerals	12g sugar	6g protein	
Nesquik®‡ Chocolate Milk Powder	0 plant ingredients	\$6.99 43 servings \$0.16	2 vitamins & minerals	12g sugar	<1g	
Orgain®§ Kids Protein Nutrition Mix Shake – Chocolate Brownie	10 Plant Ingredients*	\$24.99 10 servings \$2.49	23 vitamins & minerals	7g sugar	8g grass fed protein	

MULTIVITAMIN GUMMY

Brand	Main Benefit	Retail price Servings Price/serving	Botanicals/Other ingredients	Clean label	Certifications	Vitamins + Minerals
Nutrilite™ Kids Multivitamin Gummy	Supports Growing & Developing Kids' Vision + Bone + Immunity	\$27.00 30 servings \$0.9	Sea Buckthorn, Lutein, Blueberry, Spinach, Chia	Gluten, Non-GMO, Vegan, Dairy free, Soy free, Lactose free. No artificial colors, flavors, sweeteners or preservatives	NSF Certified, 3-step safety certification	12
Smarty Pants®† Multi + Omega	Multi & Omega-3s Immunity & Bone Health	\$20.95 30 servings \$0.70	Turmeric, Omega-3	Free of synthetic colors, artificial flavors & preservatives, yeast, wheat, milk, eggs, soy, gluten, tree nut allergens, fish allergens, peanuts, shellfish, salicylates. Clean label award	NSF Certified, Non-GMO tested	14

*Based on Orgain Organic Vegetable and Fruit Blend™ packaging label as of October 4, 2023

†Orgain® is a registered trademark of Orgain, Inc.

‡Pediasure® is a registered trademark of Abbott Laboratories

‡Nesquik® is a registered trademark of Societe des Produits Nestle S.A.

Based on product label claims and online claims as of October 4, 2023

Comparisons based on product label and online information available as of July 16, 2021.

†Smarty Pants® is a registered trademark of Charlotte Smarty Pants, LLC.



Switch your customers to Nutrilite Kids

IMMUNITY SUPPLEMENTS

Brand	Main Benefit	Retail price Servings Price/serving	Immune-supporting ingredients	Clean label	Certifications
Nutrilite™ Kids Complete Immunity Fast Melt Powder	4-in-1 Immune Support	\$29.00 30 servings \$0.96	Vitamin C (30 mg), Probiotics (1B CFU), Vitamin D (1 mcg), Zinc (2.6 mg)	Non-GMO, Free from gluten, dairy, soy, lactose artificial flavors, colors, sweeteners, preservatives, vegetarian	NSF Certified
Nordic Naturals®† Probiotic Pixies Fast Melt Powder	Immune & Digestive Support	\$27.95 30 servings \$0.93	Probiotics (3 billion CFU)	No gluten, milk derivatives, wheat, soy, artificial colors, flavors. Certified vegetarian & vegan-friendly, Non-GMO	

OMEGA-3 SUPPLEMENTS

Brand	Main Benefit	Retail price Servings Price/serving	Active Ingredients	Clean label	Certifications
Nutrilite™ Kids Brainiums DHA™ Jelly Splat	Supports brain health	\$24.00 30 (1 splat/serving) \$0.8	DHA (250 mg), EPA (50 mg), ALA (25 mg) from organic Chia Seed Oil	Non-GMO, free from dairy, lactose, soy, gluten, sugar free, no artificial flavors, colors or preservatives	NSF Certified
Rainbow Light®† Omegalicious Omega 3 Gummies	Supports healthy brain & immune system & supports heart health	\$30.99 30 (4 gummies/serving) \$1.03	DHA (108 mg), EPA (22 mg), Other (18 mg), Vitamin C (60 mg)	Gluten free, ultra pure, no artificial preservatives, purity tested	

Comparisons based on product label and online information available as of July 16, 2021.

†Nordic Naturals® is a registered trademark of Nordic Naturals, Inc. Rainbow Light® is a registered trademark of Rainbow Light Nutritional Systems, LLC.

Frequently Asked Questions

Nutrilite Kids Multivitamin Gummy

How was the Kids gummy Multivitamin developed?

The Kids Multivitamin was designed to be a gummy – the top kids preferred format. We provide flavors based on consumer testing with kids and parents. Kids nowadays are increasingly using electronic devices, which is affecting their little eyes. This product contains lutein and vitamin A to support kids' eye health. Additionally, this product includes 5 traceable plant nutrients from 5 colorful food groups.

What are normal formula attributes that consumers may perceive as defects?

Color and taste changes: Nutrilite uses natural botanical ingredients in our formulations. Due to changes from crop to crop and season to season, these plant materials are expected to have naturally occurring variation. Hardening of gummies: If the product is exposed to air for a long period after opening, it may cause the gummies to harden. Hence, we recommend that the product is used within 1–2 months after opening and stored with the lid tightly closed in a cool dry place.

Why is sugar used in this product?

Nutrilite Kids Multivitamin gummies were developed as a tasty way to help kids get important vitamins and minerals. Because vitamins and minerals are not palatable to many kids, we added the most appropriate sweetener to increase the likelihood that children will take the supplement. We used cane sugar, mango or blueberry juice concentrate (depending on the gummy flavor), and tapioca syrup because together they create a clean flavor that works well in the gummy delivery format.

Nutrilite Kids Complete Immunity Fast Melt Powder

How does Nutrilite Kids Complete Immunity work?

This product offers a unique combination of nutrients plus a probiotic that is clinically supported to support kids' immune systems. Nutrilite™ Kids Complete Immunity uses a unique fast melt technology with a coated vitamin C technology. This vitamin C technology increases stability by reducing its interaction with the probiotic strain and other nutrients to ensure maximum immune benefits in kids. Additionally, 10% of the vitamin C in this product comes from acerola sourced from Nutrilite farms.

What scientific evidence is there to support this product?

Clinical studies show vitamin C, zinc and vitamin D support immune health in kids. Bifidobacterium lactis HN019 is one of the most clinically studied probiotic strains.

Are there any foods or beverages that I should not mix with this product?

This product should not be mixed with hot foods or hot beverages.

Frequently Asked Questions

Nutrilite Kids Brainiums DHA Jelly Splat

How were the Kids Brainiums DHA Jelly Splats developed?

DHA, EPA and ALA were combined in this product to offer a unique, convenient and nutritious way for children to receive their omega-3 fatty acids. Nutrilite™ Kids Brainiums DHA™ Jelly Splats supplements are an easy solution to help your child get the recommended amount of DHA, especially if they don't enjoy eating eggs, fish or organ meats.

What scientific evidence is there to support this product?

It is well known that omega-3 fatty acids are key building blocks for every cell in the body and are essential for healthy cellular function.[†] As a result of their importance to cellular health, an abundance of scientific literature exists showing a strong and consistent relationship between omega-3 intake and health benefits.[†]

The importance of nutrition in brain health throughout the lifespan has been well established in the scientific community, and it is well known that DHA is important to brain health since it is the predominant omega 3 found in the brain.[†]

Nutrilite Toddler Immunity Drops

What is this product?

Nutrilite Toddler Immunity Drops is a convenient, exclusive-to-Amway all in one solution for supporting your toddler's immune health (ages 1-3 yr old). It contains a unique combination of vitamin C, D, and zinc, together with organic acerola cherries from the Nutrilite Farms as well as Organic Black Elderberry Fruit (*Sambucus nigra*). This product comes with a convenient liquid dropper format that is safe for toddlers.

How do I know if I need to give my child Nutrilite™ Toddler Immunity Drops? Who may benefit from consuming Nutrilite™ Toddler Immunity Drops?

Parents interested in supporting their kid's (ages 1-3) immune system can consider giving this product to their kid. With continuous daily use, Nutrilite™ Toddler Immunity Drops is formulated to support the body's natural defenses. Young kids do not have a fully developed immune system. This product offers a convenient combination solution of vitamin C, D, zinc, acerola cherries and black elderberry to support toddler's immunity needs.

How often should I consume this product?

It is recommended that you follow usage instructions and take 1 squeeze of a dropper (1 mL) a day directly on the tongue or add it into water, juice or any other beverage and food of your choice.

Frequently Asked Questions

Nutrilite Toddler Immunity Drops

Does this product need to be refrigerated?

Toddler Immunity Drops are shelf stable which means they don't need to be refrigerated. Store the product in a cool, dry place prior to opening. After opening, we do recommend refrigeration to maintain freshness and use the product within 90 days.

Can I give Nutrilite™ Toddler Immunity Drops together with Nutrilite™ Kids Complete Immunity (Immunity Plus)?

We do not recommend taking these two products together. The Toddler Immunity Drops contain an exclusive blend of vitamins and minerals that support a toddler's immunity. Taking Kids Complete Immunity (Immunity Plus) together with the drops may lead to overdosing since they both contain similar vitamins and minerals. It is best to choose one or the other to prevent overconsumption. Toddler Immunity Drops have been specifically designed for children 1-3 years old, while Complete Immunity is designed for children 4 years or older.

How much is one serving of this product?

One squeeze of the dropper is one serving of this product. Each bottle provides approximately 24 servings.

Nutrilite Organics Kids Complete Superfoods Powder - Chocolate

What is this product?

Nutrilite Organics Kids Complete Superfood Powder is a great tasting supplement to a nutritious breakfast or an evening powder shake. Comprised of 8 g of protein, complete multivitamin and minerals and high-quality plant-based ingredients. Complete Superfood Powder helps set a foundation for optimal health. This product includes 26 vitamins and minerals and is designed for kids plus 10 plant-based ingredients to help fill in nutrition gaps that may exist from their regular diet.

Who may benefit from consuming this product?

Kids are fussy eaters sometimes, and as parents, we know how difficult it may be to add fruits and vegetables to their diet. Nutrilite Organics Kids Complete Superfood Powder is designed for growing and developing children ages 4-12. This product is meant for parents who are looking for an effortless way to add a variety of nutrients from fruits and vegetables and essential vitamins and minerals to their diet. This once-a-day beverage is natural and clean. Nutrilite Complete Superfood Powder is a convenient and delicious way to provide complete vitamins and minerals to kids to fill possible nutrient gaps.

How should this product be taken? Should it be taken on an empty stomach or with food?

Children ages 4 and above can have one serving of the mixed powder shake per day. It is recommended to stir 2 scoops (1 serving/30g) in 8 oz of milk or milk alternative. It can also be sprinkled on other prepared foods or mixed in with smoothies. This product can be taken on an empty stomach without stomach upset, however, individuals with a medical condition should consult their healthcare provider before using this product.

Frequently Asked Questions

Nutrilite Organics Kids Complete Superfoods Powder - Chocolate

Can this product be taken with other dietary supplements?

There is no evidence of any contraindications with the use of this product; however, as with any supplement, those under supervised medical care should consult their personal physician before using this product. In the interest of health and well-being, parents are advised to monitor the intake of vitamins and minerals from combining different dietary supplements to ensure the nutrient intake does not exceed the safe upper intake levels established by the Food and Nutrition Board, National Institute of Health. If you are taking Nutrilite Organics Kids Complete Superfood Powder with Nutrilite™ Kids Multivitamin Gummy, we strongly recommend to reduce the intake of Nutrilite™ Kids Multivitamin Gummy from 4 gummies to 2 gummies a day for ages 4 to 8 years.

Why doesn't this product dissolve like other powdered shakes?

Unlike other milk based/whey-based protein shakes, this product contains all plant-based protein sources. While plant-based protein has all the same healthy properties of a milk-based protein shake, the plant protein can dissolve in milk or water more slowly.

How do I prepare this product?

Mix two scoops of Complete Superfood Powder with 8 oz of water, milk, or milk alternative of your choice. Consume immediately.

How do I store the product after its opened?

After the product is opened, please store it in a cool dry place. If you live high humidity location, it is recommended to close the zipper of the pouch tightly after each use or you can also transfer the product into an air-tight container.



 **nutrilite™**
KiDS



Scan the code for more info on
Nutrilite™ Kids products.