



OMEGA SUPPLEMENTS INSIDER'S GUIDE



Nutrilite™ Omega &
Nutrilite™ Advanced Omega



Table of contents

- 3 OPPORTUNITIES IN THE MARKET**
- 4 NUTRILITE™ OMEGA**
- 5 NUTRILITE™ ADVANCED OMEGA**
- 6 3X GREATER ABSORPTION**
- 7 CLEANER, GREENER INGREDIENTS**
- 8 OMEGAS COMPARISON CHART**
- 9 SELLING IN 5 EASY STEPS**
- 10 GROW FOR MORE SELLING SUPPORT**
- 11 SHARE WITH CUSTOMERS**
- 13 HOW TO KEEP HAPPY, LOYAL CUSTOMERS**
- 14 FREQUENTLY ASKED QUESTIONS**

Guide to symbols


NSF® Contents
Certified


Non-GMO†


Gluten Free


Dairy Free


Lactose Free


Friend of the Sea®

*The NSF logo is a registered trademark of NSF International.
†Does not contain genetically engineered ingredients.
‡Friend of the Sea® is a registered trademark of Friend of the Sea Ltd.

Omegas provide a mega opportunity.

Omega 3 fatty acids provide **essential nutritional support for the brain, heart & more.**[†] However, our bodies can't naturally produce omega 3s – which is why it's so important to ensure they're consumed through diet and/or supplementation.

Today's nutrition market is overflowing with omega supplement options. This can be very overwhelming for consumers trying to learn about all the health benefits and make the right choice for themselves and their families, because **not all omega 3 supplements are created equally.**

Nutrillite™ Omega and Nutrillite™ Advanced Omega offer **high-quality, clean-label solutions** with **multiple health benefits** and **3x greater absorption** compared to fish oil without absorption technology.[†] Plus, they're made with certified, sustainably sourced fish oil, plant-based goodness and **no artificial colors, flavors or preservatives** to support your customers' values and daily nutrition needs.[†]

CURRENT BUSINESS OPPORTUNITY =

\$1.2 BILLION

Omega Market Size

90%

OF AMERICANS aren't getting the recommended amount of omegas in their diets.



3 Types of Fatty Acids

The three main fatty acids that your body needs to function.

1 Eicosapentaenoic acid (EPA)

2 Docosahexaenoic acid (DHA)

3 Alpha-linolenic acid (ALA)

The 2020–2025 U.S. Dietary Guidelines recommends consuming at least

250 mg OF EPA AND DHA

(That's equal to 8 ounces of fatty fish 1-2 times per week).



Top omega customer purchase drivers:

- **MADE WITH NO ARTIFICIAL INGREDIENTS**
- **SUSTAINABLE FISH SOURCES**

†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.

An omega your brain and heart will love.



WITH 3X ENHANCED ABSORPTION!*

Nutrilite™ Omega

Provides over 500 mg of highly concentrated omega 3 fatty acids (EPA, DHA and ALA), plus **3 times greater absorption**** to help support your **heart, brain and cellular health.**† ALA omega fatty acids from White Chia Seed grown on Nutrilite™ partner farms and natural vitamin E.

- One convenient softgel per day
- Gentle on the stomach with mild to no burp back
- Best for customers who are looking for a convenient omega supplement to help support their brain and heart health†
- Best replaces Nutrilite™ Balanced Health Omega (discontinued)

126132 30 Softgels



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

**Compared to regular fish oil with no absorption technology.

†Friend of the Sea® is a registered trademark of Friend of the Sea Ltd.

‡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.

Whole-body omega support – for heart, brain, eye, joint and skin health.†



WITH 3X ENHANCED
ABSORPTION!***



Nutrilite™ Advanced Omega

Delivers over 1,000 mg of omega 3 fatty acids (EPA, DHA and ALA), plus **3 times greater absorption**** to help support your **heart, brain, joints, eyes, skin and cellular health.†**

- Two softgels per day
- Gentle on the stomach with mild to no burp back
- Best for customers looking for an omega supplement that delivers multiple benefits for supporting brain, heart, joint, eye and skin health†
- Best replaces Nutrilite™ Heart Health Omega and Wellsona™ 500 mg Brain Health Omega

126136 60 Softgels (30-Day Supply)



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**Compared to regular fish oil with no absorption technology.

†Friend of the Sea® is a registered trademark of Friend of the Sea Ltd.

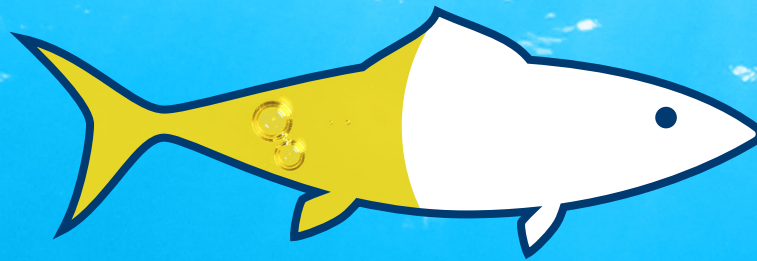
†This statement has not been evaluated by the Food and Drug Administration.
This product is not intended to diagnose, treat, cure or prevent any disease.

Hardworking omegas with 3X enhanced absorption.*

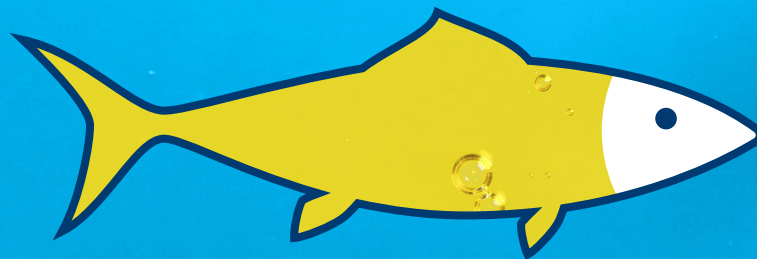
3 TIMES GREATER ABSORPTION* – WITH ABSORPTION TECHNOLOGY.

THE CHALLENGE: While supplementing with omega 3s helps support those who don't eat the recommended amount of fish, seafood, flax and more, our bodies still have a difficult time absorbing omega 3 fatty acids. In order to experience the associated benefits of omega 3 fatty acids, your body must absorb them.

OUR SOLUTION: Nutrilite™ Omega & Advanced Omega contain Absorption Technology that encapsulates the omega 3 fatty acids and forms magnet-like micelles that help make them three times easier to absorb than fish oil without the absorption technology.



Omega without Absorption Technology



Omega with Absorption Technology

BONUS BENEFITS!

Nutrilite™ Omega and Advanced Omega are gentle on the stomach and reduce fishy aftertaste.

*Compared to regular fish oil with no absorption technology.

Made with cleaner, greener ingredients – from land to sea.

ORGANIC WHITE CHIA SEED PROVIDES PURE PLANT POWER.**

Nutriline™ Omega and Advanced Omega provide essential ALA omega 3 fatty acids from certified organic White Chia Seed oil that we source from our Nutriline™ partner farms.**



WE'RE FRIENDS OF THE SEA.

Both Nutriline™ Omega and Nutriline™ Advanced Omega supplements are Friend of the Sea® certified. That means they're made with fish oil from sustainable, wild-caught, cold-sourced fish from a blend of anchovies, sardines and mackerel.



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**Product is not organic.

‡Friend of the Sea® is a registered trademark of Friend of the Sea Ltd.

Find the right omega support.

HELP YOUR CUSTOMERS TRANSITION TO THE OMEGA THAT FITS THEIR NEEDS.

	Omegas	Absorption Claim	Benefit Claim	Plant Ingredient	Dosage	Clean Label Claims
NEW Omega	511 mg EPA + DHA + ALA	Clinically tested 3x greater absorption[§]	Brain, Heart & Cellular Health [†]	ALA omega sourced from organic White Chia Seed grown on our Nutrilite™ partner farms*	1 softgel /day	<ul style="list-style-type: none"> • Friend of the Sea^{®††} Certified • NSF^{®††} Contents Certified • Non-GMO ingredients^{**} • Gluten Free • Dairy/Lactose Free • No artificial colors, flavors, preservatives
NEW Advanced Omega	1022 mg EPA + DHA + ALA	Clinically tested 3x greater absorption[§]	Brain, Heart, Eye, Joint, Skin & Cellular Health[†]	ALA omega sourced from organic White Chia Seed grown on our Nutrilite™ partner farms*	2 softgels /day	<ul style="list-style-type: none"> • Friend of the Sea^{®††} Certified • NSF^{®††} Contents Certified • Non-GMO ingredients^{**} • Gluten Free • Dairy/Lactose Free • No artificial colors, flavors, preservatives
Balanced Health Omega (discontinued)	900 mg EPA + DHA	None	Brain & Eye [†]	None	3 softgels /day	<ul style="list-style-type: none"> • NSF^{®††} Contents Certified • No artificial colors, flavors, preservatives
Heart Health Omega (discontinued)	1800 mg EPA + DHA	None	Heart [†]	None	3 softgels /day	<ul style="list-style-type: none"> • NSF^{®††} Contents Certified • No artificial colors, flavors, preservatives
Wellsona™ DHA Brain Health Omega (discontinued)	1650 mg EPA + DHA	None	Brain & Joint [†]	None	3 softgels /day	<ul style="list-style-type: none"> • No artificial colors, flavors, preservatives

SEE HOW OUR OMEGAS STACK UP AGAINST THE COMPETITION.

	Total Omeas	Absorption Claim	Source of Fish Oil Blend	Health Benefits	Plant Ingredient	Serving Size	Clean Label Claims
Nutrilite™ Omega	511 mg	Clinically tested 3x greater absorption[§]	Sustainable, wild-caught, cold-source Anchovies, Sardines & Mackerel	Brain, Heart & Cellular Health [†]	ALA omega sourced from organic White Chia Seed grown on Nutrilite™ partner farms*	1 softgel /day	<ul style="list-style-type: none"> • Friend of the Sea^{®††} Certified • NSF^{®††} Contents Certified • Non-GMO ingredients^{**} • Gluten Free • Dairy/Lactose Free • No artificial colors, flavors, preservatives
Nature Made ^{®†} Burp-Less Mini Omega 3	540 mg	None	Undisclosed wild-caught fish	Heart & Eye Health [†]	None	1 softgel /day	<ul style="list-style-type: none"> • Purified to remove mercury • No gluten • No artificial flavors, no color added
Nutrilite™ Advanced Omega	1022 mg	Clinically tested 3x greater absorption[§]	Sustainable, wild-caught, cold-source Anchovies, Sardines & Mackerel	Brain, Heart, Eye, Joint, Skin & Cellular Health[†]	ALA omega sourced from organic White Chia Seed grown on Nutrilite™ partner farms*	2 softgels /day	<ul style="list-style-type: none"> • Friend of the Sea^{®††} Certified • NSF^{®††} Contents Certified • Non-GMO ingredients^{**} • Gluten Free • Dairy/Lactose Free • No artificial colors, flavors, preservatives
Nature Made ^{®†} Burp-Less Omega 3 from Fish Oil Minis Extra Strength	1000 mg	None	Undisclosed wild-caught fish	Heart, Brain & Eye Health [†]	None	2 softgels /day	<ul style="list-style-type: none"> • Purified to remove mercury • No gluten, milk, shellfish • No artificial flavors, no color added

†Source: Nature Made® Website, December 2022.

*Product is not organic.; **Does not contain genetically engineered ingredients.;

††NSF® is a registered trademark of NSF International.; ‡Nature Made® is a registered trademark of Pharmavite LLC.;

‡‡Friend of the Sea® is a registered trademark of Friend of the Sea Ltd.; §Compared to regular fish oil with no absorption technology.

††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.

Selling in 5 easy steps.

1. Discover products you love.

Get to know all about our high-quality, sustainably made Nutrilite™ Omega products and other plant-based solutions so you can help your customers find exactly the right fit for every need and life stage.

2. Open your MyShop Digital Storefront.

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

3. Grow For More selling support.

Check out our [Everyday Nutrition](#) and [Heart Health](#) web pages to learn more about why omegas are essential nutrients for overall nutrition. [Amway™ Education](#) is also 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. Use our [Wellness Recommender](#) to guide customers to the right products for their needs.

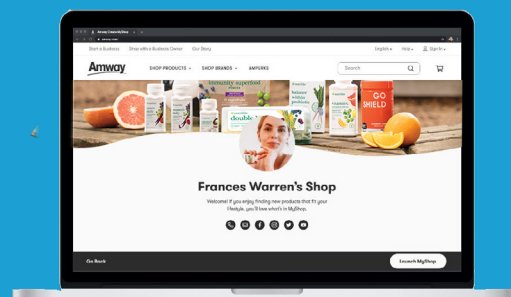
5. Serve your customers.

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
NUTRILITE™ OMEGA & ADVANCED OMEGA, NOW IT'S TIME TO ...**

Set up MyShop.

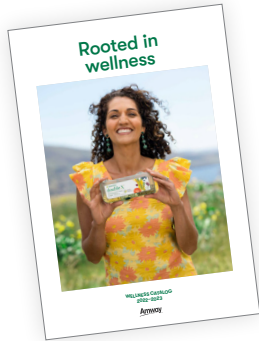
Create your free, customizable digital storefront. It's an easy way to sell products, engage with customers and promote products 24/7. Keep content updated regularly and share your MyShop with customers so they're always connected and shopping with you.



Scan here to set up
MYSHOP NOW

Share with customers.

ONCE YOU'VE LEARNED ALL ABOUT NUTRILITE™ OMEGA AND ADVANCED OMEGA, 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 Wellness catalog in [Amway.com/publications](https://www.amway.com/publications).



Share feature on Amway website

Share ➔

Easily share product links from the Wellness 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](https://www.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.

Nutriline™ Omega and Advanced Omega resources

Get IBO tools, shareable videos and customer tiles to help you sell. Save fun, promotional product images on your smartphone's camera roll to text or direct message customers and start a natural selling conversation. Available in the [Amway Resource Center](https://www.amway.com/resources).

Share with customers.



Nutrilite™ Omega and Advanced Omega Shareable Videos

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

Wellness Recommender

Use this valuable [online tool](#) to guide your customers to the best food, product and healthy habit recommendations to meet their specific wellness goals.

Rock your Social Media

Connect with your online community, share your favorite Nutrilite™ products, engage current customers and attract new ones. To learn more, search "Social Media Guidelines" on the Resource Center at Amway.com. Follow us @NutriliteUS and share your story with #nutrilite



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, risk-free returns with Amway **Promise**™ and more.



Scan here to learn more about AMPERKS



Scheduled Orders

Make reordering easier 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.

Frequently Asked Questions

WHY TAKE OMEGA 3s?

Omega 3 fatty acids are essential nutrients that cannot be produced by the body and must be obtained from the diet or through supplementation. Omega 3s (EPA, DHA, ALA) help support and are important for various body functions (heart health, brain health, eye health, joint health, skin health and cellular health).

WHO CAN BENEFIT FROM TAKING THE OMEGA SUPPLEMENTS?

Those who are interested in increasing their intake of omega 3 fatty acids and those who do not consume adequate amounts of omega 3 fatty acids from food (typically by consuming fatty fish) may benefit from consuming this product.

WHAT ARE THE DIFFERENCES BETWEEN THE TWO OMEGAS?

Both products offer highly concentrated fish oil (EPA, DHA, ALA), 3 times greater omega absorption and provide ALA omega source from organic White Chia Seed oil grown on Nutrilite™ partner farms.* Both omegas also are made with a Friend of the Sea®† certified sustainable fish oil blend.

However, each omega offers a distinct amount of omega 3 fatty acids and associated health benefits:

- Nutrilite™ Omega supports brain, heart and cellular health with over 500 mg of EPA, DHA & ALA.†
- Nutrilite™ Advanced Omega supports brain, heart, eye, joint, skin and cellular health with over 1,000 mg of EPA, DHA & ALA.†

WHY ARE OMEGAS HARD TO ABSORB IN THE BODY? HOW DOES THE ABSORPTION TECHNOLOGY WORK IN THE NUTRILITE™ OMEGAS?

It's hard for your body to absorb omega 3s because naturally, the fish oil floats on your stomach fluid like oil floating on top of water. Body absorption of omega 3s is essential to experiencing its associated health benefits. The absorption technology in Omega and Advanced Omega encapsulates the omega 3s and forms micelles making the product easy to absorb, providing stomach comfort and no/reduced fish burps. Our human clinical study showed 300% (or 3 times) greater absorption by the body compared to regular fish oil not using this technology.

IS THERE A RECOMMENDATION ON HOW MANY OMEGAS TO CONSUME?

There is general scientific agreement that individuals should consume more omega 3 and fewer omega 6 fatty acids. The World Health Organization recommends that people consume 1–2% of their daily energy intake from omega 3 fatty acids. The American Heart Association recommends that adults consume fatty fish at least two times per week. These recommendations suggest that adults are consuming anywhere from 190–500 mg of omega 3 per day. Those who do not consume seafood may fall short of that, and supplementation is a great way to fill this need.

ARE THERE ANY INTERACTIONS BETWEEN THIS PRODUCT AND CERTAIN MEDICATIONS?

Fish oil supplements are not recommended for individuals taking anticoagulants (blood thinning medications), anti-inflammatory medications or individuals with known suspected bleeding disorders. Omega 3 fatty acids may interact with anticoagulants, such as aspirin, warfarin and Coumadin – potentially resulting in prolonged bleeding times. Please consult with a physician for further advice.

*Product is not organic.

†Friend of the Sea® is a registered trademark of Friend of the Sea Ltd.

Frequently Asked Questions

WHERE DOES THE NUTRILITE™ FISH OIL BLEND COME FROM?

The South American coastline is directly connected to the Humboldt Current, a unique marine current flowing up from Antarctica and full of EPA and DHA-rich microalgae and phytoplankton that serves as the main source of food for anchovies and sardines living along the Peruvian coast. In order to survive in the current's cold temperatures, microalgae and phytoplankton must contain high levels of EPA and DHA fatty acids to keep their cell walls fluid and carry out important cell survival functions. Not only does this make the anchovies and sardines a great source of health-benefiting EPA and DHA, but because these fish are lower on the food chain, they contain higher concentrations of EPA and DHA. Likewise, they contain less contaminants caused by bioaccumulation, such as heavy metals.

WHY DID WE PARTNER WITH FRIEND OF THE SEA®‡?

As part of our or the Nutrilite™ brand push for more sustainable products, we value partnering with companies and suppliers that support sustainable initiatives as well. With that, our omega 3 fish oils are Friend of the Sea®‡ certified, utilizing fish oil from companies that use new Ocean Friendly approaches and partner with fish suppliers who harvest a variety of fish species so as not to deplete nature of its resources.

‡Friend of the Sea® is a registered trademark of Friend of the Sea Ltd.