

**KIYOSAKI: TURN YOUR PURCHASING POWER INTO AN INCOME STREAM**

# Revolution Next

FROM THE PUBLISHERS OF SUCCESS MAGAZINE

Adventure

sparks

Opportunity

**IT'S HERE.  
IT'S NOW.  
IT'S LIVING  
LIFE TO  
THE XS.  
IT'S WHAT'S  
NEXT.**

**IS IT WORK  
OR PLAY?  
XS ENERGY IS  
MAKING IT FUN TO  
OWN YOUR OWN  
BUSINESS.**





# #REVOLUTIONNEXT

FUEL YOUR ADVENTURE

When Super Rat team member, **Mark Bjorklund** bolted twin Ducati engines onto a headfirst flat frame and drove it nearly 200mph, he set a new land speed record for the 2000cc category at the Bonneville Salt Flats.

The XS®Energy and Nutrilite® brands have bolted together a performance package for your body that can help set new records for your Amway business at 29.63PV per crack.



 NUTRILITE



Mark Bjorklund - Super Rat Racing - Bonneville Salt Flats - 2014

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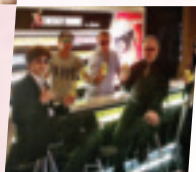
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# Revolution Next

FROM THE PUBLISHERS OF SUCCESS MAGAZINE



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The average monthly Gross Income for "active" IBOs was USD \$202 (in the U.S.)/CAD \$198 (in Canada).

Approximately 46% of IBOs in the U.S., and 48% of IBOs in Canada, were "active."

IBOs were considered "active" in months in 2010 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be \$2,424 (U.S.)/\$2,376 (Canada). Of course, not every IBO chooses to be active every month. "Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of the calculation in Canada, individuals who were IBOs for less than the entire year in 2010 were excluded.

Before registering as an Independent Business Owner (IBO) powered by Amway, you should read and understand the AMWAY™ Business Opportunity Brochure, which contains important information for those interested in becoming IBOs.

Approximate percentage of IBOs in North America who achieved the illustrated level of success in the performance year ending August 31, 2013. Founders Diamond 0.0122\*

Statements included in this magazine about Amway products have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

Not all products available in Canada. Check [www.Amway.ca](http://www.Amway.ca) for availability.



# Success Profiles

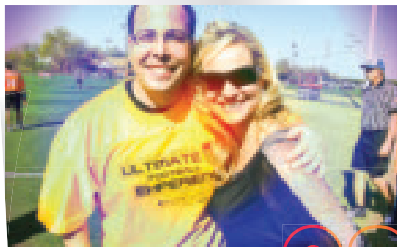
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## XS ENERGY: A BIG REVOLUTION IN A LITTLE CAN

**M**aybe you're a recent college grad swimming in debt. Maybe your resume is floating anonymously among thousands of others in a sea of recession. Maybe you're not at the school or the job you want and are looking for something you can get passionate about.

You need income. More important, you want direction for the next stage of your life. Did you know you could find it with the money you spend on coffee every morning?

XS® Energy's 'Revolution Next' campaign is all about giving passionate, entrepreneurial minded people the chance to turn their purchase dollars into a profitable business of their own, while having a blast in the process. As you peruse through the pages of the magazine, you'll sense the kind of vibe that XS is all about: combining business with a whole lot of fun.

Launched in 2002, and sold exclusively through Amway, XS Energy delivers positive energy with healthier alternatives to junk food. These snacks taste great, eliminate sugar and give people energy to do more

than they normally could.

Think about how much you spend on snacks each day. Instead of putting that money in someone else's hands, you can leverage it as an Amway independent business owner by sharing XS Energy products throughout the daily adventure of life. This concept ties in nicely to what *Rich Dad Poor Dad* author Robert Kiyosaki says in his Q&A (starting on page 16) that by having a business of your own, you are building an asset for yourself that can generate income for years to come through hard work and perseverance.

XS Energy is much more than an energy drink. It's a big revolution in a little can—a great business opportunity for people wanting to create their own future. Co-founders David Vanderveen and Scott Coon believe that life, and entrepreneurship with XS Energy, is an adventure. XS Energy products blend perfectly with an active lifestyle.

We thank David and Scott for showing us how young people are changing their lives through XS Energy and the Amway

business, while having a blast doing it. Don't have much money or time but want to start a business? Learn about XS Energy in this special publication and find a business that fills your passion.



Meridith Simes  
Editor in Chief  
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layar

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*FUEL YOUR ADVENTURE*



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# STARTING OFF

News and inspiration from the pages of SUCCESS magazine

## Entrepreneurship provides the surest way to wealth.

A recent Tax Foundation analysis of the *Forbes* 400 list shows the majority of America's wealthiest people are selfmade—not heirs.

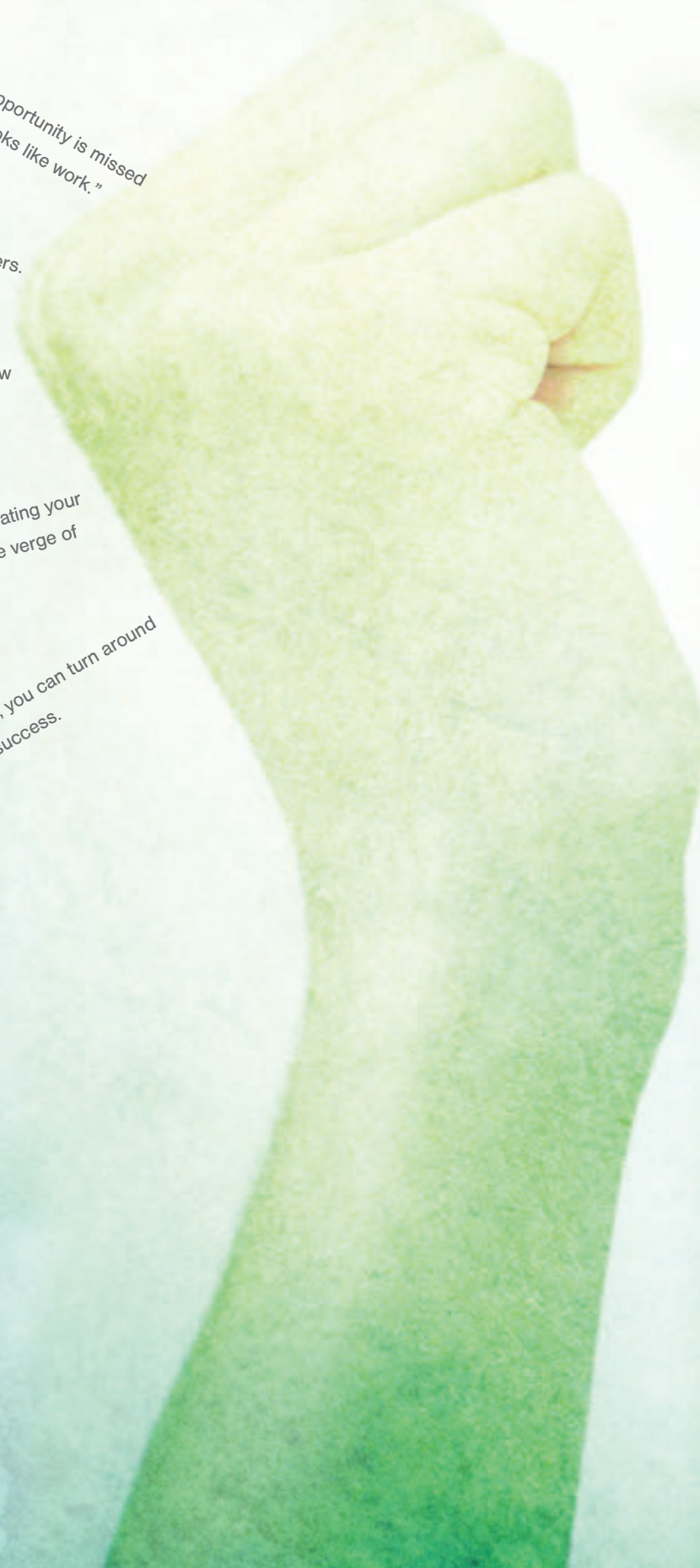
And that number seems to be rising; entrepreneurs constituted 40 percent of the list in 1982 and 69 percent in 2011, according to the Tax Foundation. An entrepreneurial Who's Who dominates the top of the list, including Bill Gates, Larry Ellison, Charles and David Koch, Michael Bloomberg, Mark Zuckerberg, Larry Page, Sergey Brin, and Jeff Bezos.

"Most people on today's *Forbes* 400 were not there a generation ago, nor were their forebears," the report says. Of those on the 1987 list, 327 people have dropped off. Of the remaining 73, those who fared the best were, once again, entrepreneurs and investors, with an annual real rate of return of 5.6 percent over the last 26 years, the Tax Foundation says.

"Starting and growing a business has been the path to financial security for millions of Americans," according to an August 2014 blog post by Karen Kerrigan, president and CEO of the Small Business & Entrepreneurship Council. "These successful entrepreneurs [on the *Forbes* list] followed their passion and worked hard to build amazing enterprises," Kerrigan writes. "If you read their personal journeys, you will find that most were not driven by wealth, but were (and remain) wildly passionate about their ideas and building something larger than themselves."







**KEEP WORKING.** As Thomas Edison said, "Opportunity is missed by most people because it is dressed in overalls and looks like work."

**KEEP SEARCHING.** Try new things. Watch to see what works for others.

**KEEP CLARIFYING.** It is easy to miss an opportunity if you don't know what you are looking for. The most successful people wake up each morning with a clear sense of what they want to create in their lives.

**KEEP WALKING.** On your journey, you won't find lights illuminating your path or signs stating that your destination nears. You could be on the verge of success and not even know it. Push forward!

**KEEP OPENING.** Once you conquer the maze, you can turn around and guide others. To me, that is the highest form of success.

## OPPORTUNITY KNOCKS

**Will you answer the door...  
and hold it open for others?**

The open doors of opportunity are all around you, but they won't do you much good unless you learn to see them and recognize when to walk through them. Let's consider how you can align yourself with the opportunities coming your way, and open doors for yourself.

***JOHN C. MAXWELL** is a leadership expert, speaker, a best-selling author and founder of EQUIP and the John Maxwell Co., which have trained more than 5 million leaders worldwide.*



## POSITIVE THINKING WILL ADD YEARS—REALLY GOOD YEARS—TO YOUR LIFE.

Health and happiness is not a chicken-or-egg quandary. Studies have determined that happiness often does lead to improved health and longevity.

Negative emotions create harmful effects upon our bodies and prevent us from believing that our behavior matters. As a result, pessimists do not cultivate positive actions like exercise, they don't create social connections, and they are more prone to depression. Positive emotions can also improve our daily physical health, which in turn keeps us working faster and longer, and therefore makes us more likely to succeed.

Although optimists and pessimists might both live to be 100, the optimist will have a lot more fun doing it.

**SHAWN ACHOR** is a Harvard-trained researcher and author of the book *Before Happiness*. Get a daily dose of happy at [Facebook.com/ShawnAchor](https://www.facebook.com/ShawnAchor).







# YOUR ADVENTURE AWAITS

IS YOUR CAREER A JOB  
YOU WORK, OR A THRILL  
RIDE YOU LIVE FOR?

BY DEANA NALL

You have dreams you want to turn into reality. And you want to have a blast doing it. Life is an adventure, and you are ready to take it on!

Not so fast. Not to be a drag, but the truth is that with a shrinking middle class and soaring unemployment rates, getting into the career you want is harder than it used to be. And if you do luck into a job you want, chances are you will still be working for someone else.







# YOUR ADVENTURE AWAITS

Don't you want to have control over your own future? In other words, don't you want to live an adventure at every stage of your life?

No-brainer! Of course you do. And you're not alone. Millions of people who want to stay in control of their dreams have discovered the freedom of direct selling. According to the Direct Selling Association (DSA), 16.8 million adventure-seeking Americans had joined the network marketing industry in 2013. That's a lot of people! That year, network marketers achieved sales totaling over \$32 billion. Yes, billion with a "B". And that's up 3.3 percent from the year before, according to the DSA. So direct selling not only works, but it's also a dynamic industry that continues to grow. With the freedom to find careers they are passionate about, set their own hours, work remotely and set themselves free from the vicious cycle so many American workers feel trapped by, it's no wonder people have discovered that direct selling is the way to go!





Don't you want to live  
an adventure at every  
stage of your life?



# YOUR ADVENTURE AWAITS

Sure, there are other ways to become a business owner. Let's say you decide to open a restaurant or boutique. After a huge financial investment, you get your own business—but you have to take an extremely high level of risk to run it. But in the exciting direct-selling industry, your risk is very low. With many direct-selling companies, a low registration fee can help you start your own business, as well as provide access to a wealth of training and marketing resources. You are also typically equipped with all kinds of support for your business, including real-life mentors. Even better, you can make connections with people in the same business who are not competing with you. Instead, they want to help you! If you've worked in a dog-eat-dog environment and





Embark upon a career that is energizing, empowering and gives you a new adventure every day.

have had enough of office politics and back-biting, just imagine how empowering it could be to work in a revolutionary industry full of positive energy.

Life should be a party! But if you work a job that limits you and robs you of your freedom, you won't have much to celebrate. Instead, embark upon a career that is energizing, empowering, and gives you a new adventure every day. With everything direct-selling can offer you, you have the power to become an entrepreneur—and begin living life on your own terms!





# THE PERFECT BUSINESS?

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A network marketing business is a way for the average guy without much money to keep their daytime jobs, and really build an asset that sets them free.

**An Interview  
with Robert Kiyosaki**







I THINK THAT'S  
WHAT PEOPLE  
ARE FIGHTING FOR  
RIGHT NOW, THE  
FREEDOM FOR  
THESE CHOICES:  
TO LIVE OUR  
LIVES THE WAY  
WE WANT TO LIVE  
THEM. AND THAT'S  
WHAT NETWORK  
MARKETING  
OFFERS MANY  
PEOPLE.

*Robert Kiyosaki is a best-selling author, independent investor, business owner and educator. While he does not endorse any specific network marketing company or product line, he recognizes the value of the opportunities offered by the network marketing industry.*

*Born and raised in Hawaii, Robert Kiyosaki learned about business from two people: his "poor dad," a highly educated, highly paid government employee who was his real father, and his "rich dad," the multimillionaire eighth-grade dropout father of his best friend. The lifelong financial problems experienced by his "poor dad" reinforced Robert's "rich dad's" teachings that "the poor and the middle class work for money, but the rich have money work for them."*

**RN: For those people who have not read *Rich Dad Poor Dad*, could you explain a little about what the letters in the Cashflow Quadrant mean?**

**Kiyosaki:** Well, first of all, the "E" stands for employee. "S" stands for self-employed or small business. "B" stands for big business like Microsoft®, Intel® and IBM®. And "I" stands for investor. My poor dad, and most of us have heard this, says go to school and get a job. My poor dad was programming me for the E quadrant: job security, work hard, pension, benefits. The S quadrant is oftentimes where the doctors, lawyers or small businesses go, people who want to do it on their own. And they often become S's. They want independence. The big business or the B quadrant comprises business moguls from huge multinational corporations. The richest people in the world come from the B quadrant, although you can become rich in the E and the S quadrants.

And the I quadrant are the investors. And the investor is basically somebody who purely has his or her money working for them. My poor dad and my poor mom trained me to become E's and S's. And the school system trains you to become E's and S's, where it's about job security and playing it safe. The B and the I quadrants are for the rich. And my rich dad said, "If you want to be rich, mind your own business."

**RN: So what, then, in your opinion, stops the average person from starting a "real" B business?**

**Kiyosaki:** The trouble is, most people cannot afford to build one. It takes five, ten







years to build one. And the failure rate is 90 percent in the first five years. And to build a B business right now it would cost you about \$5 million a year. A network marketing business is a way for the average guy without much money to keep his daytime job, and really build an asset. Because owning a business is owning an asset, when you build a network marketing business, you're not only learning critical life skills, but you're also building a genuine asset for yourself.

The costs to get into network marketing are minimal; it wouldn't take much for people to save enough money by forgoing their latte or going out to lunch for a few weeks to start and build their own network marketing business.

**RN: One thing that you talk about in your books is dreaming. Does the guy in the cubicle who's been there 15 years have any dreams?**

**Kiyosaki:** For the average person a network marketing business gives them a chance to reach their dreams. It gets them to take control of their lives. If you have less freedom you have fewer choices. And the best thing about joining a network marketing company is that it can change your life.

It's not always about how much money you make in network marketing. But what it can give you back, control of your life, your choices and your dignity. And I think today that is priceless.

**RN: You say in one of your books that network marketing levels the playing field. What do you mean by that?**

**Kiyosaki:** With network marketing, if you perform you get paid and if you don't perform you don't get paid. But it is really about performance. You know, they say "money talks and the rest walks," and that's what I love about network marketing because it's not about your college degree

that matters. It's not the family you came from, your ethnicity, your attractiveness; it's really about performance. Money talks and the rest walks.

**RN: Bottom line, do you think network marketing is a perfect "B" business?**

**Kiyosaki:** My rich dad used to say if getting rich was easy everybody would be rich. That's why, when people ask what the No. 1 thing is that allowed me to become rich, I reply that I didn't want anybody to tell me what to do. I wanted my freedom so badly. I didn't want job security. I wanted financial freedom. If you like somebody telling you how much you can make and when you should arrive and leave work, well then, network marketing is not for you. It really isn't. I think that's what people are fighting for right now, the freedom for these choices: to live our lives the way we want to live them. And that's what network marketing offers many people.

# POSITIVE ENERGY FOR EVERY ADVENTURE

CHAMPION THRILL SEEKERS  
USE XS ENERGY PRODUCTS TO  
FUEL THEIR VICTORIES.

By Sarah Paulk







# BILL "BEAKER" BRYAN



When your job involves hurtling down a snow-covered mountain at break-neck speed or skimming from shore to barrelling wave in one breath, a work out comes with the territory. "I surf or skimboard just about every day," says **Bill "Beaker" Bryan**, fourteen-time World Champion Skimboarder. "When I'm not competing or filming, my work is my relaxation, my recreation and my passion. I'm almost permanently in great shape because I have so many activities that are important to me. I don't need to go the gym very often."

Becoming an elite athlete means combining incredible dedication with unrivalled work ethic. It also means overcoming physical boundaries that seem impossible to the average person.





# KRISTIN'S

**Kristin Thomas**, Executive Director of the Stand Up Paddle Industry Association ([www.supindustry.org](http://www.supindustry.org)) and regular leading competitor on the SUP race scene, knows what it takes to win. At the top of her game and over 50, she is the definition of endurance. Amid juggling her rigorous training schedule and role as a devoted wife and mother, Kristin has found XS® Energy products to be the perfect complement to her daily regimen.

"With XS, there's always something perfect to meet my needs," Kristin says. "XS is an awesome fix for that daily low that usually hits me at about three o'clock in the afternoon, and before training or racing it gives me that physical and mental boost I need."

For Bill, logging more time in the water translates to better results. "XS helps supplement my meals so I can get as much energy as I can out of what I'm eating," he says. "The XS products are amazing, time saving and I use them all day—especially when I'm being active."



## Super Powers for Superheroes

Seventy percent fear and 30 percent fun. That's how **Mark Bjorklund** of Super® Rat Racing describes his pastime of driving 196 miles per hour stretched out on the back of a thirteen-foot souped-up motorcycle. "Landspeed racing is like a rollercoaster ride," he says. "But man, there is nothing else like it in the world. It's like getting to be Superman for the day."


Controlling a machine on slippery salt flats in what Mark describes as a "white-knuckle experience" requires an extreme level of focus and energy, something Mark says he's depended on XS Energy to provide him for the last few years. "XS gives me clarity and energy," he says.



# MARK BJORKLUND



# MARIO RODWALD



**Mario Rodwald**, three-time European and eight-time German Kiteboarding Champion, shares Mark's love for "flying." As an avid competitor since age 12, Mario has perfected not only his kiteboarding technique but his recovery and training routine as well.

"For sure, I enjoy the taste of XS, but most important for me is the impact on my mental game," Mario says. "After a long day of training, traveling or competing, a can of XS keeps me sharp and ready to commit to my sport for another round."

Mario adds with a wink: "With XS I gain super powers."



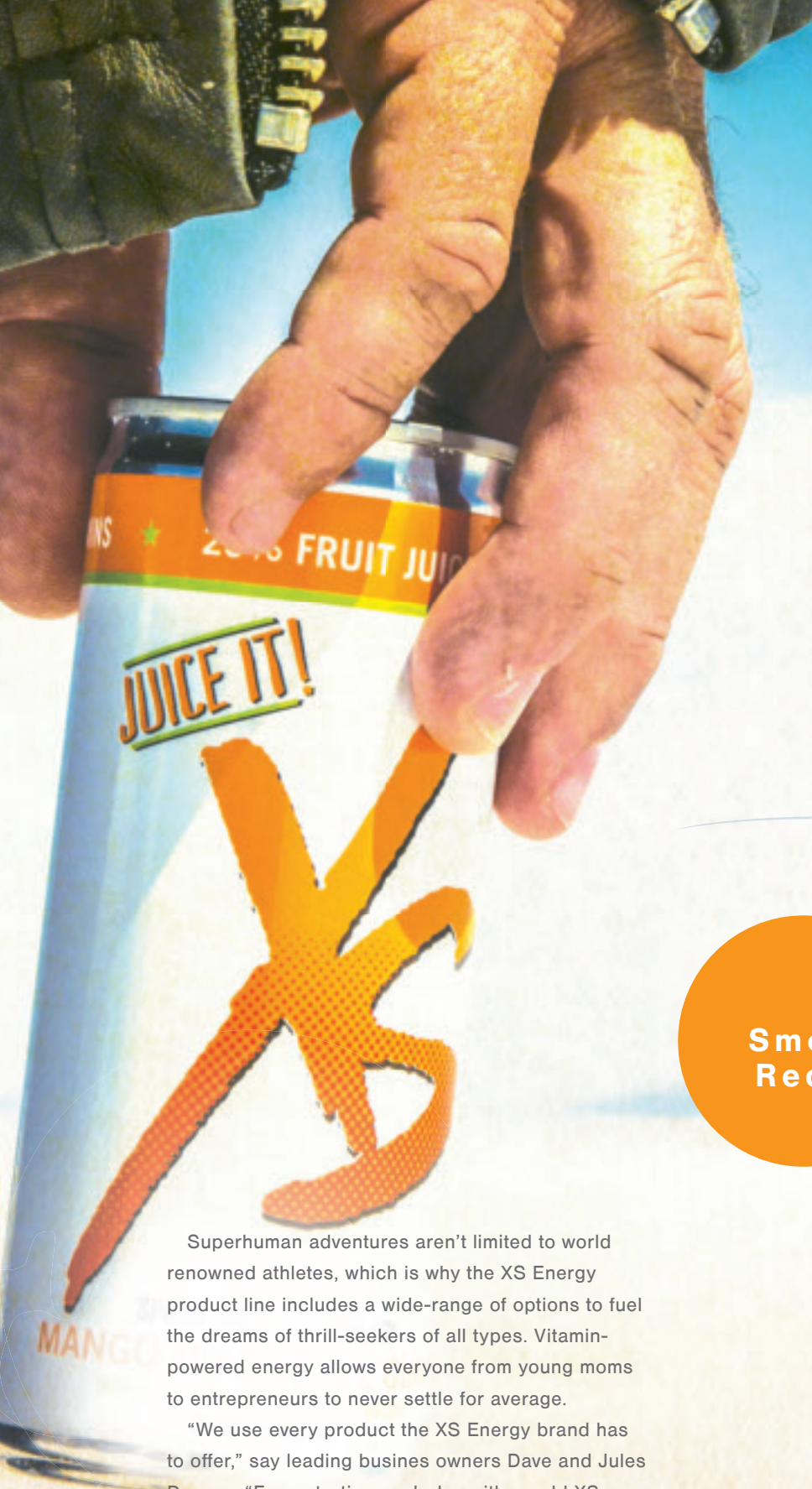
# SANDRA LAHNSTEINER

## Life is an Adventure Sport

Sandra Lahnsteiner, a professional freeskier based in Austria, may race on skis rather than a motorcycle but the focus she requires is the same whether she's skiing over cliffs in the French Alps or producing freeski movies. "The Electric Lemon Blast is my favorite and it's a great way to boost my energy," she says. "I love to drink it after an exhausting day at the office or mix it with water after my workouts."







Superhuman adventures aren't limited to world renowned athletes, which is why the XS Energy product line includes a wide-range of options to fuel the dreams of thrill-seekers of all types. Vitamin-powered energy allows everyone from young moms to entrepreneurs to never settle for average.

"We use every product the XS Energy brand has to offer," say leading business owners Dave and Jules Dornan. "From starting each day with a cold XS instead of a coffee to the granola and trail mix as meal and snack options all day long, we have energy like we never had before. Add in the benefits we get from the Nutrilite® Perfect Pack and Rhodiola, and we're unstoppable."

## NOT YOUR MAMA'S MIXER

Living life as an unscripted adventure often leads to some (fun-filled) late nights. XS Blast Premium Energy Drink Mixer makes the perfect wingman, transitioning from night owl status as a B vitamin-loaded mixed drink to an early morning wakeup call in the form of a delicious smoothie. Add some ice, fruit and a splash of honey or yogurt to any XS Blast Premium Energy Drink Mixer flavor and discover the next best thing to sleeping in.

Give these fan-favorite smoothie recipes a try as the perfect breakfast alternative, an afternoon pick-me-up or the next time a night out spills into the morning hours.

### Smoothie Recipes

#### Raspberry De-lite\*

- 1 banana
- 1 oz. Cran-Grape Blast Mixer
- 7 oz. diet 7UP or water
- 1 cup raspberries
- 1 cup raspberry yogurt
- 1 cup vanilla frozen yogurt

#### Yo Lemon Lover\*

- 1 banana
- 1/4 cup plain yogurt
- 1/2 cup milk
- 1 oz. Lemon Blast Mixer
- 1/2 cup raspberries
- 1 seedless peeled orange
- 1/2 cup orange juice
- 1/2 cup ice cubes

#### Tropical Storm\*

- 1 banana
- 1 cup pineapple
- 1 oz. Lemon Blast Mixer
- 7 oz. diet 7UP or water
- 1 1/2 cups mango slices
- 1/2 cup plain yogurt

**\*For some extra oomph:**  
Add 1 scoop of Nutrilite® All Plant Protein Powder to any of the smoothies for 10% of your daily recommended heart healthy protein.



# ART & OPPORTUNITY

Victor Franco and XS Energy are infusing the art world with an entrepreneurial spirit.

BY BRITTANY GLENN



**VICTOR FRANCO** has always had an eye for artistic design.

As a young child, he drew extensively and as he matured he realized he could turn his innate talent into a vocation. Even though he is still in high school, Victor has his own design firm, Industriks Studios, and he has attracted a loyal following of clients.

Today, Victor is a flourishing artist whose pop culture designs feature vibrant color, bold lines and high contrast. The young entrepreneur has a distinctive style that is edgy and high-energy, and he seems to have an innate talent for combining fine arts with street smarts.

Already, Victor has gained national attention for his revolution-inspired art. He has painted murals for a variety of large outdoor sporting events.





## DYNAMIC DUO

At the 2014 ArtPrize® international art competition held in Grand Rapids, Michigan, Victor was commissioned by XS® Energy to create a giant mural and showcase his original works of art at a recent fundraising event.

XS Energy is the brand for engaging the next generation of Amway Independent Business Owners, and Victor is a perfect example of this generation's talent, drive and smarts.

Victor says he and the XS Energy brand are a natural fit, demonstrating that like attracts like. "XS Energy is about motivating people to pursue their ambitions, being active and pursuing positive energy – and that's what I'm about," Victor says. "I believe that everybody can do something excellent beyond their expectations. Their ideas and their vision for their company were synonymous with my artistic vision and my perspective on life."

## ENTREPRENEURIAL EDGE

As a successful business owner, Victor digs the entrepreneurial vibe that permeates the XS Energy culture. He believes that owning your own business is a much better option than working a typical corporate job.

"Being an entrepreneur is difficult. But if you tough it out, the flexibility you have to create your own future is so rewarding," Victor says. "If you invest the time to do it right, it's absolutely worth it."



© Carlos Vergara



“

WE DON'T BELIEVE WE CAN  
CHANGE PEOPLE'S SNACKING  
HABITS, WE BELIEVE WE CAN  
REPLACE PRODUCTS IN THOSE  
HABITS WITH OUR SNACK OPTIONS,  
WHICH CAN MAKE PEOPLE FEEL  
BETTER ABOUT SNACKING.”

DAVID  
VANDERVEEN  
XS CO-FOUNDER







# MAKING BETTER CHOICES

by Nicole Bywater

## XS ENERGY'S SNACKS TASTE GREAT AND ARE THE RIGHT CHOICE FOR PEOPLE LOOKING FOR POSITIVE ENERGY.

Snacking can be a mindless task. It's about a taste, a feeling, an experience. Open mouth. Insert food. It's that simple.

But when you snack mindlessly, you are taking in a bunch of empty calories and missing an opportunity for nutritional support, says XS® Energy co-founder David Vanderveen.

What if someone designed snacks that gave you some of what you crave and mixed with some of what you need?

"Snack products should satisfy a range of tastes to make them palatable. XS Snacks do just that with lower sugar than typical trail mixes and lower sodium levels than potato or corn chips AND with the bonus of B vitamins the body needs to produce energy," says Dr. Chet Zelasko, a PhD in nutrition. "In my opinion, taste drives what people are willing to eat. Kale chips might contain great nutrients but they don't satisfy the taste test. XS snacks pass the taste test with less sugar of comparable snack products plus the bonus of B vitamins to help the body produce energy. You can't get better than that."

The mission of XS Energy, is to help you replace sugary drinks (and snacks) with healthier options that taste great. So you always choose to reach for something better.

Dr. Peter Bennett is a Canadian Olympic doctor who helps people find holistic solutions to better living. He says, "The biggest preventable cause of disease and death in the West today is obesity and diabetes. It's a complex social problem, and there is no single solution, but how we eat, move and relax can start to make big changes for some people. One of the fundamental issues that I face is helping people get processed foods that are loaded with sugar out of their diets."

"We want to give people great tasting choices loaded with positive energy. From our perspective, sugar is the new cigarettes. While we don't believe we can change people's snacking habits, we believe we can replace products in those habits with better options," David says.



A woman with long dark hair, seen from behind, stands on a sandy beach. She is wearing a rainbow-colored bikini top and bottom. She is looking out at the ocean under a bright, hazy sunset sky. The water is calm with gentle waves. The overall mood is peaceful and positive.

**XS ENERGY'S  
SNACKS  
TASTE GREAT  
AND ARE THE  
RIGHT CHOICE  
FOR PEOPLE  
LOOKING FOR**

**POSITIVE  
ENERGY**





## REINVENTING SNACKING

It's no surprise that the company who created the first global, sugar-free energy drink brand is also reinventing the snack category. Now, instead of empty calories, XS snacks offer energy, great taste and important vitamins.

XS snacks, which include granola clusters, mung bean chips, trail mix and gum, are easy to carry, share, and fit perfectly into your busy lifestyle. Most importantly, David says, they taste great.

"XS focuses on taste," he says. "Whatever we make has to taste amazing. And that means that there's a much higher likelihood that people like you, who are trying to find healthier snack alternatives, but maybe aren't health freaks, will choose our products."

To help you track your snacking habits, both in terms of dollars and nutrition, XS Energy recently developed the Switch, Share and Duplicate Application which they simply call "The App." With this app, you can easily view what you purchase and consume every day at coffee shops, vending machines and convenience stores. It also gives you recommendations for better alternatives.



XS Energy Co-Founder, Scott Coon recalls how times have changed. "When I was a kid, you went to a gas station to buy gas," says Scott. "Today, you go to a gas station to buy every snack on earth. Our habits (as well as choices) have changed."

The app showcases many product options from Amway. It also unveils the earnings potential of duplicating those every day product purchases. "It's a simple application for mobile devices, making it easy to see how busy people who choose to become Amway Independent Business Owners can take the money they are spending on daily snacking along with what their customers are spending and turn those snack expenses into profits.

"It's just doing what they already do—using and sharing some snacks throughout the day with other people who already consume and buy snacks and might be looking for new great tasting options that can help them live better lives," says Coon.



**Home:** Barrie, Ontario, Canada

**Rank:** Bill is a Diamond

**Key to Success:**

**Jack:** "Success is a progressive realization of a worthwhile dream."  
—Dexter Yager

**Bill:** In building a first class organization/business you need first class products—Amway and XS deliver that for us every time.

**Favorite XS Energy Drink Flavor:**

**Jack:** Summit Blast

**Bill:** Citrus Blast in morning and Cranberry-Grape Blast at night

# ONE STEP AHEAD

The addition of XS Energy products gives Amway an edge up for the Kerr family.

By Nicole Bywater







## Bill and Jack Kerr

Becoming an Amway IBO just made sense to Jack Kerr, who grew up watching his parents, Bill and Janice Kerr, enjoy building an Amway Independent Business. "I knew the potential this had for my future and how great it was because I saw how other families lived," Jack explains. "I knew other parents that were never positive about much of anything, and then I would get to go home and be around positive parents who were uplifting and encouraging and saw the best in people."

So, three years ago at age 20, Jack decided to get in on the action with his own Amway business, which he works part-time in addition to a job in communication sales.

"My parents have been Amway IBOs for 24 years so I always knew this was a solid company," Jack says. "The addition of XS® Energy products is a 'door-opener' to the rest of the company and gives it that edge over anything else in the direct selling industry."

Bill, who immediately began using and promoting the XS Energy products when they launched in Canada, agrees. "The 'cool' factor, along with the innovation and quality of XS products, attracts that younger market," he explains. "I immediately began noticing more 20-somethings at our meetings, which I think is especially rewarding because this is a generation that really needs more alternatives to the traditional job market."









# IS IT WORK OR PLAY?



**XS** IS MAKING  
IT FUN TO  
BUILD A  
BUSINESS  
OF YOUR  
OWN.

BY BETH DOUGLASS SILCOX



**L**ife lives in the unbridled thrill of hangin' ten in the pocket of a wave or rockin' a wicked club beat in a far-off city, dribbling a familiar orange ball in a pickup game at Japan's Obama Beach or inhaling the solitude of yellow blossoms bursting on a California dune. The climax of fun, adventure and passion—where people draw no distinction between work and play—that's a life empowered by XS® Energy Drinks from Amway.

"We want to make it so much fun, so engaging and so exciting that people won't remember whether it was work or play," says XS Worldwide Co-Founder David Vanderveen. "We want to make it fun to build a business of your own. We want to fuel dreams with positive energy to energize a better life."

Turning people on to the XS Nation vibe can be as simple as a taste of XS Energy and a peek inside an adventurous lifestyle. Come to Southern California, to the XS Center for Optimal Fun in Laguna Beach, Vanderveen says. "We'll get in the water, we'll get our gills wet, we'll break some bread and we'll talk about the future of what we can do together."

Adventurous Independent Business Owners (IBOs) recently took to the Pacific's deep waters for an XS Nation night-dive with manta rays. "It was one of the coolest things we've ever done," Vanderveen says. "The IBO leaders—some who weren't really even swimmers—jumped in the ocean with us to night-dive with 12–14-foot manta rays, bumping into them as they fed off the lights. It was transformational. These are some of the most courageous people I know."






**WE'LL GET OUR GILLS WET, WE'LL  
BREAK SOME BREAD AND WE'LL TALK  
ABOUT THE FUTURE OF WHAT WE  
CAN DO TOGETHER.**

**DAVID VANDERVEEN,  
XS CO-FOUNDER**





A man in the foreground is wearing dark sunglasses and looking out towards the right. In the background, a woman with sunglasses and a ponytail is also looking out, and another person is partially visible on the far right. The background is a bright, clear blue sky over a body of water.

**WE WANT TO  
MAKE IT SO MUCH  
FUN, SO ENGAGING  
AND SO EXCITING  
THAT PEOPLE  
WON'T REMEMBER  
WHETHER IT WAS  
WORK OR PLAY.**

**DAVID VANDERVEEN**





So too are events like the XS Energy-sponsored Pitztal Wild Face Race, an Austrian extreme snow ski race. “It’s insanely fun. Half the race is simply about not falling off the mountain on your way down,” Vanderveen says. Despite losing a ski and making friends with a tree, he got back on the hill and crossed the finish line in much the same way Amway IBOs do every day in their businesses. And afterward, XS Energy threw a massive party to celebrate, not just for the winner of the race, but for everyone who crossed the finish line.

XS Energy parties from South Africa to Italy and the Czech Republic to Ukraine, rave on until the early morning hours to tunes mastered by

internationally known DJs such as Paul van Dyk and Joachim Garraud. They draw thousands, springing up in places like Club Avalon—a three-story glass island in Singapore Harbor—or deep in a coal mine in Poland, and can bring people together in deep and meaningful ways.

“We have a lot of fun wherever we go,” Vanderveen says. “But the main event is really about the community that we create together. Our friendships are the ultimate experiences that matter, whether we’re quietly enjoying sharing stories or creating new ones. Our goal is to fuel people’s dreams. Sometimes those dreams are just the freedom to take a long afternoon nap, and we’re good with that too.”



**Home:** New York

**Rank:** Tony, Frances, Founders  
Diamonds

**Key to Success:** Helping people have  
better lives.

**Favorite XS Energy Drink Flavor:**  
Sparkling Juiced Energy – Pink  
Grapefruit


# ALL IN THE FAMILY

The Pappalardos are making their  
business a family affair.

By Wendy Rudman







When Tony Pappalardo first joined Amway, he was more than \$300,000 in debt and wanted to buy his life back. He'd watched his parents, Vinny and Dayna, tackle a similar challenge and he knew he could make it work. "I wanted to customize my life," he recalls. Five\* years later, he was debt-free and had found his life and business partner, Frances. "The cool part is we spent more time together in the first five years than most couples spend in 10 or 15 years," he says. It's a family affair, with Tony and Frances working closely with his parents, who are veterans of network marketing, and his sister and brother-in-law.

## Tony and Frances Pappalardo

Amway has allowed Tony and Frances to travel\* the world, surfing, paddle boarding and snowboarding with his son from a previous marriage. The secret to their success is simple—treating people the way they would want to be treated. "Be real and transparent, and have fun in the process," Tony says. "We really have a great life. We're very blessed. Not a day goes by that we don't thank God. We keep working our Amway business, which provides more choices than a traditional job."

© Jiyang Chen

\*See page 3 for income disclosure statement.



A black and white photograph of a person in a wetsuit, captured in a dynamic pose as if they have just jumped or are running through shallow water. The person's arm is extended forward, and a large splash of water is visible around their hand. The background shows a beach with some buildings and palm trees under a bright sky. The overall tone is energetic and active.

# Good Vibrations

**IT'S HERE. IT'S NOW.  
IT'S LIVING LIFE TO THE XS.  
IT'S WHAT'S NEXT.**

**BY BRITTANY GLENN**





**SOAKING IN THE WARM CALIFORNIA SUN. FEELING COOL BREEZES GENTLY PASS OVER YOU. BASKING IN PERFECT 72-DEGREE WEATHER. FALLING ASLEEP ON A LOUNGE CHAIR STAKED ON THE BEACH.**

**SQUIGGLING YOUR TOES IN THE SAND. THIS IS ACTUALLY YOUR LIFE. OR AT LEAST IT COULD BE. SURF'S UP. COME ON IN.**

The phrase "experience economy" was coined by B. Joseph Pine II and James H. Gilmore in their book *The Experience Economy*. They argued that companies must provide memorable experiences to customers to succeed in today's economy. They believe there is great value in experiences because of the opportunity for *transformation* they offer.

XS® Energy has the same vibe. XS represents the experience of being young, adventurous and free at every stage of life.

XS Energy is sold exclusively through Amway Independent Business Owners with a sales force around the globe. At the same time, XS is seriously fun because it's designed for the next generation.

"XS is all about an experience," says Scott Coon, Co-Founder of XS Energy. "We want people to create experiences where they discover how fun it can be to work and play with a lifestyle brand like XS. That's been our focus since we started."



## XS BY THE NUMBERS

- EXPANDED INTO 38 DIFFERENT COUNTRIES AROUND THE WORLD
- SOLD NEARLY \$1 BILLION OF ENERGY DRINKS
- SOLD OVER 1.3 MILLION CANS OF ENERGY DRINK EACH WEEK AND THIS IS JUST THE BEGINNING...

1ST  
EXCLUSIVELY\*  
**SUGAR-FREE**  
ENERGY DRINK  
BRAND SOLD  
GLOBALLY.

\*Source: Euromonitor International Limited. [www.euromonitor.com/amway-claims](http://www.euromonitor.com/amway-claims)







## Social Americana

Laguna Beach, California, is where David Vanderveen and fellow Co-Founder Scott Coon started the company—a fitting locale that is the heart and soul of the XS brand. “For natives of Laguna Beach, you grow up surfing and downhill skateboarding,” David says. “Laguna Beach is a small town with a rich surfing history. There are a lot of action sport athletes who live there. These are not people whose résumés are going to yield jobs and careers. They have to choose themselves to start their own businesses instead.”

Laguna Beach has generated a lot of lifestyle brands you’re probably familiar with. It’s where Hobie Alter started shaping foam surfboards and making Hobie Cats. It’s where Bob McKnight started Roxy, named after his dog. Gotcha started in Laguna Beach. Shawn Stussy is from Laguna Beach. And there are dozens more of these lifestyle brands.

Laguna Beach and Southern California stand for the experience of freedom, representing the true American dream. “Today in the world, people don’t always associate freedom with the American flag anymore,” David says. “But they still love the idea of American freedom when it comes to Southern California, and being on the beach and the lifestyle of carefree fun and doing your own thing.”







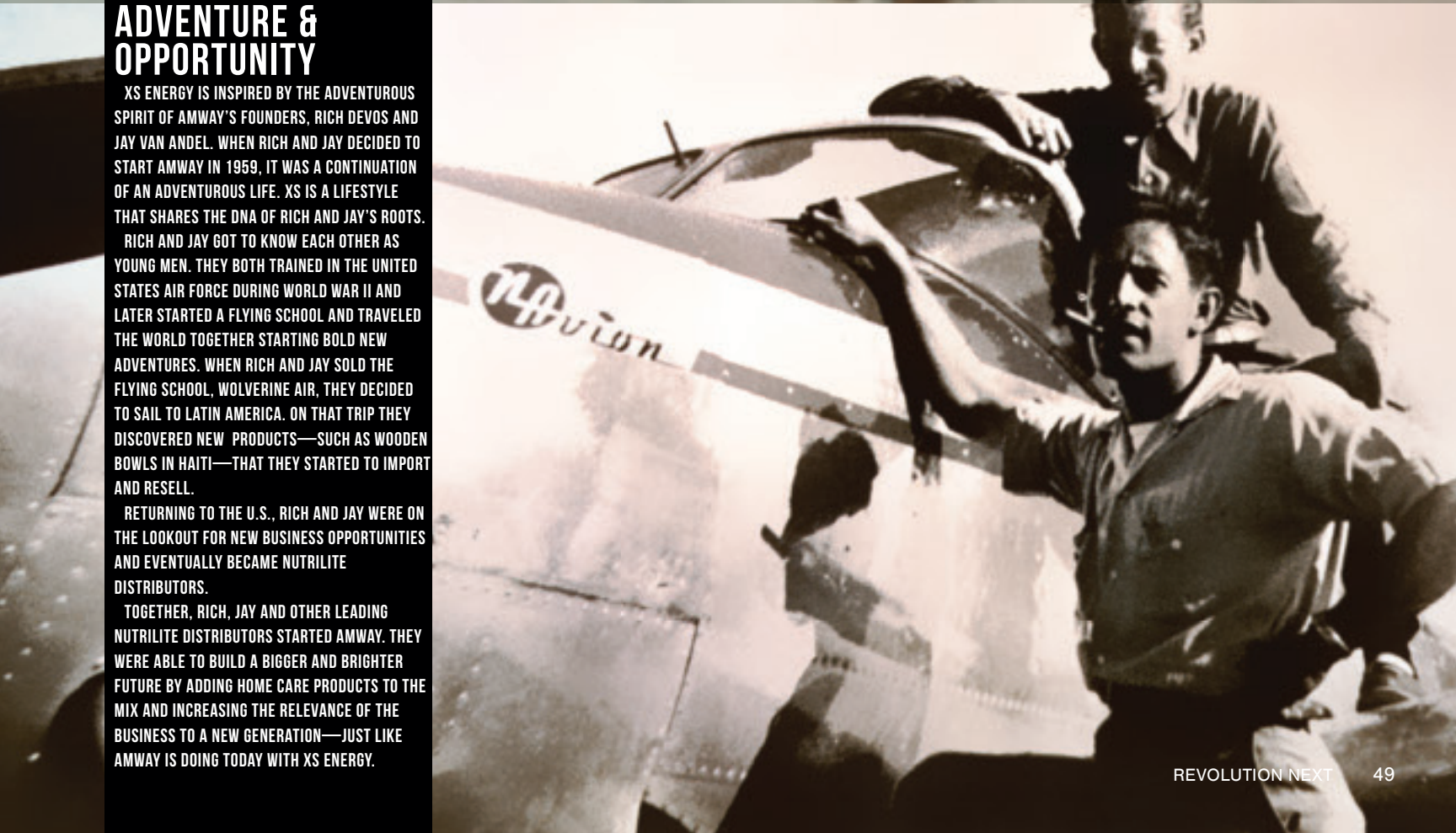
## ADVENTURE & OPPORTUNITY

XS ENERGY IS INSPIRED BY THE ADVENTUROUS SPIRIT OF AMWAY'S FOUNDERS, RICH DEVOS AND JAY VAN ANDEL. WHEN RICH AND JAY DECIDED TO START AMWAY IN 1959, IT WAS A CONTINUATION OF AN ADVENTUROUS LIFE. XS IS A LIFESTYLE THAT SHARES THE DNA OF RICH AND JAY'S ROOTS.

RICH AND JAY GOT TO KNOW EACH OTHER AS YOUNG MEN. THEY BOTH TRAINED IN THE UNITED STATES AIR FORCE DURING WORLD WAR II AND LATER STARTED A FLYING SCHOOL AND TRAVELED THE WORLD TOGETHER STARTING BOLD NEW ADVENTURES. WHEN RICH AND JAY SOLD THE FLYING SCHOOL, WOLVERINE AIR, THEY DECIDED TO SAIL TO LATIN AMERICA. ON THAT TRIP THEY DISCOVERED NEW PRODUCTS—SUCH AS WOODEN BOWLS IN HAITI—THAT THEY STARTED TO IMPORT AND RESELL.

RETURNING TO THE U.S., RICH AND JAY WERE ON THE LOOKOUT FOR NEW BUSINESS OPPORTUNITIES AND EVENTUALLY BECAME NUTRILITE DISTRIBUTORS.

TOGETHER, RICH, JAY AND OTHER LEADING NUTRILITE DISTRIBUTORS STARTED AMWAY. THEY WERE ABLE TO BUILD A BIGGER AND BRIGHTER FUTURE BY ADDING HOME CARE PRODUCTS TO THE MIX AND INCREASING THE RELEVANCE OF THE BUSINESS TO A NEW GENERATION—JUST LIKE AMWAY IS DOING TODAY WITH XS ENERGY.





While XS has been very successful, it's not just about the money. XS and Amway want to help the next generation create a life in which, when they wake up in the morning, they wouldn't change a thing, because work and play are tied together in one great life.

Author James Michener said it best: "The master in the art of living makes little distinction between his work and his play. He hardly knows which is which. He simply pursues his vision of excellence at whatever he does, leaving others to decide whether he is working or playing."

"We want people to have so much fun that they won't know whether they're working or playing," David says. "We want IBOs around the world to experience a lifestyle that represents the best of what it means to be American and free."







***"The master  
in the art of  
living makes  
little distinction  
between his work  
and his play."***

**—James Michener**



**Home:** Ohio

**Rank:** Steve, Sapphire; Jody, Kathy and Joe, Crown

**Key to Success:** Make people decisions, not money decisions OR It's not what happens to you, it's how you handle it OR Individuals win games but teams win championships.

**Favorite XS Energy Drink Flavor:**  
Cranberry-Grape Blast and  
Energy+Burn Strawberry

# ENERGY ON THE GO

**XS Energy** products create an immediate buzz wherever the Victor families go.

by Wendy Rudman





## The Victor Family

When someone visits the Ohio homes of Kathy and Jody Victor, or their sons, Joe or Steve, they are offered an XS® Energy drink. "We keep all of the flavors in our refrigerators and pass them out to everyone who comes to our homes," says Kathy. "We use it as a door-opener and a conversation starter." And that can be all it takes to get someone on board and excited about the XS Energy brand, which has a special appeal to younger entrepreneurs.

Growing up with parents who were involved in Amway made it an easy decision when Joe and Steve Victor were ready to start their professional careers. "The example they set was amazing and I wanted to be just like them," says Steve. "I saw this as an opportunity where I could be myself and impact other people's lives in a positive way."

"The Amway business has changed my life in so many ways," says Steve. "It has given me confidence, attitude and posture needed to be successful in life. It has also taught me how to think and dream bigger."

"I grew up around the atmosphere the Amway business provides," says Joe. "As a child, I loved the people and seeing them grow personally and professionally. Simply I wanted to follow my parents and create that same life for my own family."

"This business has given us the extra income to have better options in life," says Joe.





# The **Life** of the **Party**

**XS** Energy Bundle provides the power to face whatever the day brings.

By Sarah Paulk



VITAMINS ARE HEALTHY. WE GET IT.  
OR DO WE?  
WHEN YOU'RE LIVING LIFE AT FULL THROTTLE,  
MAKING THE RIGHT NUTRITION CHOICES  
ISN'T EASY. LATE NIGHTS, SPONTANEOUS  
ADVENTURES AND WORKOUTS THAT PUSH  
YOUR LIMITS ALL ADD UP TO A FUN LIFESTYLE.





Pushing the limits can also wreak havoc on your body.

The words “vitamins” and “supplements” probably conjure up images of grandma’s medicine cabinet, stacked deep with extracts and oils and chalky pills. Today, with its bold packaging, crave-worthy flavors and results-driven ingredients, the XS® Energy Bundle fuels your body so you can go beyond the ordinary without altering your lifestyle.

## Vitamin-Powered Energy

You’ve learned to push your body to the max. Testing your body’s limits when it comes to strength training, endurance and even all-night study sessions can make it stronger. Imagine if those daily activities were backed by vitamin-powered energy, allowing you to push harder, train longer and stay alert without the abuse of empty calories and excess sugar.

The XS Energy Bundle offers all those perks and more through its combination of the Nutrilite Concentrated Fruits and Vegetables, Rhodiola dietary supplement and XS Energy Variety Pack. To help you fill in the gaps between what you actually eat and what your body needs, the Nutrilite Concentrated Fruits and Vegetables offers phytonutrients equal to more than ten servings of fruits and vegetables, which is about nine servings more than busy young adventure entrepreneurs often get.

To support\* the body’s stress response and shorten recovery, the herb Rhodiola is a great complement to a workout when taken half an hour before exercising. Used at work or at home, it can provide an energy boost and keep your body energized. And to help you get the party started and keep it pumping, XS Energy Drinks fill you with mega B-vitamins but without the sugar crash that many energy drinks are known for.

You’re already living life to the fullest. Fuel your body with the nutrition it wants and harness the energy you need to start early and drive hard.

\*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







## The Energy To Snack

When you're on the go, prepackaged snacks are king, and that usually translates to high salt, high fat, high sugar and low nutritional value. But snacking can be convenient, delicious and healthy. XS Energy Granola, XS Energy Trail Mix, XS Energy Chips and BodyKey Slim Popcorn are an irresistible way to satisfy your salty snack cravings while filling your body with B-vitamins, fiber, and energy to boot.

Nutrilite® Fruits and Vegetables 2Go Twist Tubes instantly flavor your favorite bottled water with only five calories per tube and insanely good flavors like Mango Citrus and Twisted Berry.

Trying to lose weight but can't deny your cravings? Try BodyKey™ Appetite Control Chews in raspberry flavor. At only 20 calories per chew, they're the perfect snack to keep you on track.







# LIVING THE HEALTHY LIFE

**David and Kristin Dussault feel good about sharing XS Energy products.**

by K.C. Barlow

David and Kristin Dussault are kind of like walking billboards for the XS® Energy brand. “Everywhere we go people see us with the products,” says David. “It’s one of the first products that we hand out as a sample to build belief in the Amway opportunity.” The XS Energy line is a valuable business tool because it’s marketed for the next generation and encourages them to check out what else Amway can offer. “If we can continue to move into the marketplace with more snacks that are great tasting and at great price points, we will continue to grow our market share,” says David.

Meanwhile, their entire family is happily reaping the benefits of XS products. “We don’t watch much TV and we don’t spend much time on the computer,” says David. “We spend all of our time outside enjoying sports and physical fitness. XS Energy Brand is an incredible part of our lives every single day.”

That commitment to building a better life is what led David and Kristin to Amway in the first place. They wanted extra income outside of their full-time jobs to help wipe out debt and live their dreams. Along the way, they realized it could be far more than just an outside venture. “The business works for us because it is part of our lives,” says David. “It is not something extra. We look at this as our ‘family business’. Other than my wife and my children, it has been the greatest blessing in my life.”

**David and Kristin  
Dussault**





**Home:** Virginia

**Rank:** Diamonds

**Key to Success:** Having an incredible passion to serve people—and win

**Favorite XS Energy Drink Flavor:**  
Black Cherry Cola Blast and  
Cranberry-Grape Blast



# ENERGIZE LIFE!





# **AROUND** WITH **THE WORLD** **XS**

WHEREVER **XS**  
TRAVELS, IT IS FUELING  
DREAMS OF POSITIVE  
ENERGY.

BY BRITTANY GLENN





# “THE STORY OF XS IN POSITIVE REVOLUTION OF ADVENTURE AND

—DAVID VANDERVEEN,  
XS CO-FOUNDER

“If you want to know the future of entrepreneurialism in America, keep your eyes on the younger generation,” says XS® Co-Founder David Vanderveen. “Watch as they revolutionize the world by transforming our culture and the way we live and work.”

XS reflects the entrepreneurial and adventurous spirit of Amway Co-Founders Rich DeVos and Jay Van Andel who were backcountry skiing before it was a sport, sailing boats to exotic destinations in Post-World War II America, and starting bold new business ventures together.

When XS launched as a test product in the North American catalog in the fall of 2002, energy drinks were a fairly new category, and it seemed like a long shot for multi-level marketing. But XS wasn't primarily about selling drinks, it was about expanding the Amway opportunity in a fresh new experience, a lifestyle that harkened back to the origins of taking risks and having fun.



**ENERGY DRINKS IS ABOUT  
N AT THE CROSSROADS  
ENTREPRENEURSHIP."**









# **"EVERYWHERE WE GO WE'RE HAVING A GOOD TIME AND CHANGING THE GAME."**

**—SCOTT COON,  
XS CO-FOUNDER**

Today, XS is a positive revolution sold exclusively by Amway and is now available in 38 countries around the world. The XS culture is a fun and vibrant environment, full of young talented people who are changing people's lives as well as their own. XS is famous for hosting parties all over the world because they understand that there's not much difference between work and play.

"Our most challenging and rewarding launch to date has been Japan," says Vanderveen. "When we were planning that launch, John Parker, who was the President of that market for Amway, asked us what we could do together to reach the next generation in Japan and help them to realize the business opportunity from Amway. We felt that if we were going to work with the Amway distributors in that market to change the culture, we needed to change the experience. We developed some of the biggest parties in the biggest clubs with MTV as a partner and to everyone's surprise, they sold out. We didn't talk about making the business fun and exciting, we made it kick ass. There

were two hour lines to get into our events."

Wherever XS travels, the brand is fueling dreams of positive energy to energize life and give young people a new and fun opportunity to build their own business. And that vision has expanded beyond drinks to a whole line of unique gum, snacks and beverages that offer fresh options for taste, energy and nutrition.

"We want to make great-tasting snack foods that are better for people," says XS Co-Founder Scott Coon. "And we want to make it fun to build a business of your own."

## **GAME CHANGING**

In fall 2014, XS Energy launched in South Korea. "We can't wait to go more places with Amway," Scott says. "There was a lot of excitement because we were launching in Korea. For every market launch, XS products are adapted to fit the various market needs. In Korea, we are kicking off four products with a variety of caffeine loads to support market demands there."

Across the globe, XS enjoys a key partnership with Amway, one of the largest direct selling companies in the world. "The

goal is to help the next generation of entrepreneurs find a simple way to get started with their own business at very low cost and limited risk," David says. "With every XS launch, we're having a good time and changing the game one new business owner at a time."

When Scott and David traveled to South Africa to host an XS gathering there, they noticed that people were still living in segregated housing even though apartheid ended years ago there.

"But when we held the XS party, everybody was intermixed," David recalls. "Because in this business we don't see color. We don't see race. We don't see creed. We just see people. I think that's one of the coolest things about this business. It can literally start to transform a place like South Africa because of how we work together."

"The business can revolutionize a culture," David says. "And if we create an experience with XS where people feel comfortable in this culture, we won't be able to keep them out."



# TARGETED JABS BRING RESULTS

Fast-paced, competitive, and aggressive, boxing is a natural metaphor for doing business. And despite its decline in popularity over the last few decades, we have incorporated its lingo into our language probably more than any other sport. When managers and marketers outline their social media strategies, they often talk about the “knockout punch” or “right hook”—their next highly anticipated sale or campaign—that’s going to put the competition down for the count. There’s a reason why boxing is called “the sweet science.” Critics dismiss the sport as mindlessly barbaric, but where they see violence, those of us who understand and

respect it see strategy. In fact, boxing is often compared to chess for the amount of strategic thinking it requires. The right hook gets all the credit for the win, but it’s the ring movement and the series of well-planned jabs that come before it that set you up for success. Without a proper combination of jabs to guide your customer—I mean, your opponent—right where you want him, your right hook could be perfect and your opponent could still dodge it as easily as a piece of dandelion fluff. Precede that perfectly executed right hook with a combination of targeted strategic jabs, however, and you will rarely miss.

The business world had stubbornly resisted accepting that a short-term approach to social media wasn’t going to work, so I’d spent the majority of my time and effort over the years emphasizing the importance of the long view, and teaching people how to communicate in such a way that would develop authentic and active customer relationships.

*Jab, Jab, Jab, Right Hook* is an update of everything my team at

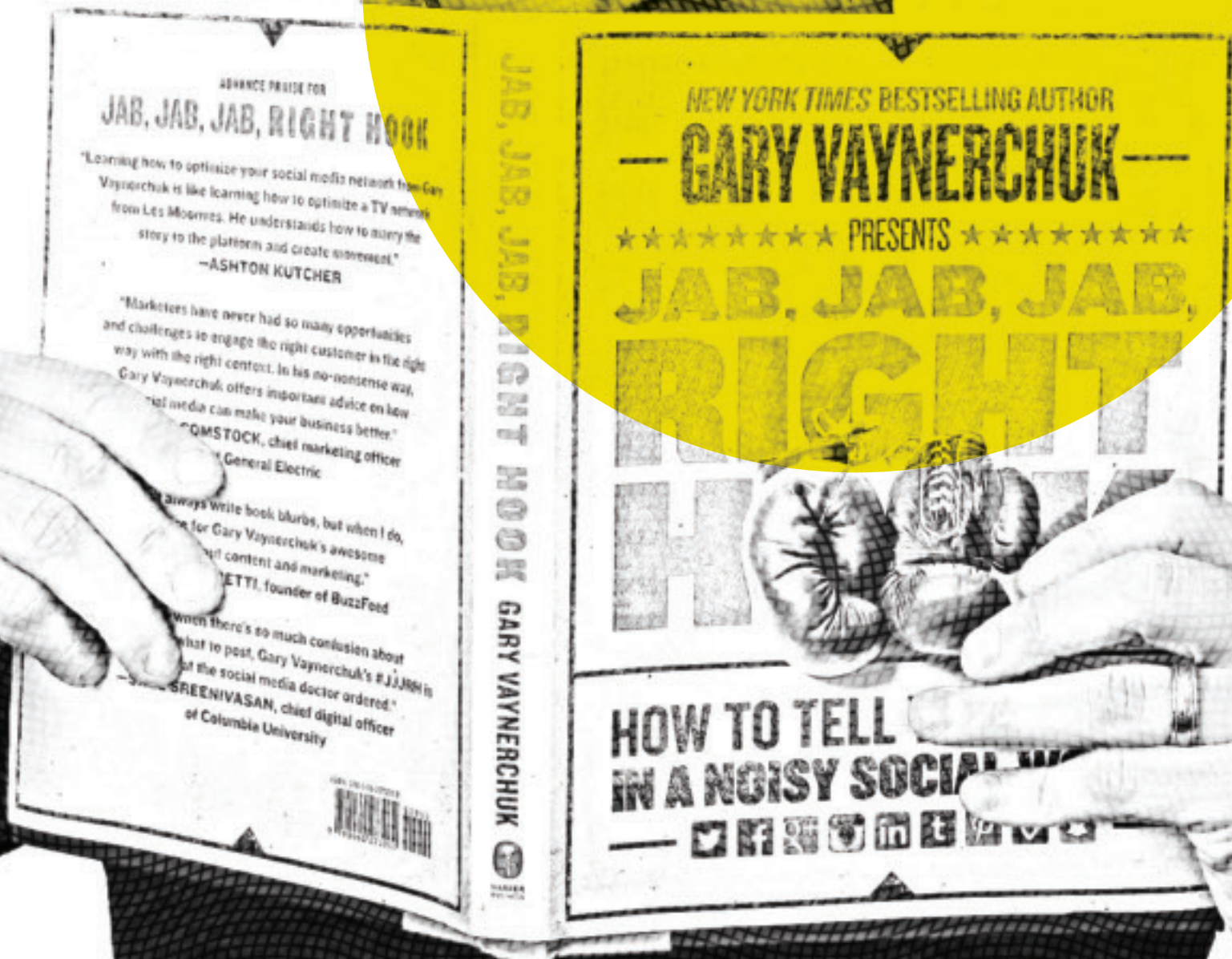
VaynerMedia and I have learned about successful social media and digital marketing through the work we’ve done with thousands of startups, Fortune 500 companies, many celebrities, and substantial number of entrepreneurs and small businesses. It offers a formula for developing social media marketing strategies and creative that really works. No matter who you are or what kind of company or organization you work for, your No. 1 job is to tell your story to the consumer wherever they are, and preferably at the moment they are deciding to make a purchase. I see this as the final book in a trilogy that covers not only the evolution of social media, but my own evolution as a marketer and businessman as well. The world changes, platforms change, and we learned to adapt. But the secret sauce remains the same: the incredible brand awareness and bottom-line profits achievable through social media marketing require hustle, heart, sincerity, constant engagement, long-term commitment, and most of all, artful and strategic storytelling.

## MENTOR

**Gary Vaynerchuk is a *New York Times* and *Wall Street Journal* best-selling author. He’s a radio host and the founder of VaynerMedia and WineLibraryTV.com.**







ADVANCE PRAISE FOR  
**JAB, JAB, JAB, RIGHT HOOK**

"Learning how to optimize your social media network from Gary Vaynerchuk is like learning how to optimize a TV network from Les Moonves. He understands how to marry the story to the platform and create movement."

—ASHTON KUTCHER

"Marketers have never had so many opportunities and challenges to engage the right customer in the right way with the right content. In his no-nonsense way, Gary Vaynerchuk offers important advice on how social media can make your business better."

—COMSTOCK, chief marketing officer  
General Electric

"I always write book blurbs, but when I do, I look for Gary Vaynerchuk's awesome content and marketing."

—BETTI, founder of BuzzFeed

"When there's so much confusion about what to post, Gary Vaynerchuk's #JJBH is the social media doctor ordered."

—SRI SRINIVASAN, chief digital officer  
of Columbia University



JAB, JAB, JAB, RIGHT HOOK GARY VAYNERCHUK



NEW YORK TIMES BESTSELLING AUTHOR

—GARY VAYNERCHUK—

★★★★★★★★ PRESENTS ★★★★★★★★

# JAB, JAB, JAB, RIGHT HOOK



HOW TO TELL  
IN A NOISY SOCIAL WORLD





**Home:** Georgia

**Rank:** Founders; Diamonds

**Key to Success:** Consistency

**Favorite XS Energy Drink Flavor:**

**Dave** – Energy+Burn Strawberry

**Jules** – Cherry Blast



## Dave and Jules Dornan





# ON THE MOVE

**For Dave and Jules Dornan XS promotes a lifestyle of freedom and fun.**

by K.C. Barlow

Dave and Jules Dornan don't have to convince anyone to buy an XS® Energy drink. They simply let them try one. "People can taste the difference between XS Energy drinks and other products on the market, and it gives them confidence to branch out," Dave says. "We use so many of the products in our every day life and we always use them around people both inside and outside of our Amway business." It doesn't take long for most people to start experiencing the benefits of the XS Energy products, and at that point, they become curious about other brands Amway has to offer.

That's why Dave and Jules see the XS Energy product line as one of the most valuable tools in growing their Amway business. "It's not just a product, it represents a lifestyle that people want to be a part of," Jules says. "It promotes freedom, fun, and being who you are regardless of what others think." That freedom is something Dave saw his own parents achieve through Amway, building a successful business for more than 40 years. "I grew up seeing a lifestyle that I wanted to emulate," he says. "At first I tried to do it through traditional business routes, but eventually I realized I could find true freedom through the Amway business."

According to Jules and Dave their success in Amway isn't magic or luck or legacy – just laser-focus and hard work. "Most people are looking for something quick and easy, and true success takes discipline and consistency," says Dave. "We are certainly not the most talented people to build this business, but we had a dream of freedom and we stayed the course. Now we have the joy of being full-time\* parents to our two daughters and a couple who is building their future together."

\*See page 3 for income disclosure statement.



# it's all about the

REVOLUTION NEXT SITS  
DOWN WITH **XS ENERGY**  
CO-FOUNDERS SCOTT  
COON AND DAVID  
VANDERVEEN TO GET  
THEIR THOUGHTS ON  
EVERYTHING XS.



with  
Scott Coon &  
David Vanderveen

**RN: What were your early goals for the XS® brand in the beginning?**

**Scott:** We've been laser focused on enhancing the experience of the Amway opportunity for everyone who touches it no matter what they do. Our success hasn't been about us, or even about the product. It has everything to do with how we make the Amway opportunity better for everybody, especially the younger generation. XS Energy supports that success.

**RN: A lot of the XS brand story takes inspiration from the early entrepreneur days of Rich DeVos and Jan Van Andel, founders of Amway. Please explain.**

**David:** When people today think of Rich and Jay, they often see them

as captains of industry, wearing suits and ties—very formal and accomplished. That's not where they started. In their younger years, they were adventure seekers who combined work and fun. It was all about the journey of two friends going on an adventure together and enjoying themselves. We have taken on the same mantra. We want to make this business fun; we want to put that adventure into the business so it's not all work and so that it's more about the joy of the journey we are all taking together.

**RN: What makes XS Energy unique from the other competitors out there?**

**David:** We are very proud of our brand and products. They are very unique and different. We were the first exclusively sugar-free energy



drink brand sold globally.\* But the first that makes us most special is that we were the first to put an opportunity—the Amway opportunity—into every single can. This is an integral part of our brand. The Amway opportunity is tied directly to what we do every single day and goes to the core of who we are.

\*Source: Euromonitor International Limited, [www.euromonitor.com/amway-claims](http://www.euromonitor.com/amway-claims).



# Out Journey



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to access exclusive  
video content

**RN:** In closing, what excites you the most about what you are seeing as you talk to Amway IBOs about the XS brand?

**Scott:** It's amazing how Amway IBOs in over 38 countries have taken the XS Energy brand and have made it their own. Although we may be the face of the XS brand, it doesn't just belong to us. We share the brand equity

with the Amway business leaders. IBOs feel like it's their product line, and that's the way it should be. Every week we sell over one million cans of XS Energy drinks around the globe. The beauty of this product line is that it crosses age groups and every cultural demographic. They see it as an opportunity they can share with their family and friends. XS Energy drinks are what we

call "The best door opener in the world." It's the ultimate conversation starter because energy drinks are so popular, and everyone loves to have a good time.

We've seen some unbelievable things with this brand over the past 12 years, and we feel like we're just getting started.







FOCUSED ON HEALTH?



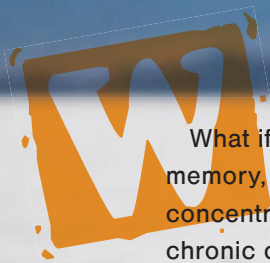


# Try CAFFEINE

by  
Deana Nall



# THE IDEA OF CAFFEINE AS A HEALTH BENEFIT MIGHT BE NEW TO SOME, BUT HEALTH EXPERTS AND PROFESSIONALS HAVE BEEN AWARE OF CAFFEINE'S ADVANTAGES FOR YEARS.



What if a substance existed that could improve memory, increase metabolism and sharpen concentration? What if it could help manage chronic conditions such as asthma and migraine? What if this substance could do all of this and more with minimal side effects? And what if this substance already exists in a number of your favorite beverages and foods?

What if it were caffeine?

The idea of caffeine as a health benefit might be new to some, but health experts and professionals have been aware of caffeine's advantages for years. Although caffeine has a reputation for contributing to anxiety, dehydration and heart issues, a reasonable amount of caffeine in the diet can deliver an array of health benefits to the body's systems, according to a growing number of medical professionals.

"Health information can be tricky," says Dr. Chester J. Zelasko. "Sometimes the things we hear and read are based on actual research, and sometimes they're based on observation without any real science to support it."

For example, many people believe that caffeine causes or contributes to dehydration. Recent

studies published in the *Journal of the American College of Nutrition* and *International Journal of Sport Nutrition and Exercise Metabolism* have shown no link between caffeine and dehydration.

"While caffeine exerts a small diuretic effect, there is no need to avoid caffeine before or during exercise, based on the best available research," Zelasko says. "Further, it seems apparent that coffee and other drinks containing caffeine can count as fluids toward your total fluid intake for the day."

When it comes to proper and beneficial caffeine intake, health experts seem to agree that the key is to understand one's own body. According to the book *The Caffeine Advantage*, the health advantages of caffeine "are very real, and yet they are complex and variable. When using caffeine, the guiding motto must be, 'Know thyself.'"

Despite Mae West's admonition, too much of a good thing isn't always wonderful.

One of the concerns surrounding caffeine has been the rising popularity of energy drinks, and some energy drinks have very high caffeine content. That is why XS® Energy Drinks provide such a healthy option. While some energy drinks



# THE BENEFITS OF CAFFEINE

## COGNITIVE —

Caffeine sharpens reasoning, memory, verbal fluency, concentration and decision-making and heightens sensuous perception.

## AFFECTIVE —

Caffeine enhances moods, increases relaxation, relieves boredom and boosts self-confidence.

## PHYSICAL —

Caffeine improves speed, endurance, energy output, strength and reaction time and increases thermogenesis—that is, fat-burning and metabolic rate.

## THERAPEUTIC —

Caffeine protects body cells, and especially brain cells, from some kinds of long-term damage and delivers many other specific therapeutic benefits, including pain relief and protection from the pulmonary complications of smoking and the damage from strokes.

**Source:** *The Caffeine Advantage* by Bennett Alan Weinberg and Bonnie K. Bealer



can contain more than 275 milligrams of caffeine in a single can, XS Cranberry Grape and Summit Blast, for example, contain only 80 milligrams—half the amount found in popular coffee brands. XS also offers great caffeine-free options.

With a reasonable amount of caffeine that can deliver the substance's myriad of health benefits, XS Energy Drinks serve as a great way for active people to stay hydrated—including physically active adolescents.

“Water in most cities is fluoridated and chlorinated, giving it an unpleasant odor,” says Dr. Peter Bennett, a naturopathic physician who is a Canadian Olympic doctor and health consultant to XS. “A healthy drink should taste interesting, be fun to drink, make you feel great and be associated with an active lifestyle.”

Caffeine tailored to an individual's needs can offer advantages that benefit the human body in a myriad of ways. It's time to start thinking of caffeine as a nutritional hero and incorporating it into our diets for the health benefits it delivers.



# GET YOUR **MBA** WITH **SSD**

Switch Share Duplicate (SSD) is a new mobile business app (MBA) from Amway to help showcase how changing yours and others' daily snacking habits can become a big business.

To download from app store - search: switch share duplicate



**XS ENERGY**

**NUTRILITE®**

bodykey  
by NUTRILITE

Available to  
IBOs only.  
Download thru  
your preferred  
app store.

**SWITCH  
SHARE DUPLICATE**

Amway





## A. XS®Energy Drinks

XS®Energy Drinks are packed with energizing vitamins and bursting with great taste, yet they don't contain the level of sugar and carbs you see in other popular energy drinks.

Sku Number: 70-5498 Cherry Blast  
60-4991 Citrus Blast 60-9442 Tropical Blast  
60-4327 Cranberry-Grape Blast 71-1821 Rootbeer Blast  
74-7188 Wild Berry Blast 71-4941 Cola Blast  
70-2146 Electric Lemon Blast 72-3715 Black Cherry Cola Blast

ENERGY+BURN  
74-5955 Strawberry  
P1032B3072Y3072  
Price | \$40.20

60-9441 Caffeine-Free Tropical Blast  
70-8912 Caffeine-Free Cranberry-Grape Blast  
74-8178 Variety Case  
P792B2352Y2352  
Price | \$27.60

Sparkling Juiced Energy  
76-2300 Pink Grapefruit  
76-2445 Mango Pineapple Guava  
P792B2352Y2352  
Price | \$27.60



## B. XS®Energy Drink 8.4oz Variety Case

XS®Energy Drinks are packed with energizing vitamins and bursting with great taste, yet they don't contain the level of sugar and carbs you see in other popular energy drinks.

74-8178 Variety Case  
P792B2352Y2352  
Price | \$27.60



## C. XS®Energy Chips - Salty Sea Blast

These light and crunchy chips have a great savory taste and are made with a blend of rice and mung beans.

76-2442 Twenty four 1.0 oz. bags  
P840B2520Y2952  
Price | \$45.36



## D. XS®Energy Trail Mix - XSpresso Berry Blast

Features an energetic and delectable blend of fruits and nuts.

76-1443 Twenty 1.5 oz. packets  
P648B1932Y2268  
Price | \$34.80

100% Customer Satisfaction Guarantee\*  
Order through your Amway Independent Business Owner.



## E. XS®Energy Granola - Strawberry Almond Clusters

Start your day out right with this satisfying, energizing breakfast treat. It's yummy goodness with gluten-free\* rolled oats, almonds, and real strawberries.

\*This product is made with gluten-free rolled oats but is manufactured on shared equipment with products that contain wheat.

76-2302 Twenty 1.25 oz. packets  
P648B1932Y2268  
Price | \$34.80





## F. Nutralite® Double X® Vitamin/Mineral/Phytonutrient Supplement

In just two doses a day, get essential vitamins, minerals and natural plant ingredients from every color on the phytonutrient spectrum.

31-day supply with 3-compartment case  
A-4300

P2173B6836Y5697  
Price | **\$87.65**

31-day refill  
A-0244

P2129B6701Y5584  
Price | **\$85.90**

10-day supply  
A-4318

P847B2668Y2223  
Price | **\$34.20**



## G. Nutralite® Concentrated Fruits and Vegetables

A supplement bursting with phytonutrients, including Lycopene, Lutein and EGCG.

10-0648 60 tablets  
P1159B3647Y3039  
Price | **\$46.75**



## H. Rhodiola 110 Dietary Supplement

Helps maximize physical endurance and mental focus during exercise\*. It supports your body's stress response to shorten recovery\*.

10-7846 30 tablets (Three 10-tablet blister packs)  
P566B1778Y1482  
Price | **\$22.80**

10-1593 60 tablets (Full-sized bottle)  
P1131B3560Y2967  
Price | **\$45.65**

\* 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.

## I. Nutralite® Fruits & Vegetables 2GO Twist Tubes

A refreshing way to get the phytonutrient equivalent of antioxidant vitamins A and C from two servings of fruits and vegetables.

11-7667 Twisted Berry 20 tubes  
11-0638 Mango Citrus 20 tubes  
P394B1241Y1453  
Price | **\$22.35**



100% Customer Satisfaction Guarantee\*

Order through your Amway Independent Business Owner.





### F. Artistry® Ultimate 10 Minute Facial

The name say is all - this is our ultimate facial. In just 10 minutes, this luxurious experience pampers skin with our most scientifically advanced formulas.

Includes:

Artistry® Advanced Creamy Foam Cleanser mini

11-6331

Artistry® Intensive Skincare Renewing Peel mini

P1398B4311Y4311

Artistry® Creme LuXury mini

Price | \$50.70

Facial massaging cleansing brush



### G. Artistry® Light Up Lip Gloss

Built-in mirror and LED light make touch-ups effortless, anytime and anywhere. Four brilliant shades to complement every skin tone and enhance any look. Flavored with a hint of refreshing peppermint.



Passion 11-0381 ♦♦ Champagne 11-0382 ♦♦ Glitz 11-0383 ♦♦ Confetti 11-6387 ♦♦

Cool ♦ Neutral ♦♦ Warm ♦♦ Metallic ♦♦ Shimmer ♦♦ Matte ♦♦ Cream ♦♦ Glitter ♦♦

P302B950Y1112

Price | \$17.10

100% Customer Satisfaction Guarantee\*

Order through your Amway Independent Business Owner.





# XS... *It's a way of life.*

We founded XS® Energy in 2001 not just as a company, but a positive lifestyle. We built it with the spirit of original Amway founders Rich DeVos and Jay Van Andel, who believed every facet of life is an adventure. We believe that

it's good to scare yourself a little bit every day, like when we charge bigger waves or extreme mountain terrain. We want to blur the line between work and play.

We know what it's like to have big dreams yet feel unsure of how to reach them. With a shrinking middle class and more competition for fewer options, waiting to be chosen by the right team, school or company isn't always easy. Direct selling offers the opportunity for new entrepreneurs to choose themselves with low risk and own something where you invest your time and little money.

That's what XS Energy is all about. You can do it with the help of XS Energy and Amway as your sponsor. If you choose yourself, we'll meet you halfway.

Over the past decade, XS has generated over \$1 billion

in revenue with great-tasting energy drinks and snacks sold in 38 markets globally. With powerful doses of B vitamins and little-to-no sugar, they're a healthy alternative for students, businesspeople, athletes—anyone on the go.

Amway Independent Business Owners (IBOs) and their friends enjoy these consumable products in their everyday lives and create revenue streams by leveraging their snack budget. Just as important, XS and Amway create experiences where you can discover how fun it is to work and play with a lifestyle brand. The unique experiences that IBOs get—from XS parties across the globe or other adventure-based activities—are unique to any other business opportunity out there.

XS Energy isn't just a business. It's a way of life. XS and Amway want to help the next generation build an experience where work and play, adventure and opportunity are all tied together in one great life.

Choose yourself. We'd love to have you on our team.

**Scott Coon & David Vanderveen**  
XS Energy Co-Founders





*START EARLY. DRIVE HARD.*

*FUEL YOUR ADVENTURE*

**XSENERGY**

*ADVENTURE  
MEETS  
OPPORTUNITY.*

The positive energy revolution continues with bikes and boards across continents, as the XS® team supports **YOU** with new programs to transform the first 90 days of your Amway business ownership. Find out more at XSNation on Facebook and join

**#REVOLUTIONNEXT**

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WHEN THE REVOLUTION BEGINS  
BE PREPARED



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