



THE AMWAY HOME™ PRODUCT DEMO GUIDE



Easy-to-do demonstrations that prove the power of our products.



WE'RE BETTER. AND WE'LL PROVE IT.

Amway Home™ products are Better, Naturally. But what makes them better isn't on the outside. It's on the inside. Powerful, naturally derived ingredients that can remove even the worst stains, leave no irritating residue behind and perform better than other brands on the market.

These demos are made to help you prove that Amway Home™ products can be a trusted brand in households everywhere.



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**Amway Home™
SA8™ Powder Laundry Detergent
10-9849**

Exploding crystals rinse clean.

Product Information

- Designed to dissolve fast and rinse completely away for a cleaner clean.
- Leaves no irritating residue, even in cold water.
- Concentrated formula saves money and is better for the environment.
- Recognized by the U.S. Environmental Protection Agency's (EPA) Safer Choice Program for containing safer ingredients that don't sacrifice quality or performance.





Amway Home™ SA8™ Powder Laundry Detergent 10-9849

WATCH THE EXPLODING CRYSTALS

Amway Home™ SA8™ Powder Laundry Detergent is guaranteed to dissolve, even in cold water. Plus, it's the only detergent with Exploding Crystals technology for superb cleaning performance.

Prep Time:



5 minutes

Demo Time:



5 minutes

Materials Needed:

- Amway Home™ SA8™ Powder Laundry Detergent
- Any competitive brand's powder laundry detergent (Product should be similar in performance and price, i.e., comparison needs to be fair.)
- Two tablespoons
- 4½" x 8½" clear glass baking dish
- Cold tap water



Directions:

Step 1 – Fill the baking dish with cold tap water.

Step 2 – Fill one spoon with Amway Home™ SA8™ Laundry Detergent and the other spoon with the competitive brand's powder detergent.

Step 3 – Put both spoons underwater at the same time carefully, so the detergent doesn't slide off the spoons. Hold them underwater for one minute. The Amway Home™ SA8™ Laundry Detergent will explode, bursting off of the spoon.

Step 4 – After the Amway Home™ SA8™ Laundry Detergent has effervesced, wait a few more minutes, then carefully turn the spoons vertically and let the remaining detergent slide off the spoon. The competitive brand's detergent will form a lump on the end of the spoon and won't slide off.

The Takeaway:

What's happening before your eyes is what happens in your washer.

Where the competition's detergent forms lumps, Amway Home™ SA8™ Laundry Detergent dissolves completely and delivers superb cleaning performance load after load.



**Amway Home™
SA8™ Liquid Laundry Detergent
11-2532, 11-0478**

Naturally powers out tough stains.

Product Information

- Works hard to leave your clothes clean and naturally soft.
- Helps you use less detergent with triple-concentrated formula.
- Contains ingredients that won't harm your laundry and are safer for the earth.
- Recognized by the U.S. Environmental Protection Agency's (EPA) Safer Choice Program for containing safer ingredients that don't sacrifice quality or performance.





Amway Home™ SA8™ Liquid Laundry Detergent 11-2532, 11-0478

THE PROOF IS IN THE PUDDING

The impressive triple-concentrated formula in Amway Home™ SA8™ Liquid Laundry Detergent is the strongest stain-fighting liquid solution to date! It naturally powers out tough stains.

Prep Time:



5 minutes

Demo Time:



5 minutes



Materials Needed:

- Amway Home™ SA8™ Liquid Laundry Detergent
- Competitor liquid laundry detergent (Product should be similar in performance and price, i.e., comparison needs to be fair.)
- Two 4" x 4" pieces of cloth
- Chocolate Pudding
- Tablespoon measuring spoons
- Paper towels
- Warm water
- Cold water
- Bowl
- Two clear containers with lids

Directions:

Step 1 – Place pieces of cloth on countertop, and spoon equal amounts of chocolate pudding on each.

Step 2 – Wipe away the excess, leaving identical-sized stain on each.

Step 3 – Spoon 1 tablespoon of the competitor's laundry detergent on one cloth, making sure to cover the entire stain. Spoon 1 tablespoon of Amway Home™ SA8™ Liquid Laundry Detergent on the other cloth, making sure to cover the entire stain.

Step 4 – Add warm water to each of the containers. Add the cloth with the competitor's detergent to one and the cloth with Amway Home™ SA8™ Liquid Laundry Detergent to the other container. Close the lids tightly and shake vigorously for 60 seconds.

Step 5 – Pour cold water into the bowl. Open containers and rinse each cloth in the bowl of cold water.

Step 6 – Squeeze out cloths and lay flat to dry. Notice that the stain is still visible on the cloth with the competitor's detergent, but it is completely removed from the cloth with the Amway Home™ SA8™ Liquid Laundry Detergent.

The Takeaway:

The intense stain-removing power of Amway Home™ SA8™ Liquid Laundry Detergent begins working instantly to penetrate and remove stains as soon as it's added to your wash. Stains are gone just like that!



**Amway Home™
All Fabric Bleach
11-7774**

Whiter whites. Safe on colors.

Product Information

- Chlorine-free bleach uses the power of oxygen to get out wine, juice and other tough stains.
- Leaves clothes white and bright.
- Safe for colors and gentler on the earth because it's chlorine-free.
- Recognized by the U.S. Environmental Protection Agency's (EPA) Safer Choice Program for containing safer ingredients that don't sacrifice quality or performance.





Amway Home™ All Fabric Bleach 11-7774

NO STAIN LEFT BEHIND

The amazing stain-fighting ability of Amway Home™ All Fabric Bleach removes even set-in stains from fabric, but won't fade or alter original colors.

Prep Time:



Overnight

Demo Time:



7 minutes

Materials Needed:

- Amway Home™ All Fabric Bleach
- Paper currency (dollar bill)
- Two glass bowls
- Bottle of beet juice or red wine
- Hot water
- Teaspoon measuring spoon

Directions:

Step 1 – Put the money in a glass bowl, pour in the beet juice or red wine, and let it soak overnight.

Step 2 – Dry the money to “set” the stain.

Step 3 – Pour 1 quart (1 L) of hot tap water (120°F/50°C) into the bowl. Add 1 teaspoon of Amway Home™ All Fabric Bleach. Stir until dissolved.

Step 4 – Dip the lower half of the stained money into the hot solution.

Within seconds, the purple stain will change to light green. After five minutes, the stain will be completely removed without damaging the bill or its color.



The Takeaway:

Amway Home™ All Fabric Bleach helps you remove the toughest stains from your favorite blouse or your child's shirt without fading its original color.



**Amway Home™
Prewash Spray
11-0403**

The ultimate stain remover.

Product Information

- Removes the toughest stains and works with just a spray.
- Cleans tough stains others can't touch, like lipstick, ink and motor oil.





Amway Home™ Prewash Spray 11-0403

GUM OFF

Demonstrate how quickly Amway Home™ Prewash Spray goes to work to loosen and remove stubborn stains and spots – even gum.

Prep Time:



15 minutes

Demo Time:



15 minutes

Materials Needed:

- Chewing gum
- 4" x 4" piece of 100% white, cotton, permanent press cloth
- Amway Home™ Prewash Spray

Directions:

Step 1 – Chew one piece of gum until smooth, for approximately 10 minutes.

Step 2 – Place chewed gum in the center of the cotton cloth. Fold the cloth in half. Press gum down with thumb. Open the cloth. The gum should spread about 1½ inches in length.

Step 3 – Hold the can of Amway Home™ Prewash Spray 6 inches away from the cloth and spray. Turn the cloth over and spray again on the back. Allow to stand for one minute.

Step 4 – Using your fingernail, peel the gum off the cloth and discard.



The Takeaway:

Amway Home™ Prewash Spray contains special ingredients that successfully loosen gum from fabric. If it will work on gum, imagine what else it will work on.



**Amway Home™ L.O.C.™
Multi-Purpose Cleaner
E-0001**

The world's most versatile cleaner.

Product Information

- If you could have only one cleaning product, this would be it.
- Packs incredible cleaning power into a gentle, concentrated formula.
- Works on all washable items and surfaces including sealed tile, wood, vinyl siding, stone, linoleum and ceramic surfaces. It even works on your hands.
- Also available in convenient wipes (11-0485) to always keep clean within reach.
- Recognized by the U.S. Environmental Protection Agency's (EPA) Safer Choice Program for containing safer ingredients that don't sacrifice quality or performance.





Amway Home™ L.O.C.™ Multi-Purpose Cleaner E-0001

THE WORST STAIN POSSIBLE

Amway Home™ L.O.C.™ Multi-Purpose Cleaner can remove even seemingly impossible stains, like red lipstick.

Prep Time:



1 minute

Demo Time:



10 minutes

Materials Needed:

- Amway Home™ L.O.C.™ Multi-Purpose Cleaner
- Artistry Signature Color™ Lipstick
- White handkerchief
- Bowl of warm water

Directions:

Step 1 – Smear a small amount of lipstick on the back of one of your hands.

Step 2 – Pour a few drops of Amway Home™ L.O.C.™ Multi-Purpose Cleaner onto the lipstick stain. Rub the liquid carefully to spread it over the entire stained area.

Step 3 – Wipe the stained hand with a clean handkerchief. All the lipstick will come off your hands, leaving the handkerchief a mess.

Step 4 – Dip the handkerchief into the bowl of warm water and swirl it around thoroughly for one minute. Lift the handkerchief from the water and wring it out.



The Takeaway:

If Amway Home™ L.O.C.™ Multi-Purpose Cleaner can remove lipstick, imagine what else it can handle around the house!



**Amway Home™
Kitchen Cleaner
11-2536**

Cuts grease naturally.

Product Information

- Helps keep your prep surfaces clean and safe.
- Whisks away grease, dirt and grime in one shot.
- Leaves surfaces sanitary without any harmful residue left behind.
- Recognized by the U.S. Environmental Protection Agency's (EPA) Safer Choice Program for containing safer ingredients that don't sacrifice quality or performance.





Amway Home™ Kitchen Cleaner 11-2536

NOT SO PERMANENT

Amway Home™ Kitchen Cleaner can remove even “permanent” stains and soils.

Prep Time:



1 minute

Demo Time:



5 minutes



Materials Needed:

- Amway Home™ Kitchen Cleaner
- Competitor product, such as Clorox® Formula 409® Cleaner (Product should be similar in performance and price, i.e., comparison needs to be fair.)
- Blue Sharpie® permanent marker
- Roll of paper towels
- Small sheet of laminate kitchen countertop
(Kitchen design and builder's supply stores often have countertop remnants or samples available. Common brands that work well are Formica® and Wilsonart® matte finish.)

Directions:

Step 1 – Use the Sharpie® to make two “X” marks on the piece of laminate countertop. Wait a minute or so to let the marker stains dry.

Step 2 – Spray some of the competitive product onto a folded paper towel and rub one of the “X” marks. The mark will smear, but you won’t be able to remove it even with intensive scrubbing.

Step 3 – Now pour the same amount of full-strength Amway Home™ Kitchen Cleaner on a new folded paper towel and rub the other “X.” The mark will be completely removed after just a few seconds of wiping.

Step 4 – For added effect, flip the moist Amway Home™ Kitchen Cleaner paper towel to its clean side and remove the rest of the competitor’s “X.”

The Takeaway:

Some stains, like permanent marker, are extremely difficult to remove. Even though Amway Home™ Kitchen Cleaner is intended to be diluted, it’s nice to know that it’s there when you need it.



**Amway Home™
Dish Drops™ Dishwashing Liquid
11-0488**

One drop cleans a lot.

Product Information

- Ultra-concentrated formula cuts through a sinkful of greasy, dirty dishes.
- Patented formula contains aloe vera and shiso extracts.*
- Recognized by the U.S. Environmental Protection Agency's (EPA) Safer Choice Program for containing safer ingredients that don't sacrifice quality or performance.

*U.S. Patent No. 8,057,830.





Amway Home™ Dish Drops™ Dishwashing Liquid 11-0488

TONS OF SUDS

Just a few drops of Amway Home™ Dish Drops™ Dishwashing Liquid packs enough cleaning power to wash a sinkful of dishes.

Prep Time:



2 minutes

Demo Time:



2 minutes



Materials Needed:

- Amway Home™ Dish Drops™ Dishwashing Liquid
- Large drinking straw
- Medium-size clear drinking glass
- Tap water
- Large cafeteria-type tray

Directions:

Step 1 – Fill the drinking glass about half full of tap water and place it on the tray.

Step 2 – Put the straw in the glass and blow some bubbles in the water.

Step 3 – Dip the very end of the straw into the Amway Home™ Dish Drops™ Dishwashing Liquid to get just a drop on the end of the straw.

Step 4 – Put the straw back into the water and blow into it again. Repeat until the tray is full of bubbles.

The Takeaway:

Just like the suds spread before your eyes, they'll do the same in a sink, helping you to cut through a sink full of dishes with ease.