



## COMPANY

Established in 1992 in Salem, Utah, Neways creates, manufactures, and distributes an extensive line of quality, safety-conscious personal care products, nutritional supplements, and household products, all of which contain only the safest ingredients.

From the beginning, Neways has been concerned about potentially dangerous ingredients used in many consumer products and has educated consumers about these concerns. By combining the best of science and nature, Neways strives to maximize people's health and beauty while minimizing their exposure to potentially harmful ingredients.

In 29 countries around the world, independent Neways distributors share the products with their friends, family members, and acquaintances. Neways distributors not only enjoy the benefits of safe products but can also earn income by taking advantage of Neways' lucrative compensation plan.

Through the company's Healthy Homes™ effort, Neways provides four key benefits:

- Making bodies healthier with safety-conscious Neways products
- Making finances healthier through the Neways business opportunity
- Making communities healthier through humanitarian efforts
- Making the planet healthier through environmental responsibility.

Neways is led by CEO Eric Larsen and owned by Golden Gate Capital, a San Francisco-based \$9-billion private equity firm.

## PRODUCT LINES

Neways helps people maximize their health and beauty while minimizing their exposure to potentially harmful ingredients. With safety and effectiveness in mind, Neways' experts combine the best of science and nature to formulate advanced nutritional, personal care, and household products. Nature creates it, science refines it, and Neways delivers it.

- Health & Wellness—Includes nutritional, weight management, and fitness products
- Personal Care—Includes cosmetics, skin care, hair care, dental care, and aromatherapy products
- Household—Includes household, laundry, and automotive products

## DISTRIBUTORS

Neways distributors come from every walk of life. They continually drive Neways' constant worldwide growth by sharing information and products with their friends, family, and communities. Without distributors, the company would not enjoy the success it continues to experience. The following statistics reveal more about Neways distributors:

- 35% are college graduates, and 75% have attended some college
- Average age range is 35–54, and 75% are female
- Approximately 500,000 distributors are active worldwide

## EMPLOYEES

Neways employs nearly a thousand people worldwide, including several hundred at corporate headquarters in Springville and Salem, Utah. The executive management team members have several decades of combined experience in their various specialties.

## WORLDWIDE SCOPE

Neways is a leader in the network marketing industry, both domestically and internationally. Ten corporate offices facilitate these operations worldwide:

- Australia
- Europe
- Israel
- Japan
- Malaysia
- Mexico
- New Zealand
- North America
- Singapore
- Taiwan

## TIMELINE

**1970s–late 1980s:** Founders formulate, manufacture, and sell industrial chemical products, degreasers, lubricants, and commercial cleaning compounds to national hotel chains, hospitals, and supermarkets.

**1987–89:** Shocked by the harmful chemicals in personal care products, the founders decide to create products that are free of potentially damaging ingredients. New products are initially shared with family and friends. First products are 2nd Chance® Shampoo and Conditioner.

**1992:** Business operations expand to several regions around the world. Neways is incorporated. Nutritional products are added to the product line.

**1994:** Neways Russia opens and catapults growth for the company in Eastern Europe. Neways develops a new hybrid compensation plan, making the Neways business opportunity even more lucrative and attractive to distributors worldwide.

**1997:** Expanded manufacturing and distribution facility is completed in Salem, Utah. Launch of top-selling Maximol Solutions spurs growth in the United States and around the world.

**1998:** Neways Japan opens and rapidly becomes one of the top ten network-marketing companies in the country. Amid a worldwide recession, Neways maintains annual double-digit growth. Neways begins noni research and later becomes the leader in Hawaiian noni juice.

**2002:** Explosive growth in Japan places Neways as the country's third-largest network-marketing company.

**2003:** Neways Germany opens and stimulates immense growth. A new corporate headquarters building—an 85,000-square-foot landmark—is completed in Springville, Utah.

**2005:** Neways appoints Eric Larsen as CEO.

**2006:** Neways is purchased by Golden Gate Capital, ushering in a new era.

**2007:** Neways launches Durian Fusion, Keratonics™ Hair Care, and True Touch™ Color Cosmetics. In addition, Neways takes an ownership stake in the Aseptic Solutions bottling plant.

**2008:** Neways completes new Global Distribution Center and reaffirms its core mission with a new logo.