

SHARE NORWEX THE COMPLIANT WAY

# Consultant Opportunity Marketing Claims Menu

When you've got good news, you can't wait to share it with everyone you know. Below, we've compiled words and phrases you can use to compliantly share the Norwex Opportunity, preapproved by your Home Office. These claims must be used as written and not amended.

Categorized by the five main reasons people join Norwex, each section provides you with approved graphics, videos, stats, statements and quotes to help grow your business.



Products with  
purpose



Earning  
potential



Flexibility to  
fit your life



A caring  
community



Easy to get  
started



Join the  
**96%**  
in the know.

"96% of Norwex Consultants agree that Norwex products are high quality.\*"

\*North American Consultant Survey Results, March 2023

## Products with purpose

### Graphics and videos

- Get [social graphics](#) for this section
- View [Real Conversations](#) videos for this section

### Stats

- a. 96% of Norwex Consultants strongly agree or agree that Norwex products are high quality.\*  
\*North American Consultant Survey Results, March 2023
- b. 91% of Norwex Consultants strongly agree or agree Norwex is a champion of helping others live a cleaner, better life.\*  
\*North American Consultant Survey Results, March 2023

### Statements

- a. Superior products with purpose.
- b. Share our superior products and help reduce harmful chemicals for cleaner, safer, better everyday lives – plus earn 35% of each sale you make.\*  
\*There are no guarantees regarding income; see [Income Disclosure Statement](#).

### Quotes

- a. "The more you use the products, the more you fall in love."  
– Min V., Executive Vice President Sales Leader

## Earning potential

### Graphics and videos

- Get **social graphics** for this section
- View **Real Conversations** videos for this section

### Stats

Our average US party event is \$667\*, which means you earn \$233 cash. With an average three-hour time commitment – that's more than \$77 per hour.\*\*

\*Source: Retail Sales January – December 2022.

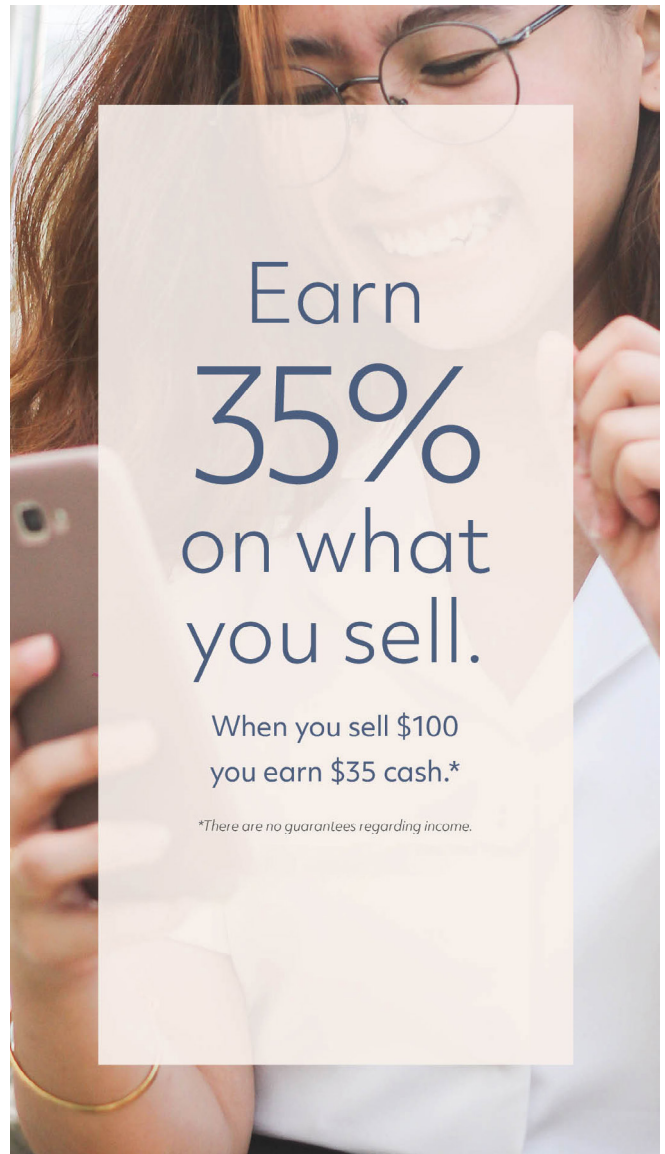
\*\*There are no guarantees regarding income. Your potential income is calculated at your Personal Retail Sales x .35.

Example: Sell \$1,000 x .35 = \$350 earned.

See the [Income Disclosure Statement](#).

### Statements

- Get rewarded for sharing our superior products and help reduce harmful chemicals for cleaner, safer, better lives.
- Earn cash for sharing our superior products and help reduce harmful chemicals for cleaner, safer better everyday lives.\*  
\*There are no guarantees regarding income; see [Income Disclosure Statement](#).
- Share our superior products and help reduce harmful chemicals for cleaner, safer, better everyday lives – plus earn 35% of each sale you make.\*  
\*There are no guarantees regarding income; see [Income Disclosure Statement](#).
- Every Norwex Consultant can make 35% on all their personal sales.\*  
\*There are no guarantees regarding income; see [Income Disclosure Statement](#).
- If you have a \$1,000 event, that's \$350 cash in your pocket.\*  
\*There are no guarantees regarding income; see [Income Disclosure Statement](#).
- Earn 35% on what you sell. When you sell \$100 you earn \$35 cash.\*  
\*There are no guarantees regarding income; see [Income Disclosure Statement](#).
- Just what you need right now to fit your life.
- Earn some extra cash.\*  
\*There are no guarantees regarding income; see [Income Disclosure Statement](#).



- Dream bigger. We'll be here when you're ready. Norwex has been empowering women for 30 years.
- Want to make \$500 a month to help with family expenses? Norwex can help, based on the average Norwex Party sales and earning 35% cash on all personal sales.\*  
\*There are no guarantees regarding income; see [Income Disclosure Statement](#).
- Many join Norwex because they want to get our beloved products at a discount. Their situation changes and they discover the business opportunity. Savvy shopper or Norwex business owner, we're here when you're ready.

## Flexibility to fit your life

### Graphics and videos

- Get **social graphics** for this section
- View **Real Conversations** videos for this section

### Statements

- Norwex is so flexible you can choose when to work on your business. Many Consultants spend time building their Norwex business while their kids are at school.\*  
\*There are no guarantees regarding income; see [Income Disclosure Statement](#).
- Blessed with responsibilities and passions? Norwex can fit your life.
- Pursue something for you, without compromising your priorities.
- Even how you get started is flexible. We offer a rotating choice of Starter Kits and product bundle offers, ranging from our Standard Starter Kit (valued at more than \$250), which can be earned for free when you achieve a sales target, to a small sampler kit.\*  
\*There are no guarantees regarding income; see [Income Disclosure Statement](#).



Blessed with  
responsibilities  
and passions?

Norwex can fit  
into your life.

To learn more:  
**Contact info here**

 **norwex**  
Independent Consultant



## A caring community

### Graphics and videos

- Get **social graphics** for this section
- View **Real Conversations** videos for this section

### Statements

- Join a passionate community sharing a cleaner, safer, better way of living.
- Be part of a thriving community of others passionate about making a difference.
- Together we can make a cleaner, safer, better world of difference.
- You get what you put into it. And we're here to help you succeed. Norwex supports you with valuable training that invests in you personally.
- The Norwex team community not only brings joy and purpose but also provides recognition and rewards. Discover new friendships that feel like family, along with top training and programs from the Home Office.
- Generate income on your own terms as a Consultant, with the flexibility to choose when and how you work. Beginning their Norwex Journey on a part-time basis, many people connect with friends and acquaintances to share products, adding a touch of extra income to their lives.\*  
\*There are no guarantees regarding income; see [Income Disclosure Statement](#).
- Enjoy the flexibility to generate income on your own terms as Norwex Consultant.\*  
\*There are no guarantees regarding income; see [Income Disclosure Statement](#).
- Joining Norwex as a Consultant is not just about earning and product discounts. It's much more, with fun and friendships.



Joining Norwex  
isn't just about  
earning money and  
product discounts.

It's much more, with fun and friendships.

 **norwex**  
Independent Consultant



Joining  
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 **norwex**  
Independent Consultant

## Easy to get started

### Graphics and videos

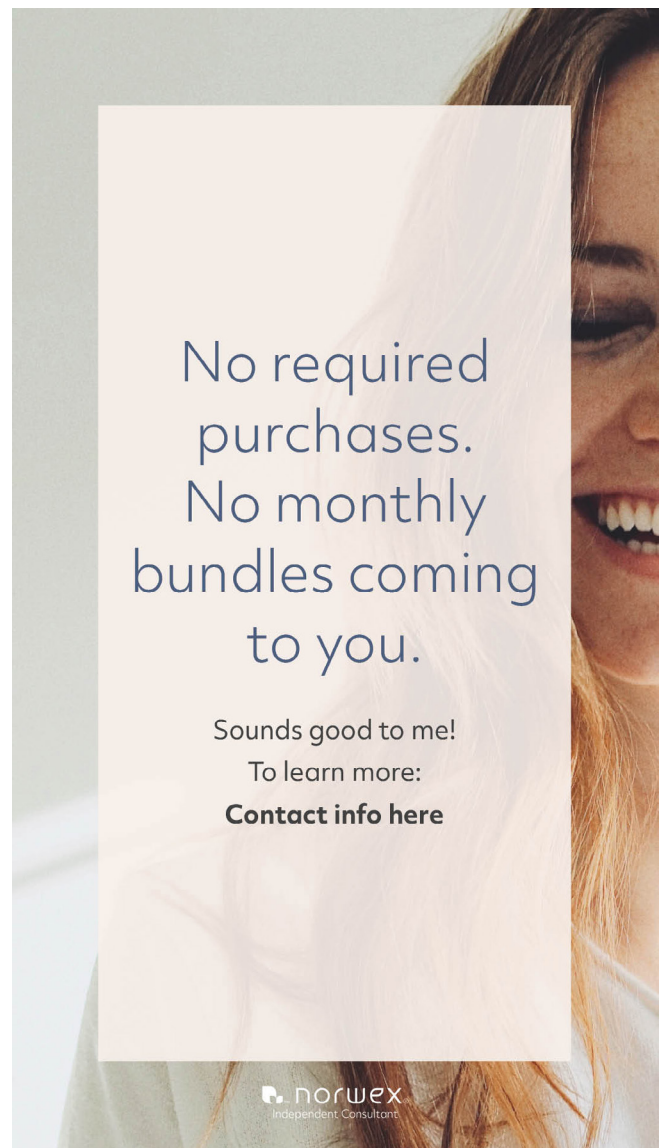
- Get **social graphics** for this section
- View **Real Conversations** videos for this section

### Stats

- 54% of our new Consultants in the US earned the Standard Starter Kit for free.\*  
\*Excludes shipping and handling.

### Statements

- Life's too short! Ready to make a change or find a way to make extra income? Learn how Norwex can help.\*  
\*There are no guarantees regarding income; see [Income Disclosure Statement](#).
- Purchase a small kit and sign up for the Consultant discount. It's up to you if you want to work to also turn it into a business by sharing Norwex with family and friends.\*  
\*There are no guarantees regarding income; see [Income Disclosure Statement](#).
- Why not give Norwex a try? You can do as much or a little as you want with no required purchases.
- We've been empowering women for 30 years.
- No required purchases. No monthly bundles coming to you.



## How to post compliantly

Over the last few years, regulators have increasingly focused on statements and claims made on social media, including the use of images and hashtags. Any post that conveys the following is likely to be reviewed by regulators, deemed non-compliant and therefore must be avoided:

- A level or range of gross or net income or profits, including, but not limited to, representations that suggest the ability to make lifestyle purchases such as homes, vehicles, vacations, etc., that are related to income earned from direct selling.
- Marketing materials or advertising describing or promising potential income amounts or demonstrating extraordinary or lavish lifestyles of sales force members enabled by their participation in direct selling.

Norwex has provided you with pre-approved Opportunity Claims for you to use in promoting your business. ***It is important that you use these claims as written and do not amend them.*** If there is a disclaimer or URL, it must also be replicated when you post it on social media or use it with collateral.

In some cases you will want to accompany the “claim” with images and or hashtags. It is important that you use images that are also compliant. Avoid obvious images of wealth such as expensive cars, homes, jewelry, etc.

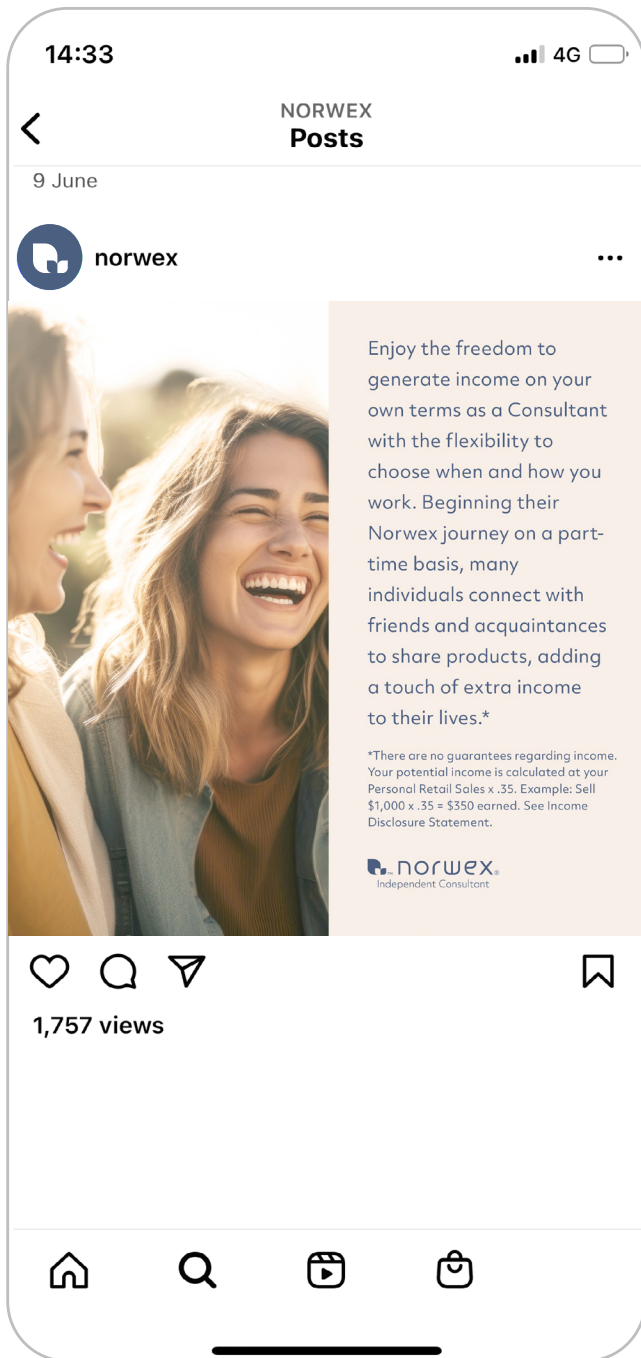
The same rules apply to hashtags (#). Ensure that when you use hashtags with the official Norwex Opportunity Claims you choose hashtags that are compliant. Avoid words or phrases that imply an earning claim. The following are examples of words that are ***not compliant*** to use as hashtags:

#wealthy	#virtual income
#get rich	#retire early
#sell itself	#free car
#afford anything	#be set for life
#afford everything	#million-dollar club
#retire early	#thousands of dollars
#pay bills	#six-figure income
#financial freedom	#fire your boss
#fast money	#the sky is the limit
#secondary income	#no ceiling on income
#significant income	

On the following pages are examples of posts that are compliant vs. non-compliant.



## Compliant vs. noncompliant: examples



### Compliant hashtags:

#norwex #norwexclean #bathroomessentials  
#bathroomtips #bathroom #ecofriendly  
#norwexskin #ecofriendlybeauty  
#sustainable #norwexconsultants #sidegig  
#workfromhome #mompreneur #momlife  
#beyourownboss #ladyboss #workingmom



### Non-compliant hashtags:

#millionaire #retireearly  
#financialfreedom

## Compliant vs. noncompliant: examples



### Compliant hashtags:

#norwex #norwexclean  
#ecofriendly #sustainable  
#norwexconsultants #sidegig  
#workfromhome #mompreneur  
#momlife #beyourownboss  
#ladyboss #workingmom



### Non-compliant comment:

Norwex provides me with so much financial flexibility that it's changed our lives.

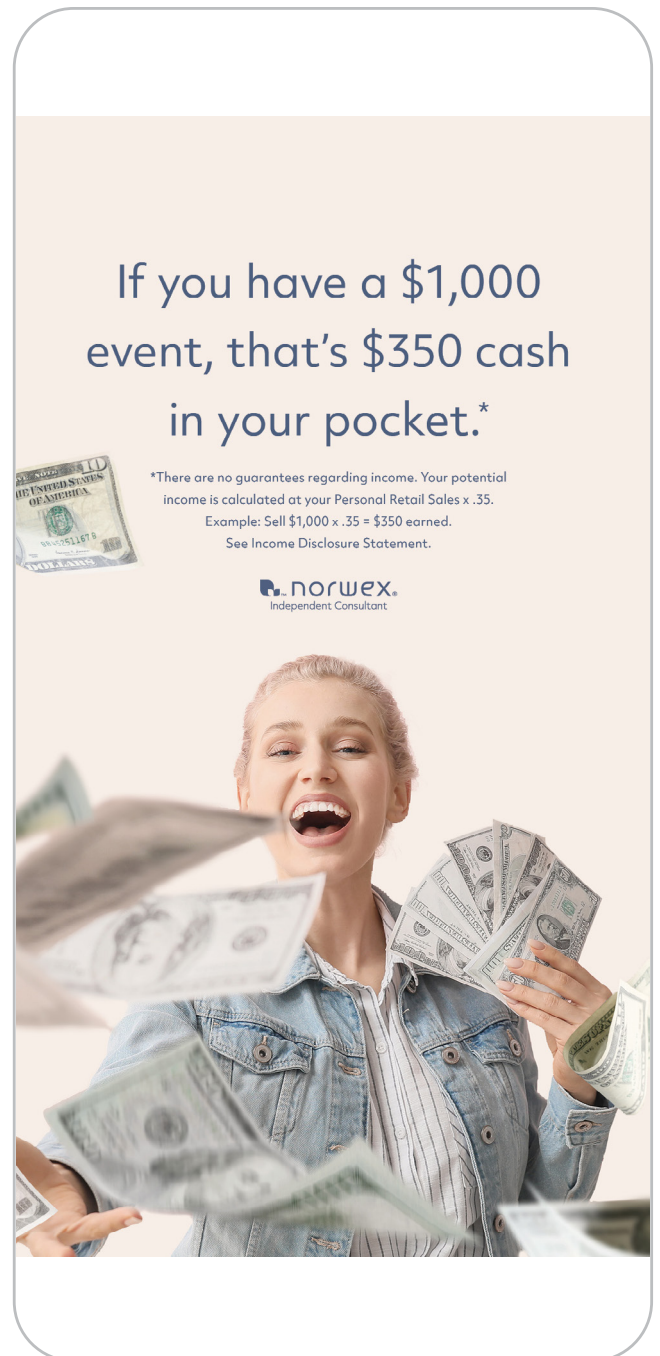


## Compliant vs. noncompliant: examples



### Compliant hashtags:

#norwexconsultants #sidegig  
#workfromhome #mompreneur  
#momlife #beyourownboss  
#ladyboss #workingmom



### Non-compliant image

### Non-compliant hashtags:

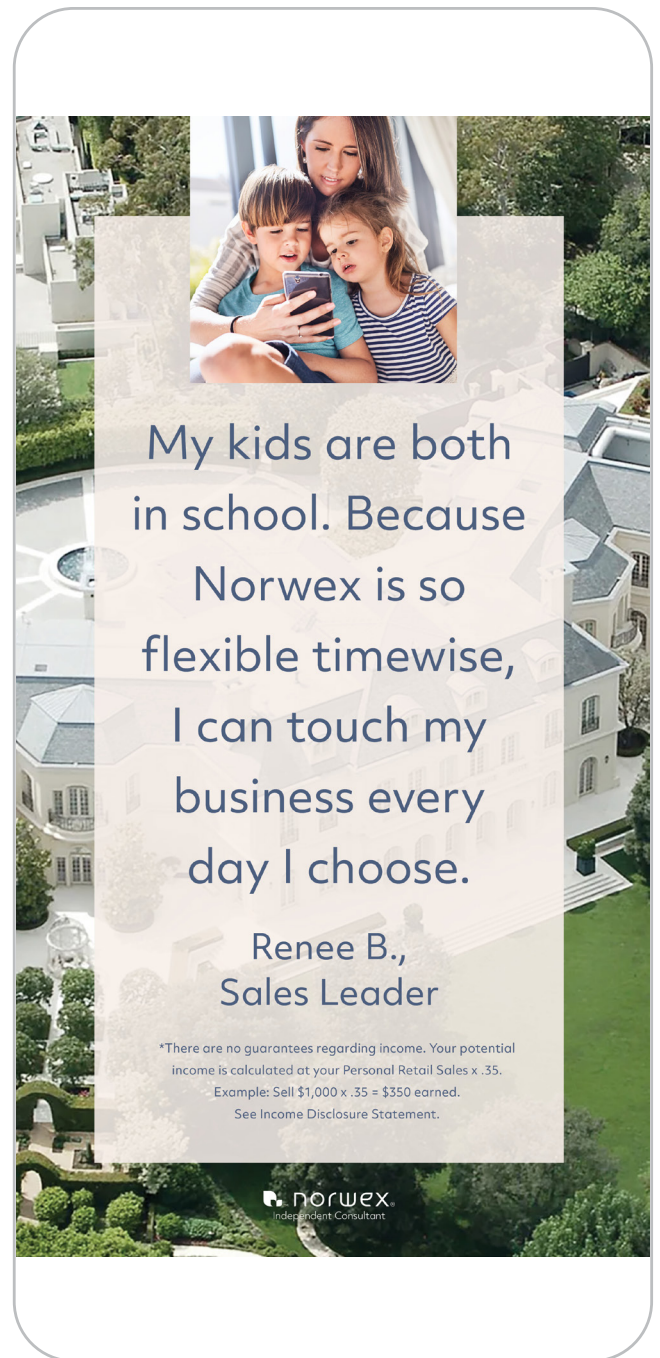
#fulltimeincomeparttimework  
#sellsitself #norisk

## Compliant vs. noncompliant: examples



### Compliant hashtags:

#sidegig #workfromhome  
#mompreneur #momlife  
#beyourownboss  
#ladyboss #workingmom



### Non-compliant image

### Non-compliant hashtag:

#fulltimeincome