

₽. NOrwex.

Get Started

It's your business, so you do you!







In-person

Online Social selling

Adapt these cards to share Norwex your way

Cards 3–8: Why our mission matters

Cards 9-13: Holding events

Cards 14–31: Share products with purpose

Cards 32-38: Skin care

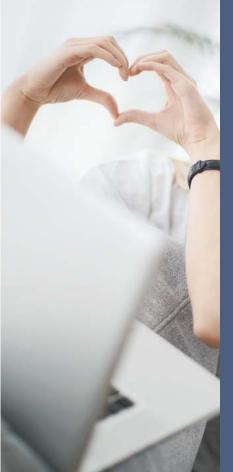
Cards 39-48: Share Norwex with others

See the Start Your Norwex Journey 5-step guide to get started:

https://theresource.norwex.com/start-your-norwex-journey/

Get the Norwex Consultant App:

Go to your app store on your phone, download the Norwex Consultant app and sign in. It's available on the Apple App Store or Google Play.



Why our mission matters

The more you understand about our mission, the easier it is to share!

- Every day we're exposed to numerous chemicals, but at what cost?
- Very few chemicals have been tested for their impact on human health.
- We know that children are especially vulnerable to chemical exposure.
- The World Health Organization has identified almost 800 chemicals suspected of interfering with the human endocrine system.







You are part of the solution

By influencing and educating others, you help them reduce chemicals and single-use waste through people-friendly, earth-friendly products.

Using just the 5 products in our Safe Haven 5 Set and water helps eliminate 80+ chemicals in your home.*

We have the power to make the world better – for ourselves, our communities and each other.

Norwex Recycled Microfiber Yarn Many of our microfiber products are made from 50%–91% recycled microfiber yarn, saving more than 12 million plastic bottles from the landfill.







Attention-getting stats to share anywhere



An EWG study found 287 different chemicals in the cord blood of newborns.





Attention-getting stats to share anywhere





Attention-getting stats to share anywhere





Environmental Working Group, https://nrwx.info/49oaKzg Environmental Working Group bit.ly/3ztlwB9

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A few reasons to be proud

Norwex partnerships



Norwex recycled content

Many of our microfiber products are made from 50%–91% recycled microfiber yarn, saving more than 12 million plastic bottles from the landfill.



STANDARD 100 by OEKO-TEX®

We partner with independent third-party OEKO-TEX so you can be sure that every certified component – from yarn and dyes to trim and label – is free from harmful substances.



OceanBound Plastic

Did you know?
An estimated 9
million tons of
discarded plastic
flows into the world's
oceans every year.
The OceanBound
label on many of
our bottles lets you
know they're made
of plastic that was
at risk of entering
the world's oceans.



Norwex Foundation for a Brighter Future

Since the inception of our charitable giving program in 2013, our donations have exceeded \$2.5 million to charitable organizations across the globe.

Norwex 360° Product Review

More than 2,700 questionable substances have been banned from our product development process.

Holding Events

Party ... Demo ... Workshop ... Online social selling

No matter what you choose to call it, your first events are known as your "Launch Parties."

A few ideas:

Do a live unboxing of your starter kit!
 Scan this QR code and check out the video for ideas of what to say.



 Host your own Launch Party/ies, either online or in-person, with the party checklist and ideas on these cards. Bonus: the Host and Consultant rewards are all yours!



US Income Disclosure Statement



Canada Income Disclosure

Why hold events?
Earn 35% of everything you sell. US Consultant events in 2022 averaged \$667 in sales – that's \$233 cash earned.

Canadian Consultant events in 2022 averaged \$579 in sales – that's \$202 cash earned.

Inviting guests to your Launch Party

Think of your Launch Parties as a fun "grand opening" for your new gig.

Intro

"Hey! I just discovered some non-toxic products that are helping me cut cleaning time in half. I just got some of the product in the mail and thought it would be fun to open together!"

What's in it for them

"I know you (hate cleaning/love clean products/have children, want to save time, want to reduce chemicals, care about the environment, etc.)"

Close

"I'm doing a demo for friends and family (details). Can I send you the information to join me? I would love your feedback!"

Prep and Host Coaching

Think of your Host as your partner. Chances are, they have never done this before.

Invite

- · Encourage them to create a guest list and over-invite
- Make invites personal:

"Hi (name)! I'm having a Norwex Party on (date) and can't wait for you to see these amazing products that are safer for your home and save you time and money."

· Use digital invites if sharing online

For more Host Coaching tips, scan this code.





Connect

- Check in to see how inviting is going
- Give your Host something simple to say:

"Hey, I wanted to see if you'll make it tomorrow?"

Last-minute reminder

• Encourage Host to touch base with guests: "Can't wait for tonight!"

Party Checklist

Whether it's meeting customers, Hosts or future Team Members, events are the key to your success. Use this checklist along with the cards in this deck for both in-person and online events.

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☐ Partner with your Host to prep for the event (card 11)

Event demo

- ☐ Personalized welcome (card 13)
 - \Box Educate on the products (cards 14–38)
 - ☐ Invite guests to book an event (card 39)
 - \square Share why you love Norwex and let the cards answer questions (cards 40, 43–47)

After the demo

 \square Close and follow up (cards 41–42)

When you see this icon, it signals a booking or Team-building seed. These are subtle mentions to make at your party to help guests gain interest in hosting or becoming a Norwex Consultant.

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Personalized Welcome

Use these thought-starters to create your Norwex story:

- 1. I joined Norwex because . . .
- 2. What I love most about what I'm doing is . . .
- 3. The reason I'm excited about telling you is ...

Tip: Sharing why you love Norwex is a great way to start your events. It helps your guests get to know you, and you never know who might need something like Norwex in their life too.



Share products with purpose

Start using, testing and practicing demonstrations with the products you received in the starter kit you chose! It's a win-win. You're learning, practicing, gaining confidence AND you'll have a clean home!

As you share with others, these cards can help give you even more confidence and ideas to demo products either in person or online.

Top 10 favorites at a glance (card 15)

Skin Care products (cards 32–38)

Tip: You don't have to share all the items in this deck; just share the Safe Haven 5 + mop or pick your favorites!

Our top 10 favorites at a glance



Descaler

Removes soap scum, limescale, calcium and rust deposits.



EnviroCloth®

"E is for everything" cloth - use with water only to clean surfaces all around your home.



Fluff and Tumble **Dryer Balls**

Static-free, wrinklefree laundry at your fingertips.



Power Cleaning Paste

One container = hundreds of uses. It's like elbow grease in a jar - perfect when you need a little more scour power.



Ultra Power Plus™ **Laundry Detergent** (aka UPP)

Get whiter whites and brighter brights with this safe and effective formula.



Body and Face Pack

Harness the power of Norwex Microfiber to gently cleanse your face and body.



Bathroom Cleaner

Cleans without strong fumes or harsh chemicals



Window Cloth

Sparkle, shine and polish! Pair with a wet EnviroCloth and use dry or damp on windows for a streak-free shine



Dusting Mitt

Uses static electricity to capture dust and prevent it from resettling on surfaces.



Superior Mop Starter System

ever need. One of our most coveted items!



EnviroCloth

What's currently your favorite cleaning product? (Let guests respond)

I'm excited to share MY must-have products with you! In fact, you can earn everything I tell you about today just by partnering with me to share Norwex with your friends and family.





Ditch toxic cleaners and wasteful paper towels and clean your home using microfiber and water.

Densely woven, superfine Norwex Microfiber physically removes up to 99% of bacteria from a surface using only water when following proper care and use instructions.

Three things set Norwex Microfiber apart:

- 1. Size of fiber: The fibers are 1/200th the thickness of a human hair (average microfiber is 1/6th the thickness).
- 2. Density of cloth: Unraveled, it would stretch from Canada to the Gulf of Mexico, giving you a better clean!
- BacLock® technology: BacLock is an antimicrobial agent solely intended to protect
 and self-clean the cloth by inhibiting growth of odor-causing bacteria, mold and mildew.
 BacLock does not protect people from disease-causing pathogens.

EnviroCloth: "E for everything" cloth!

Ways to use

- Sinks
- Toilets and tubs
- Walls and windows
- Counters
- · Kitchen appliances
- So much more!



All Norwex Microfiber products carry a two-year warranty. For details please visit: https://www.norwex.com/product-quarantee.



Did you know? Around the world, used paper towels create 254 million tons of trash every year.

Window Cloth: the EnviroCloth's BFF

Anyone struggle with still-streaky windows and mirrors AFTER you clean them? (Let guests respond)

Give your windows, stainless steel appliances and mirrors a streak-free shine – with only water!

Pair it with its BFF, the EnviroCloth, to get a chemical-free clean throughout your home. I was truly shocked by how well this cloth works.



To best understand how Norwex works, let's break it down!

- Mechanical: Norwex physically removes dirt and grime from the surface.
- Chemical: Chemical-based cleaners spray, wipe and coat surfaces with potentially harmful chemicals, leaving behind a residue.



Window Cloth: the EnviroCloth's BFF

Ways to use

Windows, stainless steel appliances, mirrors and more

Butter demo on a shiny surface:



Rub butter or another greasy substance on a shiny surface. Use your wet EnviroCloth folded.



Wipe off with wet EnviroCloth.

Tip: Share your favorite use for products to give real-life examples to your customers.



Polish with dry Window Cloth.

Dusting Mitt

Does anyone else dislike dusting as much as I do? Tell me what you hate dusting the most... (Let guests respond)

I always felt like dust re-collected (insert your spot) in my house as soon as I finished!

Our Dusting Mitt has a powerful static charge that captures dust like a magnet, so your home stays dust-free longer! Ideal for quick, eco-friendly dusting throughout the house, including blinds, screens and other hard-to-clean areas. Can be used dry or wet.



Did you know? 45 different chemicals have been identified in household dust.

Source: Natural Resources Defense Council on.nrdc.org/3BBSm67

Dusting Mitt

Ways to use

Dry: All surfaces, lamps, plants, blinds, vents, hard-to-clean areas and more!

Wet: Blinds, screens and other hard-to-clean areas.



Dust table – show how quickly it picks up dust.



Dust window blinds, sill or shelf.

Power Cleaning Paste: packs a punch of clean

Do you dread giving your sink a good clean, or are you unsure of how to get stuck-on grime off your glass cooktops? (Let guests respond)

Power Cleaning Paste is perfect for more stubborn jobs like these. One jar, hundreds of uses to tackle tough grime! I found this best to work on (insert your spot) in my home. I was amazed at the power this little paste packs!



Power Cleaning Paste: packs a punch of clean

Ways to use

- Outdoor furniture
- Floors and walls (yes, even removes permanent marker)
- Glass and foodware
- Glass stovetops
- · Rubber banding on sneakers
- Oven doors



Write on tile with a permanent marker.



Wipe a damp EnviroCloth onto Power Cleaning Paste.



Remove mark from tile.

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Laundry Detergents

What's important to you when it comes to laundry detergent? Price, ingredients, effectiveness?? (Let guests respond)

I always found myself wondering what brand of detergent to buy.

Does anyone else ever struggle with this?

(Let guests respond)

When you know better, you do better. A Norwex laundry detergent is safe and effective and lasts (insert how long) in our house.

When purchasing the Safe Haven 5 Set, you can choose the form of laundry detergent you like best: liquid, powder or strips!

Ultra Power Plus is the option that comes in a Consultant Standard Starter Kit.



Also available in lavender







Laundry Detergents

Four options:

PowerZyme[™]

Enzymes provide superior stain-, oil- and odorfighting power.



Ultra Power Plus (UPP)

Our most popular everyday detergent.



Liquid Laundry

Powered by enzymes to tackle stains and odors.



Eco-Wash Strips

Plant-based formula, lightweight and great on the go.



Body and Face Pack

Who has a skin care routine?

How are you currently cleansing your face?...
(Let guests respond)

Did you know . . .

The average woman uses personal care products with 168 different chemical ingredients, every day!

Ways to use

- Cleans from head to toe
- Great for delicate and children's skin

The Face and Body Cloth gently cleanses skin with just water.

These super-soft cloths contain BacLock*, which keeps the cloth fresher longer.

*BacLock is an antimicrobial agent solely intended to protect and self-clean the cloth by inhibiting growth of odor-causing bacteria, mold and mildew. BacLock does not protect people from disease-causing pathogens.



Superior Mop Starter System

How would you rate the current state of your floors? (Let guests respond)

Did you know . . .

Up to 85% of contaminants are brought indoors in the first 4 steps.

The floors of your home can harbor pollutants, chemicals, dust and bacteria – but pushing around a heavy bucket and mop is too much work and single-use pads are costly.

Clean your floors with the Superior Mop Starter System and just water or a Norwex cleaner – no harmful chemicals where kids and pets play.

If you're ready to ditch your old-school mop, let's discuss how you can get this at a great discount or even free!



Made with densely woven, superfine recycled microfiber yarn, the Superior Mop Starter System physically removes up to 99% of bacteria from a surface with only water when following proper care and use instructions.



Superior Mop Starter System

Ways to use

On all floor types, walls and windows.

Baseboards - simply place pads off-center on the base.

There are three ways customers can get our mop:

- Purchase it it's worth every penny
- Host their own event and get it for free
 - or at a significant discount







Show how the Mop Pads attach/remove via Velcro:



Show how to adjust the handle.

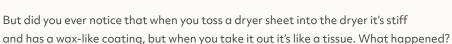


Use Rubber Brush to clean Dry Mop Pad.

Fluff and Tumble Dryer Balls

Anyone here have a long-term relationship with dryer sheets? (Let guests respond)

Personally, I loved the way they made my clothes feel and smell . . .



Chemicals in dryer sheets can create a buildup on clothing, which then touches your skin. (BTW: Your skin is your largest organ.)

Fluff and Tumble Dryer Balls are made from 100% New Zealand wool and can be safely used over and over again. They create space between clothes to help reduce drying time, static and wrinkles.



Descaler

Where in your home do you struggle with hard water buildup? (Let guests respond)

I always felt like my shower doors and sinks were never clean no matter how potent the chemical cleaner was!

Our Descaler cleans and removes calcium, lime and rust stains and even stuck-on soap scum without harmful chemicals – in minutes!

Use on: porcelain, ceramic, fiberglass, stainless steel, aluminum, vinyl and plastic.

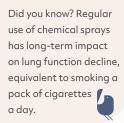


Bathroom Cleaner

Now we come to the most unpleasant place in the house to clean... Or at least in my opinion! The bathroom, and especially the toilet!

Our Bathroom Cleaner safely cleans bathroom bowls, basins and more*... no harmful fumes here! Use full strength or dilute to use as a spray.

*Not for use on natural stone surfaces or special coatings.





Share products with purpose Skin care at a glance

Norwex Skin Care products are:

- · Cleaner. Safer. Better.
- Cleaner formulas
- · Safer ingredients
- Better results

With Nordic ingredients and refillable options, our Skin Care line is second to none. And our 360° Review helps ensure only the safest, best ingredients for your skin.

Tip: Let customers know sustainably packaged refills are available. Help them save 10% on future orders with AutoSave. Share that the entire line has a 60-day guarantee.



Environmental Working Group



EWG Verified® was created to make it easier for everyone, everywhere to find safer, healthier consumer products. The EWG Verified program ensures that brands formulate products using ingredients that have been tested for safety, are free from chemicals of concern and are manufactured according to the strictest criteria for transparency.

Ingredients that make Norwex Skin Care unique



Nordic antioxidants Cloudberry, lingonberry, sea buckthorn, bilberry, red algae, black oat

Benefits

- Help fight free radicals
 - Support skin's natural moisture barrier
 - Reduce moisture loss, lock in hydration
- Reduce appearance of fine lines and wrinkles
 - Soften and soothe
- Energize and brighten



Glacial water

Naturally filtered in the mountains. The rocky riverbed filters and preserves the water, making it microbiologically pure.

Benefits

- Intensely hydrating
- Rich in mineral trace elements



Prebiotics and probiotics

The skin houses organisms known as the microbiome, which shield against pollution and harsh cleansers. When it's compromised, dryness and irritation can occur.

Pre- and probiotics help keep the microbiome balanced

and protected. Benefits

- Balance skin's unique microbiome
- Help protect
 from external stressors

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A streamlined routine



Cleanse





Treat





Moisturize



Protect











Products work together for optimal results.

Tip: To remember the order of application, use products from thinnest to thickest.





Mini Ultra-Plush Face Cloth





- Remove makeup, dirt and grime with cloth and water alone
- water aloneFeatures BacLock* antimicrobial agent



*BacLock is an antimicrobial agent solely intended to protect and self-clean the cloth by inhibiting growth of odor-causing bacteria, mold and mildew. BacLock does

not protect people from disease-causing pathogens.



Cleansing Facial Powder

1

Traditional cleansers can strip your skin, leaving it irritated and dry. Plus, typical cleansers contain water and need larger packaging to transport that water weight.



Cleanse

Just add water to our Cleansing Facial Powder to create a light foam that safely whisks away the day's layer of makeup to reveal smoother, healthier-looking skin.



Rejuvenating Serum

2



Treat

As we get older, fine lines and wrinkles can start to form, and skin can become dry. Embrace age with confidence!

Rejuvenating Serum is designed to reduce visible signs of aging while helping to brighten skin and improve elasticity, making your skin look and feel younger.

Plus it comes in refillable packaging to help reduce environmental waste.



Renewing Eye Cream





Treat

The under-eye area can be prone to dark, puffy circles. Ultra-rich Renewing Eye Cream is designed to brighten the delicate skin around the eye, so you look more rested, relaxed and beautiful.



Hydrating Moisturizer

3



Moisturize

Dry, dull skin leaving you frustrated?
Our Hydrating Moisturizer brings back
your natural glow. Glacial water provides
intense hydration, and potent probiotics
strengthen the skin's natural moisture barrier.



Illuminating Oil

3



Moisturize

Need an extra boost of hydration now and then? Illuminating Oil is formulated with pure, plant-derived ingredients to nourish and restore skin while providing intense hydration.



PROTECT + PREVENT Mineral Facial Sunscreen SPF 30

4



Protect

Many sun care products contain chemical sunscreens that can enter the bloodstream, and the FDA has called for more data to confirm that they're safe for human use. These ingredients can disrupt hormones and may lead to fertility problems and even cancer.

Norwex has a safer solution.

Our Mineral Facial Sunscreen is formulated with non-nano zinc oxide and titanium dioxide. It's reef-friendly certified so it's also safer for our waterways.

It protects against UVA/UVB rays and blue light, and fights free radicals.



Source:

Wrap up and Team-building

People are often curious and may love to know more about what you do, especially if you've woven some Team-building seeds into your presentation. You never know whose life you will change.

Simply invite them to check out Norwex - they can decide if it's right for them. It's as simple as saying something like:

"Before I wrap up, if there was anything I said that piqued your interest on the business side of Norwex today, I'd love to have a 10-minute conversation with you. Let me know at checkout."

It's a good idea to sprinkle 3-5 Team-building seeds, such as:

"I love having a business that allows me to make a difference."

"How great is it that I got this mop FREE when I joined."

"I love that I get to set my own hours so I can stay home with my kids."

Wrap up and booking

If you're anything like me, you want everything I've been talking about.

As I was sharing, did anyone immediately pop into your head who would like to:



- 1. Save money on safe products?
- 2. Hates cleaning and would love some extra time back in their day?
- 3. Has a passion for removing toxic chemicals from their home?

If so, let's chat about sharing Norwex with them in a (party/workshop/event)!

On average, my Hosts receive (insert \$) in free products, plus 50% off items and free shipping.



I hope you had fun and learned a lot. I'm here for questions, so don't hesitate to ask!

Ready to order? I added all items we discussed to a cart and can send this directly to you for easy checkout. (Ask guests for phone numbers to text them a link to Share A Cart.)

Checkout and closing

Checkout

Make checkout personal based on the problems each guest shared and the solutions you can offer. Don't omit anyone; extend an invitation to join or host to all.

Review their order and ask: What was your favorite part of the event? I sent you a cart for easy checkout; is there anything you'd like to add to it?*

- As I was sharing, did anyone come to mind who'd love to learn about these products?
- What do you think about doing what (Host name) did? Hosting with Norwex can help you save money and time while reducing toxins in your home. . . .

Thanks and last chance

Send a reminder that the ordering link is closing (insert date and time).

 Are you interested in how Norwex can fit into your life? Today's the last day to ensure that (insert Host name) gets credit. (Insert ordering link or Share A Cart.)

^{*}Learn more about creating a Share A Cart



Follow Up

Following up helps to build relationships with your customers. By customizing your conversations instead of automating, you'll see better results keeping a full calendar and building your Team.

Use the 2-2-2 follow-up formula after someone purchases from you:

<u>2 Days</u>: Simply thank them for their purchase while they're excited and it's top of mind. After 3 days interest fades, so following up within 2 days makes a difference!

<u>2 Weeks</u>: Provide customer service. Gauge their interest for joining Norwex, hosting or sharing a Personal Link.

 $\underline{2 \text{ Months}}$: Deepen the relationship and keep the connection with the customer. This is a great time to see what they might be running low on. (Think consumables like detergents or personal care products! Let them know they can replenish them automatically through AutoSave.)

<u>6 and 12 Months</u>: Check in with them to see if they're looking for something new. At 12 months, wish them a happy Norwex anniversary and see how they've been doing. If you follow them on social media, ask about something they've shared recently. This is an opportunity to continue building a relationship.

More questions made easy

The more you share Norwex at your events, on social and throughout your everyday life, the more questions people will ask about what you do.

You don't have to know everything right away . . . just start sharing!

Here are a few of the most commonly asked questions.

How much do Norwex Consultants earn?

Retail Sales starting day one!"

\$3.000 × 35% =











Can I sell Norwex casually or as a side gig?

Norwex offers flexibility to fit your life. So many people schedule their lives around their jobs, but you decide how to schedule Norwex into your life. Whatever your

situation, Norwex can work for you.

Share on social or have events when and how you want!

How can I share Norwex?

You can do events online or in person.





Living cleaner, safer and better is important to me How can I get Norwex in my home?

- 1. Enjoy products as a Norwex customer.
- 2. Earn rewards by hosting an event. (Hosts can earn 10% - 25% of event purchases in free products, half-price items and free shipping.)
- 3. Partner with me as a Consultant and earn 35% on everything you sell by sharing Norwex with others. Plus enjoy a 35% Retail Discount on products you order for yourself.



Norwex Norwex

How much do Norwex Consultants earn?

Earn 35% on all your Personal Retail Sales starting day one!*

Personal Retail Sales	@35%	Potential income**
\$1,000	x 35% =	\$350
\$2,000	x 35% =	\$700
\$3.000	x 35% =	\$1.050

^{*}There are no guarantees regarding income. In general, those who dedicate the most time and effort to their Norwex business have the potential to earn the most income.

**Your potential income is calculated at your Personal Retail Sales x .35. Example: Sell \$1,000 x .35 = \$350 earned.

See Income Disclosure Statement for details.



US Income Disclosure Statement



Canada Income Disclosure Statement



How much does it cost to get started?

Good question! Norwex offers several starter kit options at various price points to get you off to a great start in your business!



Tip: Always check The Resource for the latest starter kit offerings. It's a great idea to share the different kits so you can find the best fit for your new Team member.

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Can I sell Norwex casually or as a side gig?

Absolutely!

Norwex offers flexibility to fit your life.

So many people schedule their lives around their jobs, but you decide how to schedule Norwex into your life. Whatever your situation, Norwex can work for you.

Share on social or have events when and how you want!

How can I share Norwex?

You can do events online or in person.

If you love social media, social selling is an option too!



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Living cleaner, safer and better is important to me

How can I get Norwex in my home?

- 1. Enjoy products as a Norwex customer.
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- Partner with me as a Consultant and earn 35% on everything you sell by sharing Norwex with others.
 Plus enjoy a 35% Retail Discount on products you order for yourself.



More helpful how-to's

Scan to learn more about:

Parties





US

Canada

Starting Your Norwex Journey





• norwex.

Start Your Norwex Journey

As a Norwex Consultant, you've opened exciting new doors of opportunity.

Jump-start your success by sharing your passion for cleaner, safer, better living.

Get going

SETTING UP SHOP IS A GREAT PLACE TO START.

- · Go to Norwex.com to log into your Norwex Website with your email or Consultant ID
- · Enter your bank details so you can get paid
- · If you selected Office Suite, personalize your website (3 months free as a New Consultant)

PRO TIP

See how easy it is to <u>place your personal order</u> each month. $\label{eq:view} View \, \underline{\text{step-by-step}} \, \text{mobile screenshots}.$

Get excited

2

NORWEX HAS THE RESOURCES YOU NEED FOR SUCCESS.

- · Learn about the top 5 essential products for every home
- · Connect with the Norwex Community on Facebook
- · Discover the Norwex Mission and see the impact we're making

PRO TIP

Start sharing Norwex by showing off the products.

<u>Unbox your products</u> with friends to create excitement.

<u>Share a Cart</u> that features the products you unboxed.