



January 2025
Playbook



January 2025



Transform

Transform Your Everyday

New Year's Day (NA): 1/1

MLK Jr. Day (US): 1/20

Contents

January New Product

January Selling Drivers

Host Parties & Events

Recruiting & Onboarding

Team Activation

Summary



January Theme and Focus



2025

'focus' over 'theme,' *relatable phrase* over single word

month	focus
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January	Transform Your Everyday
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February	Let's Get Personal
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March	Refresh & Renew
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April	Embrace the Planet
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May	Clear the Air
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June	Celebrate Better Living
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July	Ditch Disposables
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August	Discover Norwex
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September	Recommit to Clean
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October	Give Back Better
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November	Gather for Good
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December	Share the Gift of Norwex
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** Note that Mission Feature Months themes still in discussion

April (Earth Day), May (Asthma & Allergy), July (Plastic Free) and October (Cancer Awareness),

JANUARY

Transform Your Everyday



The Why

The New Year brings new opportunities for positive change. Norwex helps you transform your everyday with the latest eco-friendly innovations in laundry, kitchen and family care; a rewarding host program where you can earn your favorites for free; and an uplifting earnings opportunity where you can help others live more sustainably and chemical-free.

Products

Powerzyme™ Laundry Detergent, Lyocell Microfiber Plush Towel Collection (heathered oatmeal), Reusable Silicone Bag, Diamond Textured Kitchen Towel & Cloth (onyx), Counter Cloths (onyx), set of 3



January New
Product



Family Care

Lyocell Microfiber Plush Towels

Our premium Norwex Microfiber combines with **naturally derived** lyocell for luxurious, pampering perfection! Plus, the extra-soft Norwex Microfiber contains our exclusive BacLock technology to help keep it fresher longer.

- Ultra-absorbent and quick drying microfiber meets sustainable wood cellulose to create a soft, breathable material.
- Lyocell is made of wood cellulose from Forest Stewardship Council (FSC) certified sources.
- It uses a clean, eco-friendly, closed loop manufacturing process.
- Lyocell and microfiber make the perfect pair, combining long-lasting durability with next-level sustainability. Attract a totally new consumer and build current because of the different touch and feel on the body. All the benefits of BacLock microfiber with the feel of natural fibers .
- Machine wash **cold**, gentle cycle and tumble dry **low**.
- Available individually and as a set.

BacLock®

Price:

\$59.99 [US]; \$79.99 [CAD] - Bath Towel

\$28.99 [US]; \$32.99 [CAD] - Hand Towel

\$32.99 [US]; \$38.99 [CAD] - Body and Face Pack

SKU Details:

743003 NA Lyocell Microfiber Plush Bath Towel Oatmeal

742003 NA Lyocell Microfiber Plush Hand Towel Oatmeal

745003 NA Lyocell Microfiber Plush B&F Pack of 3 Oatmeal

FOR NORWEX CONSULTANTS ONLY. ACCESS ALL INCENTIVE AND PROGRAM MATERIALS FROM THE RESOURCE FOR PUBLIC DISTRIBUTION.



Home Care

Diamond Textured Kitchen Towel, Cloths and Counter Cloths onyx

These super-absorbent microfiber are great for drying dishes and so much more.

Microfiber physically removes up to 99% of bacteria from a surface.

Clean off countertops, tables, appliances and more with water alone.

Perfect for crumbs, spills and sticky messes.

Saves time, money and the environment with chemical-free cleaning and no paper towels.

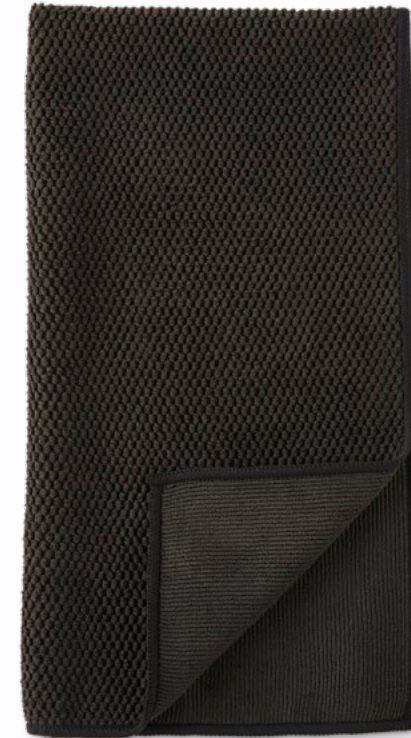
Certified by STANDARD 100 by OEKO-TEX® and tested against a list of 350+ harmful substances.

Includes BacLock
70% Recycled MF

Kitchen Towel
Price: \$24.99 [US]; \$29.99 [CDN]
SKUs: 706030
Sets: Kitchen Towel & Cloth Set
Set Price: (\$39.98) \$36.99 [US]; (\$49.98)
\$45.99 [CA]

Kitchen Cloth
Price: \$14.99 [US]; \$19.99 [CDN]
SKU: 707030 (onyx)
Cloth Trio Set Price: (\$44.97)
\$40.99 [US]; (\$59.97) \$54.99 [CA]

Counter Cloths
Price: \$24.99 [US] / \$33.99 [CA]
SKU Details: 307426
Counter Cloth, Onyx
Save with the Counter Cloth and
Box Set 2401



Reusable Silicone Bags

Replaces single use plastic bags

Food safe reusable silicone storage bags

Stand up design

Pull tabs to make opening easier

Microwave and freezer safe

Oven safe up to 190C / 375F (bags will discolor at higher heats)
Handwash and air dry

Baclock
LFBG-grade, food-safe silicone

Size

- Small – 870 mL / 29 fl. Oz
- Large – 1900 mL / 64 fl. Oz

Price

- Small \$25.99 [US] / \$29.99 [CA]
- Large \$29.99 [US] / \$35.99 [CA]

SKU Details:

358049 Silicone Reusable Storage Bags Stand Up BacLock S NAAP

358051 Silicone Reusable Storage Bags Stand Up BacLock L NAAP

Save with the Set 1910 ~~(\$55.98)~~ \$50.99 [US] / ~~(\$65.98)~~ \$59.99 [CA]



PowerZyme Laundry Detergent 1kg

Power Up your laundry with enzymes!

PowerZyme is proven to work just as well and even BETTER than popular name-brand detergents. PowerZyme laundry detergent USDA 91% biobased formulation taps into the power of enzymes to bring a burst of cleaning energy to life's messiest fabric moments.

Enzymes replace many harmful chemicals that traditional detergents need to be effective. Nature's cleaning power, enzymes, are nature's way of breaking down organic stains so they easily wash away. Enzymes are natural and biodegradable, when broken down, they simply return to nature without harming the environment.

- Fragrance-free, Dermatologist tested for allergy and irritancy, Safe for sensitive skin (hypoallergenic), Clinically Proven to be non-irritating, kind to skin

Ultra Power Plus REMAINS and delivers outstanding performance while being an effective alternative to chemical-laden detergents without enzymes.

Price: \$37.99 [US] / \$41.99 [CA]

SKU Details:

600071 PowerZyme Laundry Detergent 1kg

NAAUNZ

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EWG Verified!

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 EWG's chemicals of concern and are manufactured according to the strictest criteria for transparency.
- Starting our journey with three of our skin care items – Essential Skincare Set (Cleansing Facial Powder, Hydrating Moisturizer, Renewing Eye Cream) and will continue to Grow!



Personal Care



Home Care



Family Care



January Discontinued Items

As part of our continuing effort to streamline and improve our product offering, we've made the business decision to discontinue certain items.

By discontinuing and offering certain items while supplies last, we're able to focus our efforts on providing new and even more innovative products and resources. The following items will be available only while supplies last.

Stock up on these discontinued products before they are gone.

JANUARY 2025 PRODUCT DISCONTINUATIONS	
Item #	Description
307222	Kitchen Cloth, navy
307220	Kitchen Cloth, teal
307120	Kitchen Towel, teal
307402	Norwex Napkins, leaf
307404	Norwex Napkins, peacock (set of 4)
307410	Counter Cloths, slate/vanilla/mushroom
370503	Counter Cloths Box Set - slate, vanilla, mushroom
307418	Counter Cloths, vanilla/mushroom/amethyst
370509	Counter Cloths Box Set - vanilla, mushroom, amethyst
309016	Pet to Dry, grey kitten
309032	Baby Bibs Set, graphite with gingham trim
309092	Body Scrub Mitt
309450	Queen Flat Sheet, cloud
309452	Queen Fitted Sheet, cloud
354000	Spray Bottle, blue
354114	EnviroScrub, graphite/teal (pack of 3)
1451	Bottle Brush with EnviroSleeve
357056	EnviroSleeve Replacement
358030	Stainless Steel Straw (pack of 4)
700064	EnviroCloth, denim
705033	Window Cloth, leaves
800016	Basic Package, teal/leaves

January Price Changes

We are committed to bringing you the highest-quality products that reduce harmful chemicals in your home at a great value. Like other companies, we are feeling the impact of higher sourcing and manufacturing costs. Raw materials, transportation and manufacturing costs continue to increase worldwide. Norwex has absorbed many of the increased costs incurred to manufacture and deliver superior products to you; however, we need to adjust our prices at this time.

To support you and your Customers, we will keep price increases below the projected inflation rate and continue to provide superior-quality Norwex products.

New prices go into effect at noon, CT, January 1. At that time, the new pricing will be found in our catalog and on the website.

As always, we strive daily to support you the Consultant, to bring you the best quality product at a great value while you work to create Safe Havens in the homes of your community.

SKU	SKU Name		US		CANADA	
			US Current Retail	US New Retail Price Jan 2025	US Current Retail	US New Retail Price Jan 2025
705024	Window Cloth, amethyst with graphite trim	Window cloth	\$23.99	\$24.99	\$27.99	\$28.99
705045	Window Cloth, graphite					
705048	Window Cloth, BacLock®, palm					
700055	EnviroCloth® RC, BacLock®, forest	EnviroCloth	\$22.99	\$23.99	\$25.99	\$26.99
700085	EnviroCloth® RC, BacLock®, graphite					
700064	EnviroCloth® RC, BacLock®, denim					
700046	EnviroCloth® RC, BacLock®, teal					
700061	EnviroCloth® RC, BacLock®, graphite/amethyst trim					
700073	EnviroCloth®, RC BL, mushroom w/sea mist trim					
700014	EnviroCloth® RC, BacLock®, blue					
700098						
700030						
309019	Chenille Hand Towel, BacLock®, graphite	Chenille Hand Towel	\$30.99	\$31.99		
760003	Chenille Hand Towel, RC BL, heathered oatmeal					
760000	Chenille Hand Towel, RC, BacLock®, mushroom					
309104	Chenille Hand Towel, RC, BacLock®, denim					
309026	Chenille Hand Towel, BacLock®, sea mist					
309034	Chenille Hand Towel, BacLock®, eggplant					
708000	Dusting Mitt, blue	Dusting Mitt	\$21.99	\$24.99	\$27.99	\$28.99
708011	Dusting Mitt, teal					
708003	Dusting Mitt, graphite					
1125	Ultra Power Plus™ Laundry Detergent 1 kg		\$33.99	\$34.99	\$37.99	\$38.99
403488	Eco-Wash Laundry Detergent Strips (36 Strips)		\$31.99	\$32.99	\$35.99	\$36.99
600163	Liquid Laundry Detergent		\$40.99	\$41.99	\$48.99	\$49.99
600050	Liquid Laundry Detergent, lavender		\$40.99	\$41.99	\$48.99	\$49.99
600016	Microfiber Cleaner Laundry Booster		\$28.99	\$29.99	\$34.99	\$35.99
403474	UltraZyme™ Dishwasher Powder		\$19.99	\$21.99	\$22.99	\$23.99
315004	All-Around Kids Blanket BacLock 127x115cm w Carrying Wristlet Woodland Animals NA				\$93.99	\$99.99
754001	Oversized Ultra Plush Bath Towel BacLock 94x170cm Oatmeal				\$94.99	\$99.99
754004	Oversized Ultra Plush Bath Towel BacLock 94x170cm Graphite				\$94.99	\$99.99
357006	Toilet Bowl Cleaning System				\$53.99	\$55.99
306104	Dual-Sided Makeup Removers BacLock 13x10cm Graphite Set of 5				\$49.99	\$52.99
358003	Silicone Food Storage Containers, L/XL (set of 2)				\$38.99	\$41.99
600066	Bright & White Laundry + Home Booster				\$32.99	\$35.99
600020	Odour Eliminator, Crisp Linen				\$25.99	\$27.99



January Share-A-Cart

Suggested Products – Month Product Spotlight; New Products, Personal Care Microfiber

- Laundry:

PowerZyme

Fluff and Tumble Dryer Balls

- Kitchen:

Kitchen Towel, Cloth and Counter Cloths Onyx

Reusable Silicone Bags

Cutting Boards

- Microfiber Personal Care:

Lyocell Towels, Hand towel and Face and Body

Dual-Sided Makeup Removers





January Selling Drivers

January 2025 Cart Exclusive

- **Spend:** \$75_{US}/\$100 _{CA}
- **Unlock:** EnviroCloth, Midnight Blue + 2 PowerZyme Samples (\$19_{US}/\$21_{CA})
- **Consultant price:** \$11.70_{US}/\$13.65_{CA}



- Retail threshold applies at Consultant level. Consultant discount taken off Retail at check-out.

January 2025 Spend & Save

Spend & Save Level 1

- **Spend:** \$125_{US}/\$150_{CA}
- **Save:** Exfoliating Facial Mitt (\$9_{US}/\$13_{CA})
- Consultant price: \$5.85_{US}/\$8.45_{CA}

Spend & Save Level 2

- **Spend:** \$175_{US}/\$200_{CA}
- **Save:** Deep Hydration BioCellulose Mask (4) (\$30_{US}/\$36_{CA})
- Consultant price: \$19.50_{US}/\$23.40_{CA}

AOV with Spend & Save in the cart
increased by 33% with introduction of
higher spend thresholds
(Apr-Jul vs. Aug-Nov)



- Retail threshold applies at Consultant level. Consultant discount taken off Retail at check-out.

Kick-off Sale: 20% off Personal Care Microfiber

- January 1 – 15
- FREE Gift with Purchase: Free pack of all six skin care samples auto-added to cart at \$150us/\$175ca of Kick-off Sale items!

	US			CA		
	Retail Value	Savings	Sale Price	Retail Value	Savings	Sale Price
Body and Face Pack, coastal	\$25.99	\$5.20	\$20.79	\$31.99	\$6.40	\$25.59
Body and Face Pack, tranquil	\$25.99	\$5.20	\$20.79	\$31.99	\$6.40	\$25.59
Body and Face Pack, graphite/vanilla	\$25.99	\$5.20	\$20.79	\$31.99	\$6.40	\$25.59
Body and Face Pack, teal/vanilla	\$25.99	\$5.20	\$20.79	\$31.99	\$6.40	\$25.59
Body and Face Pack, graphite	\$25.99	\$5.20	\$20.79	\$31.99	\$6.40	\$25.59
Body and Face Pack, marine -- LE	\$25.99	\$5.20	\$20.79	\$31.99	\$6.40	\$25.59
Body and Face Pack, marine stripes -- LE	\$25.99	\$5.20	\$20.79	\$31.99	\$6.40	\$25.59
Chenille Hand Towel, sea mist	\$31.99	\$6.40	\$25.59	\$39.99	\$8.00	\$31.99
Chenille Hand Towel, eggplant	\$31.99	\$6.40	\$25.59	\$39.99	\$8.00	\$31.99
Chenille Hand Towel, mushroom	\$31.99	\$6.40	\$25.59	\$39.99	\$8.00	\$31.99
Chenille Hand Towel, denim	\$31.99	\$6.40	\$25.59	\$39.99	\$8.00	\$31.99
Chenille Hand Towel, heathered oatmeal	\$31.99	\$6.40	\$25.59	\$39.99	\$8.00	\$31.99
Chenille Hand Towel, sage -- LE	\$31.99	\$6.40	\$25.59	\$30.99	\$8.00	\$22.99
Chenille Hand Towel, graphite	\$31.99	\$6.40	\$25.59	\$39.99	\$8.00	\$31.99
Chenille Hand Towel, caribbean -- LE	\$31.99	\$6.40	\$25.59	\$39.99	\$8.00	\$31.99
Back Scrubber	\$21.99	\$4.40	\$17.59	\$23.99	\$4.80	\$19.19
Facial Pads	\$18.99	\$3.80	\$15.19	\$25.99	\$5.20	\$20.79
Lysere™ Prebiotic Deodorant	\$19.99	\$4.00	\$15.99	\$26.99	\$5.40	\$21.59
Crystal Deodorant	\$14.99	\$3.00	\$11.99	\$18.99	\$3.80	\$15.19
XL Ultra-Plush Bath Towel, graphite	\$79.99	\$16.00	\$63.99	\$94.99	\$19.00	\$75.99
XL Ultra-Plush Bath Towel, heathered oatmeal	\$79.99	\$16.00	\$63.99	\$94.99	\$19.00	\$75.99





January Host Parties/Events



January 2025 Host Exclusive

Microfiber + Bamboo Reusable Rounds 10pc w/Mesh Bag (SKU: 326001)

Included order opportunity during SL preorder!

Microfiber + Bamboo Reusable Rounds (with BacLock)

A superior, sustainable replacement for single-use cotton rounds. They easily glide over your skin for smoother cleansing, whether used with water alone or paired with Norwex Cleansing Facial Powder. Easy to rinse, dry and reuse, these rounds reduce laundering frequency and include a zippered mesh bag that doubles as a handy carrying pouch.



January 2025 Host Exclusive

Exclusive product offer & 20% Discount:

- Microfiber + Bamboo Reusable Rounds with mesh bag \$24_{us}/\$32_{ca}
 - Retail: \$29.99_{us}/\$39.99_{ca}
- **NEW** never-before seen product to drive excitement for hosting!

Qualified Party: Party date in January + \$250 in sales in January + 1 booking in January; Hosts have 90 days to claim

Continuing: \$50 Host Norwex Discount when someone joins from the event.



	US	CA
Retail	\$29.99	\$39.99
20% "Host" Discount	\$6.00	\$8.00
PRS Value	\$24.00	\$32.00
40% Consultant Discount	\$9.60	\$12.80
YOUR PRICE	\$14.40	\$19.20

January 2025 Mega Party Topics

January: Microfiber/Personal Care

Theme: Transform Your Everyday (New Year's Resolutions, January Launch)

Week 1 (January 7): Kickstart the Year with a Clean Home featuring Safe Haven 5 presented by Amy Cadora

Week 2 (January 14): Simplify Your Routine with Norwex

Week 3 (January 21): Tackle Your Toughest Cleaning Tasks

Week 4 (January 28): Make Cleaning Fast and Easy



Recruiting & Onboarding

January 2025 New Consultant Starter and Upgrade Kits

Starter Kits

- Standard Starter Kit
- Safe Haven 5 Kit
- Skin Care Starter Kit

PLUS: Free Sample Kit Add-ons for all Starter Kits

Upgrade Kits

- Skin Care Booster Kit
- Silver Upgrade Kit
- Gold Upgrade Kit
- Platinum Upgrade Kit



January 2025 Sample Kit Add-on

Sample Kit Add-ons

Description

Night Cream 2ml

Hydrating Moisturizer 2ml

Eye Cream 2ml

Illuminating Oil 2ml

Cleansing Facial Powder 2ml

Single Sachet Holder

Power Cleaning Paste, 25ml mini

Mini Body & Face Cloths (10)

Mini Window Cloth (10)

Mini EnviroCloth (10)

PowerZyme sachet

January 2025 Catalogue

Share Cards





January
Team Activation



Training – New Consultant Welcome Calls – Cont'd through January 2025

New Consultant Welcome Calls – Resource >
Calendar for registration links:

English:

Monday – 1pm and 7pm CT

Wednesday – 2pm and 8pm CT

Friday – 12pm and 3pm CT

French:

1/2: 5:00pm

1/14: 8:00am

1/23 4:00pm

1/28 1:00pm

Spanish:

Wednesday 1pm CT

New Consultant Facebook Page

<https://www.facebook.com/groups/5944396442333321>



Training

Podcasts:

- Jan 1 – Product Launch with MPAC – Book, sell, recruit tips
- Jan 15 – All about Powerzyme

Updated for Party Support for 2025

- Safe Haven 5 Party Outlines
- Laundry Party Outlines
- Enzyme information updated to reflect PowerZyme

All updated to include PowerZyme addition with verbiage and graphics

January 2025 Consultant Offers

Consistency Rewards

\$1500: BioZyme & Forever Bottle w/ Sprayer Retail: *\$49.98US/\$65.98CA*

\$2000: Add; Kitchen Towel & Cloth, heathered oatmeal Retail: *\$85.96US/\$115.96CA*

\$3000: Add; Cutting Board, mini Retail: *\$119.95US/\$155.95CA*



Team Building Bonus

When you share Norwex and add a new Consultant to your Team who submits \$400 in their first 15 Days, you will earn an additional **\$100 Norwex Credit!** This is in addition to the \$50 or \$100 Norwex Credit that is earned as part of the Bright Start Program.

Engagement Offer

Submit a total of \$250 or more in Personal Retail Sales and you will earn a Basic Package, graphite/amethyst for FREE, which you can redeem on your next order*. Will be available to redeem on a Personal Order following the close of January (mid-February).





Consultant Events



Leadership Conference 2025
Gaylord Rockies Resort
& Convention Center
January 9 – 11, 2025

Regular price – \$229



January Summary



January 2025

Theme: Transform

Focus: Microfiber/Personal Care

#partywithpurpose

#welcome2norwex

Field Support

New Consultant Welcome Calls

Mega Parties

Podcasts: MPAC New Product, PowerZyme, Microfiber, NY Party

Weekly Leader Zoom with RSM

New Product Live w/ Amy C.

60-day Action Plan (coming out of LC2025)

Sales Leader Events (April/September)

One Pagers Start, Grow, Onboarding!

Consultants

Consistency Rewards \$1500, \$2000, \$3000 no recruit requirement

Team Building Bonus - \$100 Extra Credit; \$200 for in BS; \$150 for non-Bright Start

Consultant Engagement Incentive \$250 PRS = Window/Enviro (add to cart)

New Cons

Starter Kits (current kits) + sample pack upgrade

Upgrade Kits (current kits)

New Product Launch (Jan 1)

- LC2025 order opportunity

Host Reward

- NEW Microfiber Bamboo Rounds for 20% off (\$24 US/\$32 CA) with \$250 + 1 booking

Jan Spend & Save (Jan 1 – Feb 1)

- S&S1 – Spend \$125/\$150
Save: Exfoliating Facial Mitt (\$9US/\$13CA)
- S&S2 – Spend \$175/\$200
Save: BioCellulose Mask (4) (\$30US/\$36CA)

Cart Exclusive – Spend \$75

Unlock: Enviro, Midnight + 2 PZ Samples (\$18US/\$20CA)

Kick-off Sale Clean Up Sale (Jan 1 – 15)

- 20% off Personal Care Microfiber + SC Samples

Customers/Hosts

Toolbox for Success

Trip Miles Towards Pura Vida	Sales, Teambuilding & Leadership activities earn Trip Miles towards the Pura Vida trip.	Check out the Pura Vida page for all the ways to earn Trip miles: Trip Tracker - Norwex Resource
Leadership Conference	Register now for Leadership Conference (Remember – you will also earn Trip Miles for attending!)	See all the Details here: Leadership Conference - Norwex Resource
Opportunity Calls: Debbie Welcome to Norwex Calls	New Consultants can join these calls to learn more about Norwex and receive a \$25 Shopping Spree when they sign up.	Available every Tuesday at 8:00pm CT this is at 8 pm CT: Link to register
New Consultant Facebook Page	A place for New Consultants to connect with other New Consultants, share tips and tricks, and learn from top leaders and sales execs	Link to the page
NEW – 15-Minute New Consultant Calls	Continuing through the end of the year, these calls will be available multiple times per week and are designed to help new Consultants get up and running quickly by taking their first steps to success.	Link to register
Start Your Norwex Journey One-Pager	A handy one-page guide to help your New Consultants start strong.	Link to one-pager
Onboarding Guide for Start Your Norwex Journey	Follow these steps to get new Consultants off to a great start.	Link to onboarding guide
Mega Parties	Your new team members can plug in, invite their family and friends, and kickstart their sales journey.	Join us every Tuesday at 7:00pm CT: Link to register
90-Day Challenge	Running all fall for all Consultants, this challenge will guide your team members toward leadership and the next level of their business.	Reach out to your RSM for more information
Webinar replays	Team Building Workshop , Jaimee Waldner (VPSL) Team Building One Pager How-To , Sheri Gauthier (Training Team) Team Building Workshop – Megan Skiles (SESL)	Listen and share with your teams
New Training Landing Page	US: https://theresource.norwex.com/training/ CA: https://theresource.norwex.com/en_ca/training/	French Spanish
Podcasts	Listen to expert training on Norwex products, our mission, parties, new Consultant onboarding, team building, and leadership development. Follow, listen to learn, and share with your team members and customers for valuable insights to grow your business!	Stream Norwex Learning Network music SoundCloud
Norwex APP	Get the Norwex Consultant App: Go to your app store, download the Norwex Consultant app, and sign in.	Apple App Store Google Play