



October 2024  
Playbook



# October Theme and Focus

CELEBRATE THE SEASON

*Give. Gather. Share.*

Cleaner, safer, better living is the handmade gift we can give today that creates a brighter tomorrow. Gather your family and friends, share your passion for sustainable living, and celebrate spreading hope and positivity throughout our communities.



OCTOBER

*give*

## The Big Idea

Celebrate and give this season.

## The Why

Celebrate the season by giving the gift of cleaner, safer, better living!

October is the perfect time to begin your holiday shopping and support important causes, like cancer awareness and sustainability.

By spreading love through meaningful choices that benefit people and the planet, we inspire others to unwrap positive change and join us in this journey.

## Products

Holiday Collection



October  
Recruitment  
Strategy

# October 2024 New Consultant Starter and Upgrade Kits

## Starter Kits

- Standard Starter Kit
- Safe Haven 5 Kit
- Skin Care Starter Kit
- JOIN FOR FREE KIT

## Upgrade Kits

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



# Ask Away, Get Away!

To foster a sustainable recruiting culture by encouraging New Consultant recruiting behavior, we are offering an exciting opportunity!

**Who:** New Norwex Consultants who joined between July 1, 2023, and November 1, 2024.

**What:** Exclusive opportunity for New Consultants\* to earn exciting rewards by adding team members between September 1, 2024 (Noon, CT) – November 1, 2024 (Noon, CT)

**How:**

- Add 1 New Consultant: Earn a \$50 Norwex Discount for each New Consultant you add during incentive period.
- Add 3 New Consultants: Earn a Trip for 1 (2-night stay) covering hotel and transportation.
- Add 5 New Consultants: Earn a \$300 travel credit towards airfare.

**Trip Destinations:**

- Nashville, TN – Experience the vibrant downtown
- Scottsdale, AZ – Enjoy a spa retreat
- Denver, CO – Explore the beautiful mountains
- Quebec City, QC – Discover the charm of the city

Ask Away  
Getaway

\*New Consultants who joined July 1, 2023 – November 1, 2024 are eligible for this offer.

# Training – Team Building One Pager

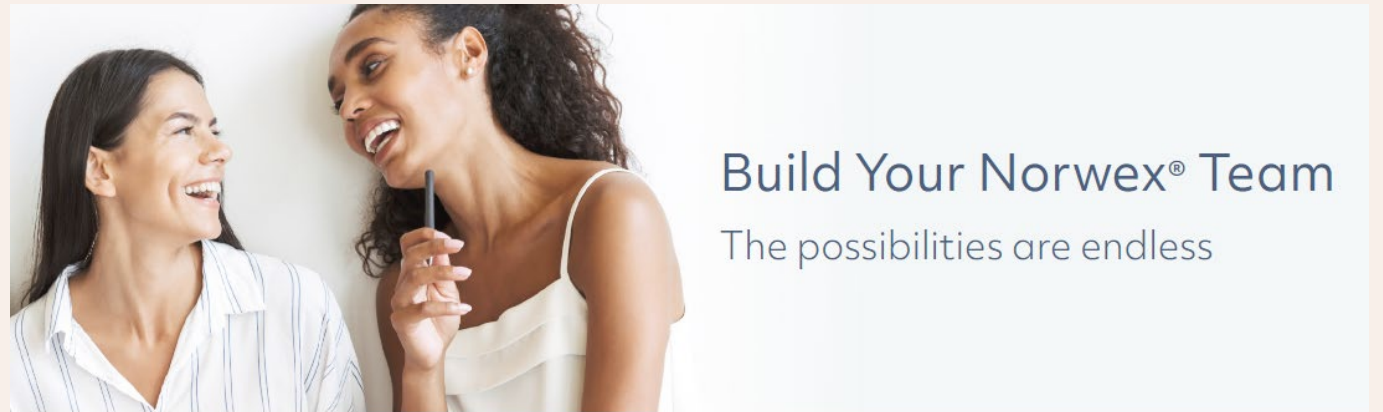
- Team Building One Pager IS LIVE
- The Resource > Training > Build Your Norwex Team
- + NORI App coming soon!

## Opportunity Calls:

- Every Tuesday at 8pm CT
- Links to register on The Resource > Calendar



[https://zoom.us/webinar/register/WN\\_vZxePCrjRcOZpa\\_mZDBThw](https://zoom.us/webinar/register/WN_vZxePCrjRcOZpa_mZDBThw)



### Value of building a Team

Learn how you can benefit from building your own Team.

- As a Norwex Consultant, you're the inviter, not the decider. [Learn more](#) about the Norwex Opportunity.
- The **Benefits and rewards of Team building** are perks you don't want to miss out on!
- As you build a Team you also provide value to others. [Get familiar](#) with the five reasons people join Norwex.

### Pro Tip

Still in your first 90 days? Earn [Norwex Discounts](#) (during your Bright Start period) for Team building.





# Training – Webinar Series

- **Team Building Webinar Series –**  
Resource > Calendar for registration links:
  - October 3rd – Norwex Training Team – Team Building Support  
(*One Pager coming mid-September*)
  - October 10th – Megan Skiles



Team-Building Workshop

September 26 at 1 pm, CT

Jaimee Waldner, VPSL

Jaimee shares strategies to attract new Team Members by using the party as the first step.



Team Building Webinar Series

Gain confidence and learn how to share the Norwex Opportunity

September 26th at 1pm CT

October 3rd at 12pm CT

October 10th at 12pm CT

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# Team-Building Double Trip Miles

- Noon, CT, September 1 – Noon, CT, November 1, 2024
- Earn Double Trip Miles for each Qualified Personal New Consultant\*
- Earn a 1,000 trip miles for **every** Qualified Personal New Consultant\* who joins during the incentive period.



\*Qualified Personal New Consultant is a Consultant who achieves \$1000 in Personal Retail sales in their first 30 days or \$2000 in Personal Retail sales in their first 90 days.



October  
New Consultant  
Onboarding  
& Support

# Training – New Consultant Welcome Calls

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

## English:

Monday – 9am and 7pm CT

Wednesday – 2pm and 8pm CT

Friday – 12 and 3pm CT

## French:

Thursday – 8:30am and 5:30pm CT

## Spanish:

Wednesday – 8pm CT

## Amish:

Wednesday at 1:30 pm CT. dial in to: (609) 746-1082, your access code is 948941

## New Consultant Facebook Page

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

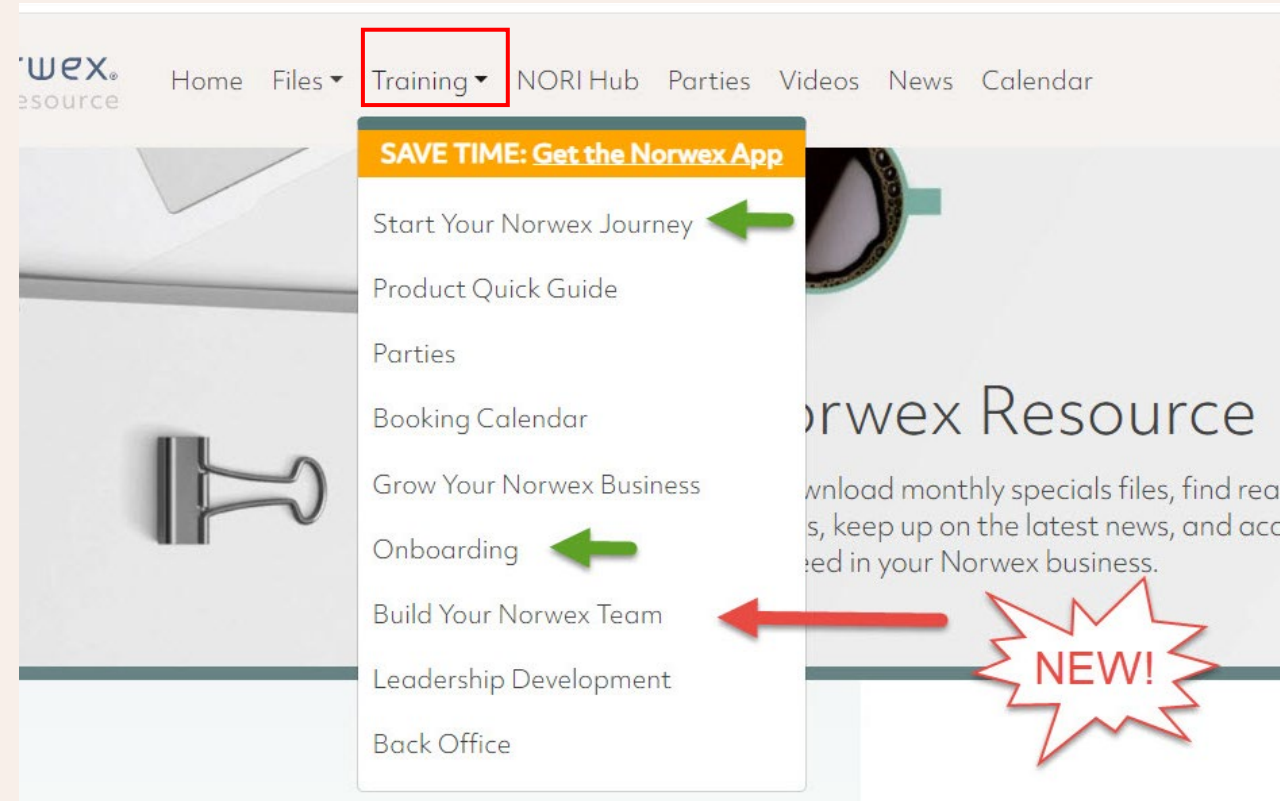
## New Consultant Welcome Calls



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# Training – One Pagers

- One – Page Training Guides
  - Start Your Norwex Journey
  - Onboarding Guide (Leader companion to SYJ)
  - Product Education Quick Guide
  - Grow Your Norwex Business
  - Build Your Norwex Team
- Located on The Resource > Training & NORI App



**Start Your Norwex Journey**

As a Norwex Consultant, you've opened exciting new doors of opportunity. Jump-start your business by sharing your passion for cleaner, safer, better living.

**PRO TIP** See how easy it is to [grow your business](#) with monthly [View our 2024 goals](#) with your business.

**2 Get excited**  
NORWEX HAS THE RESOURCES YOU NEED FOR SUCCESS!  
Learn about the [New Leadership Guide](#) for every home.  
Connect with the Norwex Community on [Facebook](#).  
Discover the [Success Story](#) and see the impact we're making.

**PRO TIP** Introduce your business by sharing off the products.  
[Join our community](#) with friends to create excitement.  
[Share a Catcher](#) to feature the products you ordered.

**Get earning**  
**"SHARE IS TO SHARE" THE MORE YOU SHARE, THE MORE YOU'LL EARN!**  
Choose your search based on [view our success](#) or [view our success](#).

## NEW TEAM MEMBER Onboarding Guide

Congratulations, a New Consultant has joined your Team! They've just received our [Start Your Norwex Business Guide](#), and you play a crucial role in their success. Follow these steps to get new Team Members off to a great start.

**Product Education Quick Guide**

At-a-glance training, information and details on new product introductions and new product info.

If you're a New Consultant, start here first: [Start Your Norwex Business](#)

**Grow Your Norwex Business**

Continue sharing cleaner, safer, better living to power your business success.



October  
New Product  
&  
Selling Drivers



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

# October New: Personal Care

## Lip Hydration, berry

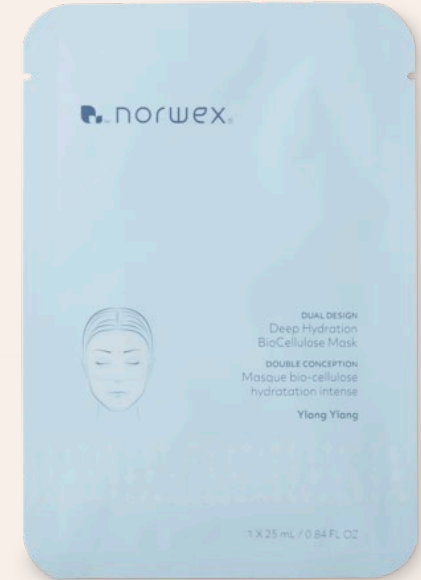
10 g  
Jar/cap is made from PCR (post-consumer recycled materials)  
USDA Biobased

Retail: \$29.99 [US]; \$38.99 [CA]



## Deep Hydration BioCellulose Mask Comes in a box of 4 individual masks.

Retail: \$49.99 [US]; \$59.99 [CA]



## Travel Trio Skin Care Set

- Cleansing Facial Powder, 4 g / .14 oz. (USDA certified 93% biobased)
- Rejuvenating Serum, 5 ml / .17 fl. oz.
- Illuminating Oil, 5 ml / .17 fl. Oz.

Travel-sized and refillable\*!

\*Refillable with full-size products, sold separately.

Retail: ~~\$129.99~~ \$89.99 [US]; ~~\$158.96~~ \$109.99 [CA]





# October New: Home Care

Limited Edition  
**Window Cloth**, nutcracker

BacLock®  
OEKO-TEX®

Price:  
\$23.99 [US]; \$27.99 [CAD]



Limited Edition  
**Tea Towels**, nutcracker/stripes

OEKO-TEX  
BacLock®  
Made of Recycled Content

Price: Set of Two  
\$45.99 [US]; \$55.99 [CAD]



Limited Edition  
**EnviroCloths**, midnight blue,  
malachite, dark cherry

BacLock®  
OEKO-TEX®

Retail: \$22.99 [US]; \$25.99  
[CAD]

Limited Edition  
**Diamond Textured Kitchen Towel**,  
midnight blue

OEKO-TEX  
BacLock®  
Made of Recycled Content

Price:  
\$24.99 [US]; \$29.99 [CAD]

Limited Edition  
**Diamond Textured Kitchen Cloth**,  
midnight blue

OEKO-TEX  
BacLock®  
Made of Recycled Content

Price: \$14.99 [US]; \$19.99 [CAD]



**Odour Eliminator Concentrate**,  
winter bergamot

12 fl oz / 355 mL bottle

Price:  
\$19.99 [US]; \$25.99 [CA];  
save with a set

# October New: Family Care

Limited Edition  
**Kids Hooded Towel,**  
 Winter Woodland Animals

OEKO-TEX  
 BacLock®

Price: \$44.99 [US] | \$59.99 [CA]



Limited Edition  
**Kids Winter Woodland Set**

Kids hooded towel, Kids Body & Face Pack, Kids Pet to Dry, tote bag

Price:  
~~\$92.97~~ \$85.99 [US]  
~~\$134.96~~ \$121.97 [CA]



Limited Edition  
**Kids Pet To Dry, Owl**

BacLock®

Price: 27.99 [US] | \$37.99 [CA]



Limited Edition  
**Tote Bag, Winter Woodland Animals**

BacLock®  
 Made of Recycled Content

Size:  
 12.6" x 6.3" x 14.3" (32 cm x 16 cm x 36.5 cm)

Price: \$9.99 [US] | \$12.99 [CA]



Limited Edition  
**Holiday Gift Bag Set**

Set of 3

Price:  
~~\$26.97~~ \$23.99 [US]  
~~\$35.97~~ \$32.99 [CA]



**Norman of the Fjord**  
 with Muslin Gift Bag

Price:  
 \$24.99 [US];  
 \$29.99 [CDN]



Limited Edition  
**Holiday Gift Bags – Two**  
 Sizes/Designs

Medium – stripes  
 Small – nutcracker

BacLock®  
 Made of Recycled Content

Size:  
 8"x5"x10" (25.4x12.7x15.24cm) – Small  
 10"x5"x12" (25.4x12.7x30.5cm) – Medium

Price:  
 \$7.99 [US] | \$10.99 [CA] – Small  
 \$8.99 [US] | \$11.99 [CA] – Medium



# October 2024 New Products

SKU	Product Name	Final US Retail	US Set Price	Final CA Retail	CA Set Price
2391	Travel Trio Skin Care Set	\$129.99	\$89.99	\$158.96	\$109.99
403840	Deep Hydration BioCellulose Mask, pack of 4	\$49.99		\$59.99	
600318	Lip Hydration, berry	\$29.99		\$38.99	
700030	EnviroCloth, midnight blue	\$22.99		\$25.99	
700098	EnviroCloth, malachite	\$22.99		\$25.99	
2393	EnviroCloth Trio Pack, midnight blue, dark cherry, malachite	\$68.97	\$62.99	\$77.97	\$69.99
705063	Window Cloth, nutcracker	\$23.99		\$27.99	
2394	Basic Pack, midnight blue/nutcracker	\$46.98	\$43.99	\$53.98	\$49.99
2395	Basic Pack, malachite/nutcracker	\$46.98	\$43.99	\$53.98	\$49.99
2396	Diamond Textured Kitchen Towel and Cloth Set, midnight blue	\$39.98	\$36.99	\$49.98	\$45.99
2397	Diamond Textured Kitchen Cloth Trio, midnight blue	\$44.97	\$40.99	\$59.97	\$54.99
706039	Diamond Textured Kitchen Towel, midnight blue	\$24.99		\$29.99	
707036	Diamond Textured Kitchen Cloth, midnight blue	\$14.99		\$19.99	
722007	Tea Towels, nutcracker/stripes	\$45.99		\$55.99	
600081	Odour Eliminator, winter bergamot	\$19.99		\$25.99	
2392	Home Scent Set	\$36.98	\$32.99	\$43.98	\$39.99
730007	Kids Hooded Towel, woodland winter animals	\$44.99		\$59.99	
761004	Kids Pet to Dry, owl	\$27.99		\$37.99	
2398	Kids Winter Woodland Set	\$92.97	\$85.99	\$134.96	\$121.97
358518	Tote Bag, winter woodland animals	\$9.99		\$12.99	
358522	Holiday Gift Bag, small (nutcracker)	\$7.99		\$10.99	
358524	Holiday Gift Bag, medium (stripes)	\$8.99		\$11.99	
2399	Holiday Gift Bag Set, pack of 3 (with tote)	\$26.97	\$23.99	\$35.97	\$32.99
357099	Norman of the Fjord with Muslin Gift Bag	\$24.99		\$29.99	



Travel Trio Skin Care Set



Deep Hydration BioCellulose Face Mask, pack of 4



Lip Hydration, berry



EnviroCloths, midnight blue, malachite, dark cherry (available in Trio only)



Window Cloth, nutcracker



Tea Towels, stripes/nutcracker



Diamond Textured Kitchen Towel, midnight blue



Kids Hooded Towel, winter woodland animals



Tote Bag, winter woodland animals



Diamond Textured Kitchen Cloth, midnight blue



Kids Pet to Dry, owl



Norman of the Fjord with Muslin Gift Bag



Odour Eliminator Concentrate Winter bergamot



Holiday Gift Bags, stripes, nutcracker

# Holiday 2024 Mini-mailer

- 16-page mini-mailer
- 10-packs of mini-mailers available for purchase
  - Pack of 10: \$4.99 (US & CA)
- Mailed to customers September 27
- For every pack of 10 August catalogs ordered in Business Supplies, receive one Holiday mini-mailer free



# Gift Guide Landing Page – October 1

## Specially designed Shoppable Holiday Landing Page

- Curated Product Bundles
  - ALL come with a special Norwex Holiday Gift Bag!
  - Easy Gift-giving!
  - Available throughout the Holiday Season
    - while supplies last
- Gifts by Price
  - Under \$10, 20, 50, 100; Over \$100
- Gifts by Persona
  - Her, Him, Travelers, Holiday Hosts, Pampering, Cleaning Enthusiast, Pet Lovers, Foodies, Kids
- Stocking Stuffers

Consider this your shoppable mini-mailer!



# Holiday Bundles

## Specially Curated Mainline Product Bundles

- Launching October 1 through January 1, while supplies last
- 26 different mainline product bundles!
- ALL come with a special Norwex Holiday Gift Bag!
- Easy Gift-giving!
- Find all bundles on the Gift Guide Landing page and Specials tab
- Up to 15% off retail!
- For complete list, check out Norwex News on October 1 for the link!



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# October 2024 Spend & Save

## Spend & Save Level 1

- Spend \$125<sub>US</sub>/\$150<sub>CA</sub>
- SAVE 50% on Mystery Bundle
  - \$30<sub>US</sub>/\$40<sub>CA</sub>

## Spend & Save Level 2

- Spend \$175<sub>US</sub>/\$200<sub>CA</sub>
- SAVE 50% on Mystery Bundle
  - \$45<sub>US</sub>/\$55<sub>CA</sub>

## Spend & Save Level 3

- Spend \$250<sub>US</sub>/\$275<sub>CA</sub>
- SAVE 50% on Mystery Bundle
  - \$50<sub>US</sub>/\$75<sub>CA</sub>



- Final Sale – no returns
- Marketing materials such as bag and tissue paper not included

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



## Personal Care

## Home Care

## Family Care

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



# October 2024 Share A Cart

## Living Spaces

- Holiday EnviroCloth Trio Pack
- Window Cloth, nutcracker
- Norman of the Fjord
- Home Scent Set with OE, winter bergamot
- Diamond Textured Kitchen Towel & Cloth set, midnight blue



# Podcasts

## October:

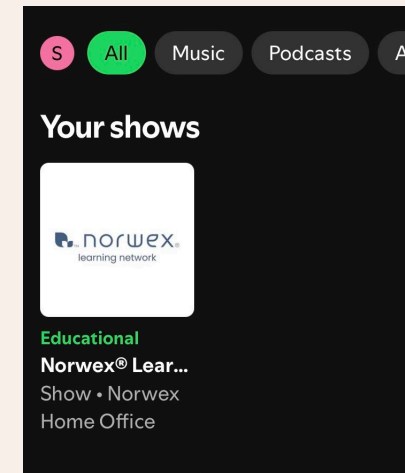
- MPAC Chats on October Product
- Gratitude Baskets with Monica Kinton
- *Don't forget, Norwex Learning Network is now on Spotify!!*

## Others:

- August 15th: Brightening Vitamin C Serum + Smoothing Bakuchiol Serum Training:  
<https://on.soundcloud.com/SSzpCf6C37kHS1Jz9>
- September 1st Ready to share the Norwex Opportunity, but don't know where to start?  
<https://on.soundcloud.com/xneXa8q3liVFxrVc6>
- September 15th Bob Heilig on Team Building:  
<https://on.soundcloud.com/AvmYV6eZV31dPN9y7>

Never miss new content! Subscribe to our channel **"Norwex Learning Network"** on SoundCloud or Apple/Android Podcast App.

# SoundCloud and Spotify!



# October Mega 2024 Party Topics

October 1: New Products – Amy Cadora and Beth Erwin

October 8: SH5 – Rena Roth

October 15: Holiday Gifting – Jennifer Udink

October 22: Skin Care – Jessica Mai

October 29: Holiday Gifting – TBD

## Update:

Mega Parties are now offered at both 7:00 pm CT and 9:00 pm CT! It's an opportunity for guests and consultants in more time zones to join us!



You're invited!  
**Mega Party**

**When**  
Tuesdays 7 pm, CT

**Where**  
Live on Zoom

**Register**  
<https://bit.ly/NorwexMegaParty>  
Come celebrate Norwex with us!



October  
Team Activation  
Programs  
& Tools

# Just Ask! 90-day Challenge

## Overview of the 90 Day Plan



- Sept 1 – Dec 1
- Encouraging your Consultants to pledge the number of Parties & number of New Consultants they want to welcome and to “Just Ask” people to host & join – supporting their goals
- **CAN:** 284 Pledges, 2,339 Parties and 1,047 New Consultants
- **US:** 1,268 Pledges, 12,542 Parties and 4,107 New Consultants

### Training Support:

- Monthly training calls, sharing proven strategies and best practices to propel their business forward
- Weekly RSM Lives in Consultant Connection sharing tips & best practices for booking & team building
- Regional Groups for Pledgees to be part of a community
- Supporting with our [#partywithpurpose](#) & [#welcome2norwex](#) initiative in Consultant Connection – encouraging post on Party and Team Building success – weekly draws for Norwex Discounts.

**[#partywithpurpose](#) & [#welcome2norwex](#) Giveaways**

# Just Ask! 90-day Challenge: RSM Monthly/Weekly Support Schedule



## SEPTEMBER

First week of Month Just Ask 90 Day Zoom Training

Sept 16<sup>th</sup> RSM LIVE in CC, Monday -Noon CT

Sept 23<sup>rd</sup> RSM LIVE in CC, Monday -Noon CT

Sept 30<sup>th</sup> RSM LIVE in CC, Monday -Noon CT

## OCTOBER

First week of Month Just Ask 90 Day Zoom Training

Oct 14<sup>th</sup> RSM LIVE in CC, Monday -Noon CT

Oct 21<sup>st</sup> RSM LIVE in CC, Monday -Noon CT

Oct 28<sup>th</sup> RSM LIVE in CC, Monday -Noon CT

## NOVEMBER

First week of Month Just Ask 90 Day Zoom Training

Nov 11<sup>th</sup> RSM LIVE in CC, Monday -Noon CT

Nov 18<sup>th</sup> RSM LIVE in CC, Monday -Noon CT

Nov 25<sup>th</sup> RSM LIVE in CC, Monday -Noon CT

## DECEMBER

90 Day Plan  
Celebration!

# October 2024 Consultant Offers

## Consultant Consistency Rewards: FREE PRODUCT

- \$1,500 Personal Retail Sales + 1 Personal New Consultant

- Pomegranate Dust Mitt
- EnviroSponge, plum/marine
- Limited Edition Holiday Item!
- 10 August Fall Catalogs

- \$2,000 Personal Retail Sales + 1 Personal New Consultant:

- Level 1 product PLUS
- Waffle Weave Tea Towels

- \$3,000 Personal Retail Sales + 1 Personal New Consultant:

- Level 1 & 2 product PLUS
- Silicone Storage Containers c/m and l/xl



### Submit \$1,500 in Personal Retail Sales + 1 Personal New Consultant

10 Fall 2024 Catalogs

1 limited-edition Dusting Mitt, pomegranate

1 limited-edition EnviroSponges, plum/marine (pack of 2)

1 new limited-edition item



### Submit \$2,000 in Personal Retail Sales + 1 Personal New Consultant

Add:

1 limited-edition Tea Towels, water tile/floral (set of 2)



### Submit \$3,000 in Personal Retail Sales + 1 Personal New Consultant

Add:

1 Silicone Food Storage Containers, large/x-large (set of 2)  
1 Silicone Food Storage Containers, small/medium (set of 2)

# October 2024 Giving Back Initiative



Norwex Foundation  
for a brighter future

Join us in October as we share our Mission: Living cleaner, safer, and better by supporting others in need.

Norwex for a Brighter future foundation has donated over 2.5 million dollars, and we want you to help us give back more by supporting Breast Cancer Awareness month in October!

October is the perfect time to support important causes, living mindfully by doing good and giving back.

This October, we invite you to nominate a customer, or someone you know in your community who has been impacted by cancer.

- Norwex for a Bright Future will donate a total of 20 individuals in the US and Canada.
- A donation of \$250 and \$500 in Norwex Products will be donated to each of the 20 selected.
- Norwex will review all submission and announce the recipients selected starting in November.
- Online submission form will be available in October to start submitting nominations.



# Social Media

**norwex**  
**October 2024 Social Media Guide**  
**Monthly Theme: Give**  
*Give the gift of living cleaner & better this holiday season*

**Event Focus:**

**Post Ideas / Inspiration**

- NEW HOLIDAY PRODUCTS ARE HERE!** Brand new products are launching on 10/1. Share with your followers what you are loving or most excited to try. [hint: check out the resource on 10/1 for ready-to-use assets!](#)
- The Holiday Gift Guide is out!** 'Tis the season to start planning holiday gifts! Luckily, we've already got the ball rolling for you with our Holiday Gift Guide! [Click here](#) to visit the Norwex holiday Gift Guide Landing Page.
- It's the perfect time to recruit** - Who do you know that could use a little extra income, especially with the Holidays coming up? As you know, the extra income from becoming a Norwex consultant can ease so many financial burdens. Take the first step, and start a conversation about joining with 3 people this month.

**Relevant Assets on The Resource**

Go to **"This months files"** to view all assets for this month's incentives!

- New Holiday Family Care** - Blank & With Captions
- New Personal Care** - Blank & With Captions
- New Holiday Odour Eliminator** - Blank & With Captions
- New Holiday EnviroCloth Trio & Basic Package** - Blank & With Captions
- New Holiday Kitchen & tea Towels** - Blank & With Captions
- New Holiday Bags** - Blank & With Captions

**\*All assets & templates will be linked on 10/1 once they are available on The Resource.**

**Canva Template Links**

- New Holiday Home Care** - Feed & Story Size
- New Holiday Family Care** - Feed & Story Size
- New Personal Care** - Feed & Story Size
- Holiday Gift Guide** - Feed & Story Size

**Click HERE to view ALL available Canva Templates on the Resource!**

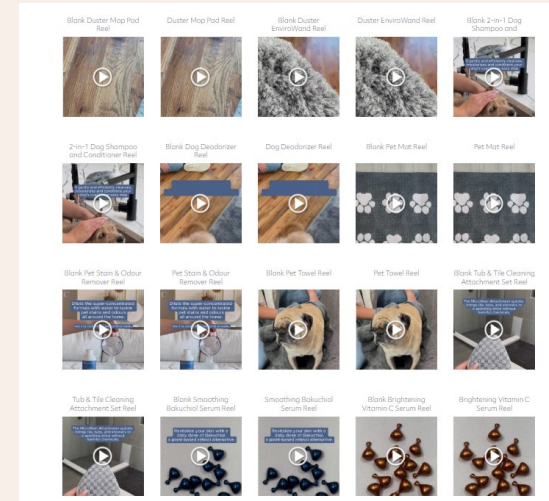
**Training**

**Podcasts:** Simply search "Norwex Learning Network" on Apple or Android Podcast app or SoundCloud

- MPAC on October Product Launch (Book/Sell/Recruit Tips)
- Missy Carson and Amy Taylor on 'Favorite Things' Parties

**Social Media Tip:** Do you follow Norwex on Instagram & Facebook? Sharing Norwex's posts are a great way to build brand awareness with your followers. Turn on Norwex post notifications to make sure you never miss a post!

- October Social Media Guide – Now Available on The Resource
  - This Months Files > Consultant Materials > Social Media Guide & Canva Templates
- Ready-to-use reel videos, graphics, Canva templates will be available for the October new products + holiday gift guide on 10/1.
  - This Months Files > New Products > Social Media Assets
- Find tips and tricks on corporate social channels + this content is always ready to be shared!
  - Facebook: @Norwex Instagram @Norwex and @NorwexSkin





# Consultant Events



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

Are you ready to explore the limitless opportunities? Join us and discover how to push past the barriers and achieve the extraordinary. Register Now!

Early bird price – \$189  
Early bird Deadline: October 18<sup>th</sup>

- All registrations will go into a drawing for a FREE Registration PLUS TWO FREE hotel nights at the Gaylord Rockies!
- If you have already registered for Leadership Conference, *you will also be included in the drawing.*
- Winners will be announced weekly October 4<sup>th</sup> through October 21<sup>st</sup>
  - 6 winners per week, 3 from US and 3 from Canada.



# October Summary

# Toolbox for Success

Join for Free	In September, it's easier than ever to invite new team members with our Join for Free promotion	Join for FREE starts noon, CT – September 1, 2024
Trip Miles Towards Pura Vida	Every step they take brings them closer to earning miles for our big trip as well! There's nothing like double-dipping!!!	In September – everyone will earn DOUBLE Trip Miles for Team Building!
Tracker for Consultants	Anyone who is eligible to earn will have a tracker available to them under their “My Team & Me” – you can see their tracker by clicking on their name in TRM and then clicking on “My Team & Me” from the pop-up.	This is live! Check it out!
Tracker for You in your TRM	A fast follow will be a tracker for YOU to be able to easily support and celebrate your team	Just click the “Ask Away” tab and sort. There's a filter to see those who are eligible
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: <a href="#">Link to register</a>
New Consultant Facebook Page	A place to connect with other New Consultants, share tips and tricks, and learn from top leaders and sales execs	<a href="#">Link to the page</a>
NEW – 15-Minute New Consultant Calls	Starting in September, 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.	<a href="#">Link to register</a>
Start Your Norwex Journey One-Pager	A handy one-page guide to help your New Consultants start strong.	<a href="#">Link to one-pager</a>
Onboarding Guide for Start Your Norwex Journey	Follow these steps to get new Consultants off to a great start.	<a href="#">Link to onboarding guide</a>
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: <a href="#">Link to register</a>
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

# October 2024 Overview

*Give*

New Product | Holiday Kick-off

Thanksgiving (CA): 10/14



## New Cons

**Starter Kits:** Standard, Save Haven 5, Skin Care, JFF

**Upgrade Kits:** Skin Care, Silver, Gold, Platinum

Bright Start Program

New Consultant Ask Away, Get Away

New Consultant Welcome Calls

## Field Support

#partywithpurpose &  
#welcome2norwex Giveaways

Mega Parties

Opportunity Calls

MPAC Podcast October New Product

Team Building One-pager

Team Building Webinar Series

New Product Live: Amy C.

90-day Plan 2<sup>nd</sup> Month

## Customers/Hosts

**New Product Launch!**

**Gift Guide Landing Page** (through EOY)

**Holiday Product Bundles**  
(discounted through EOY, while supplies last)

**Spend & Save** (all month)

- S&S1 – Spend \$125/\$150  
Get for \$30/\$40: Mystery Bundle!

- S&S2 – Spend \$175/\$200  
Get for \$45/\$55: Mystery Bundle!

- S&S3 – Spend \$250/\$275  
Get for \$50/\$75: Mystery Bundle!

## Consultants

**Shining Stars**

**Consistency Rewards**

- Submit \$1,500 PRS, \$2,000, or \$3,000  
+ 1 Recruit (all levels)  
= Product Package

**Recruitment Double Trip Miles**

**Give Back Initiative – Nominations**



Thank You!



# Appendix





Sept/Oct 2024  
Tech  
Updates

# September Updates

## LIVE Updates

- Tree view
- Charges, Fees & Deductions section added
- New Consultants URLs are now auto-populated
- Google Places API for address entry
- Choose your Consultant as a step during checkout





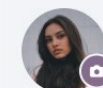
# September Updates

Coming Soon

- New look for Consultant info on PWS
- Updated Catalog opt-in for January
- One "Norwex Discount" - easier for New Consultants when they have rewards from Hosting
- Abandoned enrollment email to recruiter
- Updates to enrollment flow - easier entry with code
- Bright Start Tracker Updates (In Designs)

# Beta Testing for Jacket Leaders – October

## Project Broadcast integration



**Melissa Lynch**  
My Personal Website  
#345689023

- Back Office
- Help
- Training
- Settings
- Project Broadcast**
- Feedback
- Privacy Policy
- Term of Service
- Sign Out

### Project Broadcast

If you have a Project Broadcast account you can link it to your Norwex account to sync your contacts and teammates. [More info.](#)

Linking accounts means:

- When a new contact or teammate is added to Norwex they will automatically be added to Project Broadcast.
- When contact or teammate information changes, it will be updated in Project Broadcast.
- You can send messages from the Nori App using your Project Broadcast phone number.

**Get Started**

Not a Project Broadcast user?  
[Find out more about their services.](#)

### Sync Your Team

Select the groups you would like to sync from Norwex to Project Broadcast.

Everyone (2462)

Comp Plan Groups

- Personal Recruits (565)
- Downline through Red Jacket (12)
- Downline through Black Jacket (4)
- Downline through SVP (7)
- Commissionable Downline (898)

Level

- Personal Group (436)
- Downline Level 1 (332)
- Downline Level 2 (276)
- Downline Level 3 (123)
- Downline Level 4 (56)
- Downline Level 5 (32)

**Next**

### Sync Contacts

All of your contacts that have a valid phone number in Norwex will be added to Project Broadcast. If the contact already exists in Project Broadcast, we will not override the data you already have.

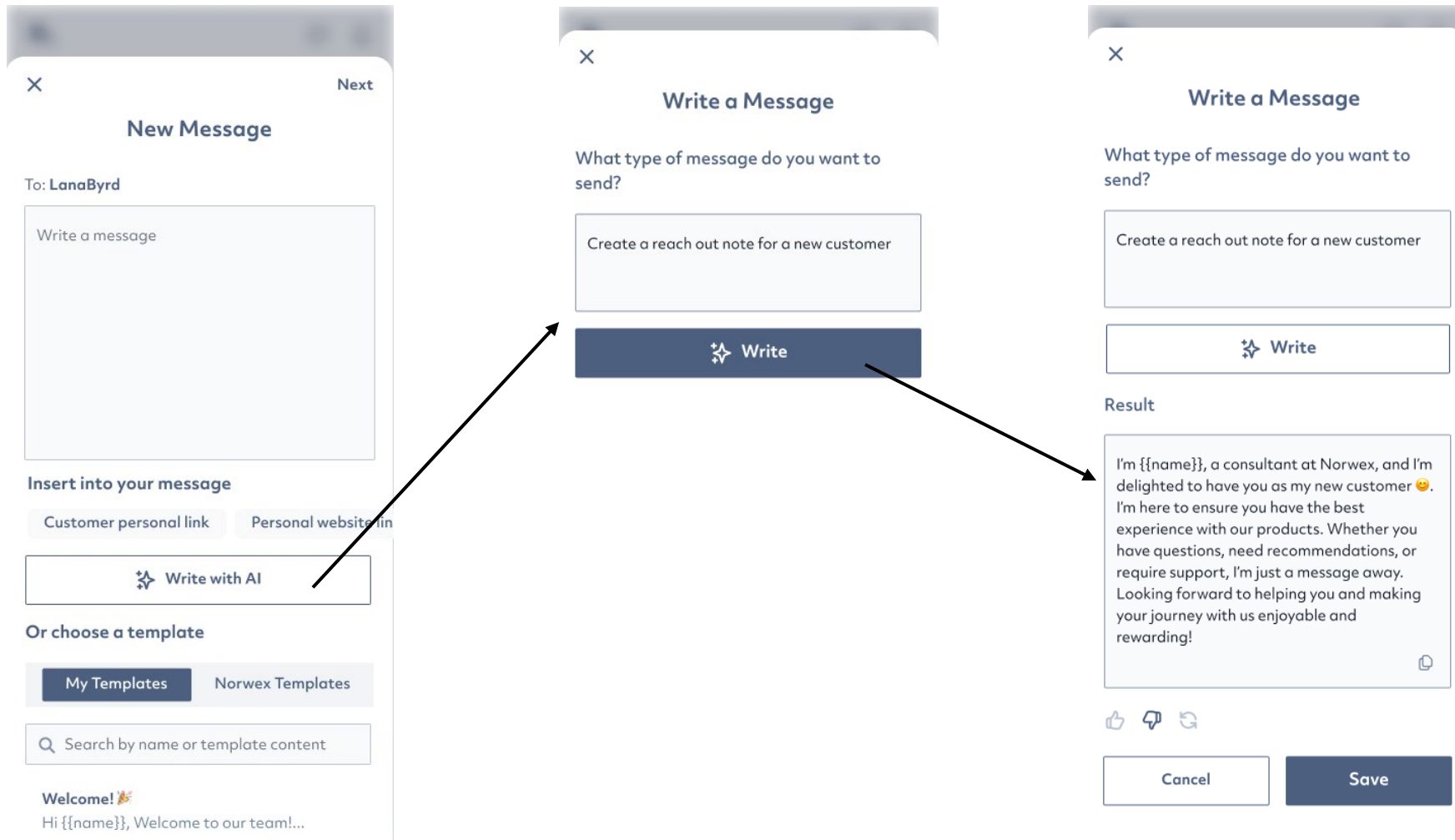
Clicking Link My Accounts below will open up Project Broadcast and start the account linking process. It should take less than a minute to sync your contacts and teammates.

**Link My Accounts**

After clicking the button to link accounts, the linkage flow is on PB's site

# Beta Testing for Jacket Leaders – October

## AI Message writing in the app



From here the Consultant can use the message or regenerate it. They can also provide feedback on the result.

A misty forest landscape with a semi-transparent white overlay containing the text "Personal Care". The background is a dense forest of tall, thin evergreen trees, partially obscured by a soft, hazy mist. The lighting is soft and diffused, creating a serene and natural atmosphere. The text is centered within the white overlay.

# Personal Care

# Lip Hydration, berry

Almost everyone is affected with dry or cracked lips, especially in the winter months.

Luxurious lip hydration with clean ingredients without all of the synthetic colors, fragrances or silicone-based ingredients.

Formulated with deeply moisturizing plant butters and hyaluronate to instantly soothe lips, leaving them feeling nourished and with a glossy shine.

Loaded with Nordic antioxidants and vitamin C to help protect against free radicals and environmental stressors.

USDA certified 94% biobased

10 g

Jar/cap is made from PCR (post-consumer recycled materials)

USDA Biobased

Retail: \$29.99 (U.S.) \$38.99 (CAN)

SKU Details: 600318



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

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# Travel Trio Skin Care Set

Set items:

- Cleansing Facial Powder, 4 g / .14 oz. (USDA certified 93% biobased)
- Rejuvenating Serum, 5 ml / .17 fl. oz.
- Illuminating Oil, 5 ml / .17 fl. Oz.

Travel-sized and refillable\*!

Balances skin microbiome and supports natural moisture barrier while protecting your skin against free radicals and environmental pollutants.

Formulated with skin-loving, natural ingredients inspired by our Norwegian heritage with Nordic antioxidants and glacial water.

Probiotics work with your skin, helping maintain your skin's unique balance.

Comes with zippered pouch to store your minis.

\*Refillable with full-size products, sold separately.

Retail: ~~\$129.99~~ \$89.99 (US) | ~~\$158.96~~ \$109.99 (CA)

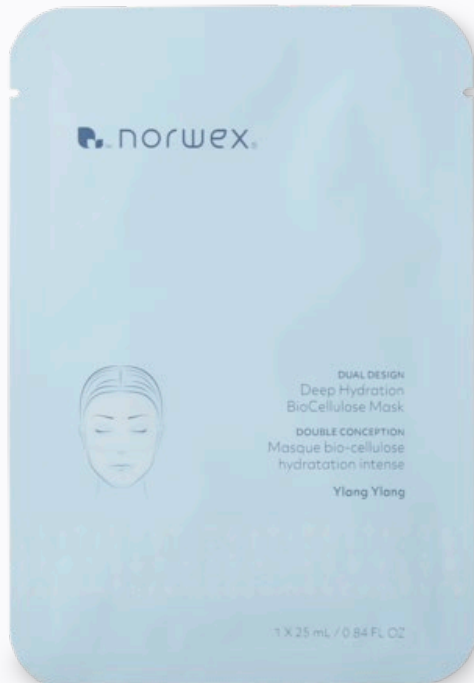
SKU Details: 2391





# Deep Hydration BioCellulose Mask

- Premium, hydrating sheet mask made of compostable, fermented coconut fruit water.
- Feels like “second skin” to fit all face shapes comfortably and provide better absorption of serum on face compared to traditional face masks.
- Relaxing ylang ylang oil soothes stress and tension.



- Plumps and hydrates with unique hyaluronic acid blend.
- Dual Face Mask sheet rather than 1 large face sheet mask to help fit many face shapes more easily.
- Comes in a box of 4 individual masks.

Retail: \$49.99 (US) \$59.99 (CA)  
Sku Details: 403840



A misty forest landscape with a semi-transparent white overlay containing the text "Home Care". The background is a dense forest of evergreen trees, with a thick layer of mist or fog hanging between the trees, creating a soft, ethereal atmosphere. The lighting is diffused, suggesting an early morning or late afternoon setting. The white overlay is a large, rounded rectangle that covers the central portion of the image, and the text "Home Care" is centered within it in a dark blue, sans-serif font.

# Home Care



# Odour Eliminator Concentrate, winter bergamot

Your favorite Norwex odor-eliminating concentrate in holiday scent

This enzyme-based, concentrated formula gets rid of smells without using harmful chemicals or aerosol sprays.

Don't mask odors – eliminate them right at the source!

The enzyme odor remover breaks down and eliminates smelly organic odors – leaving your spaces cleaner and fresher.

Enzymes go to work to control and eliminate odors.

Use in laundry or as a room spray.

12 fl oz / 355 mL bottle

Retail US: \$19.99 (US) \$25.99 (CA)

#### SKU Details:

Individually-600081  
Set with Home Scent Set



# EnviroCloths, midnight blue, malachite, dark cherry

Limited Edition

Clean more safely, quickly and thoroughly using a super-absorbent Norwex EnviroCloth and water only! Protects your family's health while reducing landfill waste and chemicals in your home.

Physically removes up to 99% of bacteria from just about any home surface.

Super-absorbent to hold 7x times its weight in water.

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

Makes quick work of everyday messes—use wet, dry or damp depending on the task.

Woven from dense, super-fine fibers that attract dirt, germs and bacteria—thanks to their magnetic charge.

BacLock®  
OEKO-TEX®

Retail: \$22.99 [US]; \$25.99 [CAD]

SKU Details:

2393 EnviroCloth Trio Pack

2394 Basic Package with midnight blue

2395 Basic Package with malachite



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# Window Cloth, nutcracker

## Limited Edition

Cleans windows, mirrors and other glass and shiny surfaces with only water. No harmful chemicals are left behind to smear or distort light, and no paper towels are needed, which means less landfill waste and less paper dust in your home.

- Cut cleaning time in half and save money by using only water.
- Leaves shiny surfaces spotless with no unsightly streaks or residues.
- Eliminates residual chemical left behind by typical cotton cloths and harsh cleaning products.
- Experience less paper dust in your home as paper towels are eliminated.

BacLock®  
OEKO-TEX®

Price:  
\$23.99 [US]; \$27.99 [CAD]

SKU Details:  
Individually available  
Basic Package with midnight blue  
Basic Package with malachite



# Tea Towels, nutcracker/stripes

Limited Edition

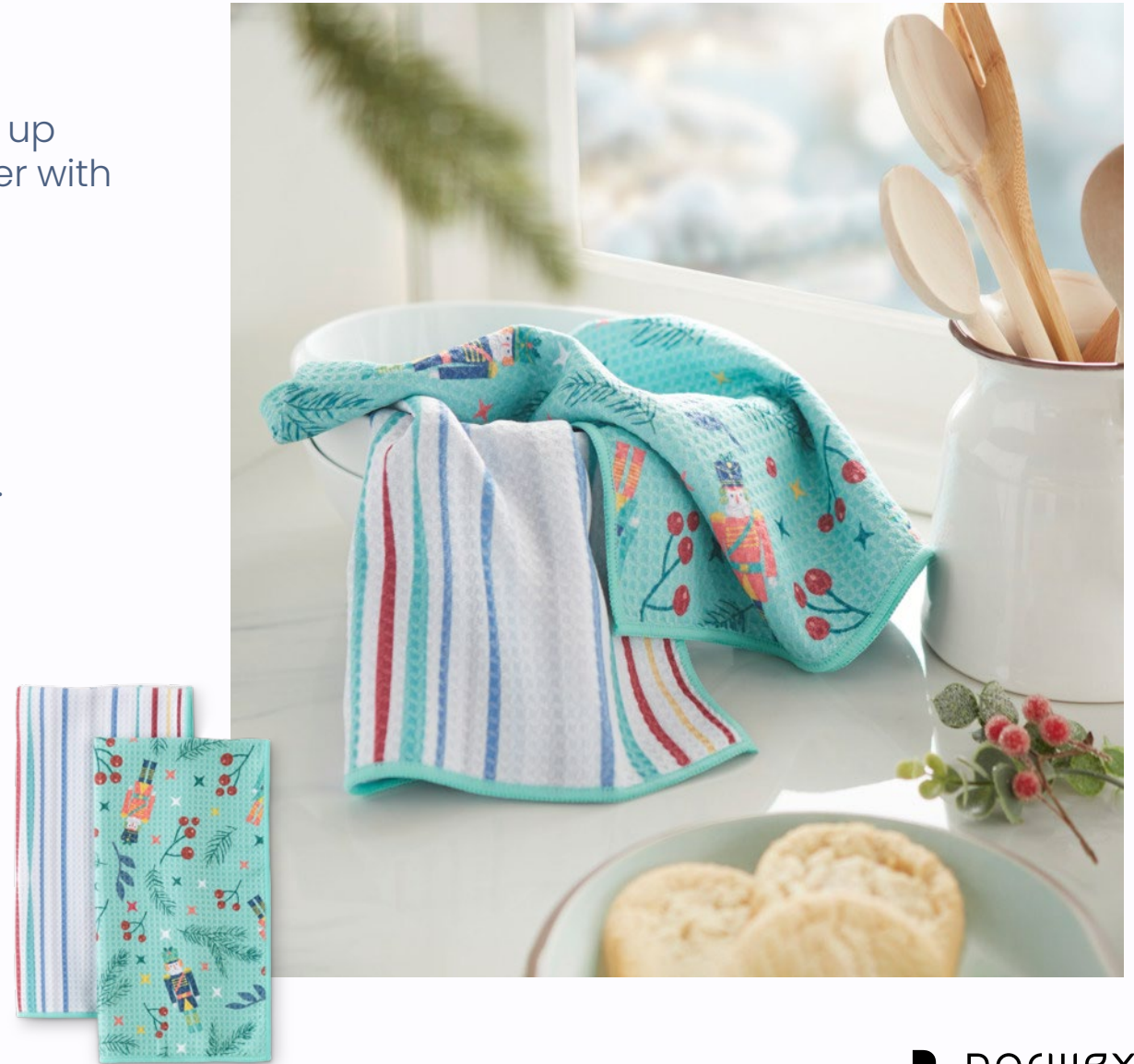
These stylish, absorbent Tea Towels are perfect for soaking up spills and drying dishes. Made from waffle-weave microfiber with BacLock to help keep them fresher longer.

- Each of these eye-catching tea towels is made from 5.1 recycled bottles (500 ml).
- Made with our microfiber yarn that is absorbent and physically removes up to 99% of bacteria from surfaces.

OEKO-TEX  
BacLock®  
Made of Recycled Content

Price: Set of Two  
\$45.99 [US]; \$55.99 [CAD]

SKU Details:  
722007



# Diamond Textured Kitchen Towel, midnight blue

Limited Edition

The super-absorbent Kitchen Towel dries the whole load fast, plus the towel itself dries quickly so it's fresh and ready again when you are.

- Norwex Microfiber physically removes up to 99% of bacteria from a surface with water alone when following proper care and use instructions.
- BacLock is an antibacterial agent solely intended to protect and self-clean the cloth by inhibiting growth of odor-causing bacteria, mold and mildew.
- Saves time, money and the environment with chemical-free cleaning and no paper towels.

OEKO-TEX

BacLock®

Made of Recycled Content

Price:

\$24.99 [US]; \$29.99 [CAD]

SKU Details:

Individually 706039

Kitchen Towel & Cloth Set



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# Diamond Textured Kitchen Cloth, midnight blue

Limited Edition

Our super-absorbent Kitchen Cloth thoroughly cleans dishes, kitchen countertops and more with only water.

- Norwex Microfiber physically removes up to 99% of bacteria from a surface with water alone when following proper care and use instructions.
- BacLock is an antibacterial agent solely intended to protect and self-clean the cloth by inhibiting growth of odor-causing bacteria, mold and mildew.
- Super-soft, absorbent and fast-drying
- Non-abrasive and safe on most kitchen surfaces

OEKO-TEX

BacLock®

Made of Recycled Content

Price:

\$14.99 [US]; \$19.99 [CAD]

SKU Details:

Individually 707036

Kitchen Towel & Cloth Set

Kitchen Cloth Trio



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A misty forest landscape with a semi-transparent white overlay containing the text "Family Care". The background is a dense forest of evergreen trees, with a thick layer of mist or fog obscuring the upper portions of the trees and the sky. The lighting is soft and diffused, creating a serene and somewhat ethereal atmosphere. The text "Family Care" is centered within the white overlay in a dark blue, sans-serif font.

# Family Care

# Kids Hooded Towel, Winter Woodland Animals

Limited Edition

Wrap them in the warmth of our soft, cuddly, quick-drying microfiber with woodland pals.

- Convenient hood allows child to independently dry themselves. Great for kids and parents.
- Contains BacLock, an antimicrobial agent solely intended to protect and self-clean the cloth by inhibiting growth of odor-causing bacteria, mold and mildew.

OEKO-TEX  
BacLock®

Price: \$44.99 [US] | \$59.99 [CA]

SKU Details:  
Individually 730007  
Kids Set with hooded towel, pet to dry, owl, kids body and face pack



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# Kids Pet To Dry, Owl

Limited Edition

These cuddly chenille microfiber hand towels will inspire your kids to wash their hands every time!

- Save money and protect the environment by eliminating the need for paper towels.
- Contains BacLock, an antimicrobial agent solely intended to protect and self-clean the cloth by inhibiting growth of odor-causing bacteria, mold and mildew.

BacLock®

Price: 27.99 [US] | \$37.99 [CA]

SKU Details:

Individually 761004

Kids Set with hooded towel, pet to dry, owl, kids body and face pack



 norwex®

# Tote Bag, Winter Woodland Animals

Limited Edition

Kids Tote Bag includes convenient blank gift tag, perfect for adding a personal touch.

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

BacLock®

Made of Recycled Content

Size:

12.6" x 6.3" x 14.3" (32 cm x 16 cm x 36.5 cm)

Price: \$9.99 [US] | \$12.99 [CA]

SKU Details:

Individually 358518

Kids Set with hooded towel, pet to dry, owl, kids body and face pack (mainline)



# Holiday Gift Bags – Two Sizes/Designs

Limited Edition

Most of the glossy, shiny, and laminated wrapping paper we use is not recyclable. As a result of not being recyclable, around 2.3 million pounds end up in landfills each year. (Earth911)

Medium – stripes  
Small – nutcracker

A sustainable gift bag solution, now in 2 sizes. Matching holiday prints.

- Made of the same material as our Grocery Bags with BacLock
- Comes with blank tag, perfect for a personalized message.

BacLock®

Recycled material

Size:  
8"x5"x10" (25.4x12.7x15.24cm) – Small  
10"x5"x12" (25.4x12.7x30.5cm) – Medium

Price:  
\$7.99 [US] | \$10.99 [CA] – Small  
\$8.99 [US] | \$11.99 [CA] – Medium

SKU Details  
Individually  
Set of three with Tote Bag



 norwex®

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# Norman of the Fjord with Muslin Gift Bag

- An adorable and engaging holiday mascot, Norman of the Fjord—or Norm—is the perfect decorative conversation piece to keep around the holidays (though you might want to keep your woolly friend around all year long)!
- Made from the same 100% hand spun New Zealand Wool as our ever-popular Fluff & Tumble Dryer Balls.
- New Zealand’s regulations for sheep farming ensure very high standards of environmental protection, sustainability, animal welfare and social responsibility.
- Helps get Norwex into every home and a perfect way to open conversation about Norwex and our products, like the Fluff & Tumble Dryer Balls.

Price: \$24.99 [US]; \$29.99 [CDN]

SKU Details: 357099

