



Norwex®

CREATING SAFE HAVENS, SINCE 1994



Our Ideology

At Norwex, we believe that there is a strong and direct link between our health and the health of the environment. That's why we have made it our purpose to reduce the harmful chemicals and waste that challenge our quality of life and the future of our planet.

Did You Know?

- More than 85,000 chemicals have been created in the past 50 years, and very few have been tested for their impact on human health.*
- More than 200 chemicals have been found in the cord blood of newborns.**
- Indoor air pollution is one of the top five highest-ranking environmental health problems in America.***
- Roughly nine tons of plastic end up in our oceans every year.†

* "Think Those Chemicals Have Been Tested?" *New York Times*, April 13, 2013
<https://www.nytimes.com/2013/04/14/sunday-review/think-those-chemicals-have-been-tested.html>

** <https://www.scientificamerican.com/article/chemicals-umbilical-cord-blood/>

*** Targeting Indoor Air Pollution, EPA's Approach and Progress, United States Environmental Protection Agency, March 1993

† <https://www.nationalgeographic.org/projects/plastic/>



It's Our Mission to Help!

Our global Mission is to
improve quality of life
by radically reducing
chemicals in our homes.

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Our Product Promise

Creating Safe Havens in Every Home

Through our products, we are helping others create healthier homes by reducing the harmful chemicals and waste that challenge our health and the health of our environment.





Effective Solutions for Healthy Homes

From our flagship microfiber to our superior cleaning products and sustainability solutions, our innovative products provide real solutions that work.

Safe Solutions for Healthy Families

Our safe cleaning and personal care products reduce chemicals such as parabens, phthalates and carcinogens in the home, improving quality of life for generations to come.

Sustainable Solutions for a Healthy World

With products to help reduce waste from everyday things like paper towels and plastic wrap, Norwex allows families everywhere to live more sustainably.





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Our Intentions

As a company, we seek to improve quality of life and, in turn, the health of our environment through our product solutions, our business practices and our commitment to global advocacy and education.

How do we do that?

- Through product solutions that reduce harmful chemicals and waste.
- By reducing our use of plastics and increasing the use of biodegradable plastic.
- By reducing our footprint on the planet to leave it in even better shape than we found it.
- By increasing awareness and education about harmful chemicals and our environmental challenges.
- By advocating for stronger and stricter laws worldwide regarding harmful chemicals and testing for safety before consumers use them.
- By making small, conscious choices to improve our planet.



Our Core Values

Our Core Values of Integrity, Trust and Respect guide us in all areas of our work as we seek to fulfill our Mission and provide our Consultants with a business and a legacy they can be proud of.

Integrity

To conduct our business with integrity means we uphold our moral principles and remain honest and transparent in all areas of practice, from our product standards to our business relationships.

Trust

Trust is the belief that one can rely upon another's actions and words. Through a foundation of trust, we empower our community of employees, Consultants and Leaders to work openly and creatively.

Respect

To respect someone is to think highly of them and to admire them for their qualities. By respecting others, Norwex brings people together from all walks of life creating a supportive, inspiring and empowering community.



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Our People, Our Passion

At Norwex, our biggest asset is our people—our Employees, our Customers and our Consultants. Like many, they love our simple, cost-effective products and enjoy the opportunity to create better lives for themselves and their families. But more than that, they are drawn to our Mission and want to make a difference in the lives of others. Our Norwex Consultants are making a real impact by helping others live happier, healthier lives as they create Safe Havens across the globe. When you choose to join Norwex, you are joining more than just a company; you are becoming part of a promise for a brighter future!

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Our Movement

Our Mission in Motion

The Norwex Movement is our Mission in motion. Through it, people from all over the globe are coming together to reduce chemicals and create a more sustainable environment for our families and our planet. By educating others to make small, conscious choices, collectively we can improve our own health and the health of the planet—and leave a lasting legacy for generations to come.

www.NorwexMovement.com

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Norwex Foundation
FOR A BRIGHTER FUTURE

Our Charitable Heart

We understand that improving quality of life is about investing in our communities. Whether we're donating time, money or goods, our charitable efforts are an integral part of who we are as Employees, Consultants and Customers. From feeding the hungry to building safer playgrounds and providing medical care for families in need, the Norwex Foundation for a Brighter Future is making an impact in local communities across the globe.

www.NorwexFoundation.org

Just a few of the organizations that are creating brighter futures with the support of the Norwex Foundation.



Shiloh Field



KidKnits



Hawaii Wildlife Fund



*Richmond Therapeutic
Riding Association*



Children's Wish Prince Edward Island

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Our Purpose

At Norwex, we believe that our purpose is to create a brighter future for our families, our Consultants and the planet through our commitment to our Mission, our Values and our Ideology.



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We're not just a company, we're a **promise for a brighter future...**



For our families, who will live happier, healthier lives as we create Safe Havens by radically reducing chemicals in our homes with our simple, cost-effective solutions that truly work.



For our Consultants, who have the opportunity to empower themselves and others as they build their own businesses and live the life of their dreams in a community founded on Integrity, Trust and Respect.



For our planet, as we share our Mission with others by showing them how to reduce the harmful chemicals and waste that challenge the health of our environment.



We are real people making a real impact through our promise for a brighter future for everyone, for generations to come.

Norwex History



Bjørn Nicolaisen
Founder



Debbie Bolton & Gerd
Doroshuk, Co-Founders

1994

Norwex operations open as Eidsvoll Miljøprodukter, and the revolutionary “cleaning without chemicals” is born.

1999

Little Red Cloth



“Cleaning without Chemicals” spreads to Canada and adopts the name Norwex Enviro Products. Norwex is short for “The Norwegian Experience.”



2001

Norwex USA opens.

2004

Norwex Baltics opens.



2007

Norwex introduces a new microfiber with micro silver, and its success pushes us to the forefront of the industry.



2008

Norwex Australia opens.



2009

To better the quality of and growing demand for microfiber, Norwex opens its first production facility in China.



Our Company Mission becomes:
*Improving quality of life
by radically reducing the use of chemicals
in personal care and cleaning.*

BacLock.



2011

Norwex offices officially open in the USA.

New logo and expanded Mission statement launches.

Norwex

*Improving quality of life
by radically reducing chemicals
in our homes.*

2014



Norwex United Kingdom, Ireland, New Zealand and Germany open.



2016

Norwex Sweden opens.

New China factory opens, and the first-of-its-kind microfiber made from up to 70% recycled materials is introduced.



2018

2019

Norwex Malaysia opens.

2013

The Norwex USA Headquarters and Distribution Center celebrates its grand opening.



An expanded line of personal care items is introduced.

2015

The Norwex Movement launches to bring our global community of like-minded individuals together.

THE
Norwex
MOVEMENT

Norwex introduces the next generation of microfiber.



2017

Norwex Austria opens.



The Norwex Foundation for a Brighter Future is established in support of charitable efforts across the globe.



Our EMP Research and Manufacturing Institute opens.





Our Global Legacy

Norwex began in Norway in 1994 and opened North American operations in Canada in 1999. Since then, we've expanded to Australia, Austria, the Baltics, Germany, Ireland, Malaysia, the Netherlands, New Zealand, Sweden, the United Kingdom and the USA, making our Norwex community active on three continents!

