



July Playbook



Plastic-free July
Ditch Disposables

Canada Day (CA): 7/1
Independence Day (US): 7/4

Norwex Conference!
July 24 - 27

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Theme & Focus

JULY THEME

Ditch Disposables

Mission Focus and
Plastic Free July®

Live plastic-free with Norwex

Before your next summertime activity, consider this: those so-called, on-the-go conveniences (plastic water bottles, straws, bags) make up a majority of the roughly **9 million tons*** of plastic that ends up in the world's oceans annually.

Norwex helps you **break the cycle of single-use waste** so you can live more sustainably and plastic-free.

Norwex Microfiber

Products made from 50-91% recycled microfiber yarn have saved 12 million+ plastic bottles from landfills while eliminating the need for single-use paper towels.

Stainless Steel Drinking Straws

These straws with convenient carrying bag have helped save 1.8 billion+ single-use straws from polluting our environment.

Reusable Silicone Bag/ Food Storage Containers

Replace wasteful single-use containers and plastic wrap with food-grade silicone that seals in the freshness and flavor.

Visit The Norwex Mission Facebook group for plastic-free tips from Amy Cadora all month long! For shareable graphics, search "plastic free" on The Resource.



JULY THEME & FOCUS

Mission Focus and
Plastic Free July®

Foundation for the Future



Build on a Strong Foundation

Success is not a single moment—it's the result of continually building on the work you've already done. Your dedication in May and June has created powerful momentum – now is the time to build on it. While you've been hard at work – selling products, partying, growing and promoting your team – you've been doing more than earning greater commissions and *Work Hard, Play Hard* rewards. You've been building a healthier, stronger business that's built to thrive. Keep up the good work in July and see where your business can really go.

Consultant Tools

- Better Together sample packs
- Work Hard, Play Hard
 - Consistency

Hosting Strategies

- Host Rewards
- Host Exclusive
- July Spend & Save
- Mega Parties

Customer Incentives

- Warehouse Sale
- Shop Offer
- Share a Cart
- More exclusives...



Monthly Activation

Growing – YOU and your business

SESL: Canada

Personal Sales: \$3,451

Recruits: 1.75

Group Volume: \$15,201

SESL: US

Personal Sales: \$1,338

Recruits: 1.67

Group Volume: \$19,058

VPSL: Canada

Personal Sales: \$3,982

Recruits: 2.79

Group Volume: \$31,040

VPSL: US

Personal Sales: \$5,352

Recruits: 2.19

Group Volume: \$33,772

Growing – YOU and your business

EVPSL: Canada

Personal Sales: \$6,401

Recruits: 2.1

Group Volume: \$33,278

EVPSL: US

Personal Sales: \$6,411

Recruits: 2.5

Group Volume: \$38,965

SVPSL: Canada

Personal Sales: \$4,348

Recruits: 3.1

Group Volume: \$45,981

SVPSL: US

Personal Sales: \$5,694

Recruits: 2.8

Group Volume: \$55,835

Nurturing & New

Current repeat customer orders

Based on 4 parties/month (48 parties/year) and 4 repeat customers at every party

Repeat Customers
\$97 average order

4 of 5 party orders are repeat



192 orders/year
\$18,624 retail sales
\$6,518 product
commission

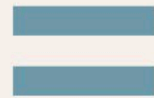
Nurturing & New

Current new customer orders

Based on 4 parties/month (48 parties/year) and 1 NEW customer at every party

New Customers
\$113 average order

1 of 5 party orders are NEW



48 NEW orders/year

\$5,424 retail sales

\$1,898 product
commission

Nurturing & New

Personal Sales Commissions Earning Potential

Based on 4 parties/month (48 parties/year) and 4 repeat/1 NEW customers at every party

New Customers (48)
+
Repeat Customers
(192)

=

240 customer orders/year
\$24,048 retail sales
\$8,416 product commission

What If...

4 Parties/month, 5 purchasing guests/party (4 of 5 NEW!)
48 Parties with 240 purchasing PARTY guests in a year!

Keep your repeat!
\$97/order

Go find NEW!!!
\$113/order

192 repeat/year
\$18,624 total sales
\$6,518 product commission

192 new/year
\$21,696 total sales
\$7,593 product commission

Nurturing & New

Let's Compare!

4 Parties per month, 4 NEW
purchasing guests per party.

192 repeat + 48 New

VS.

192 repeat + 192 NEW

\$24,048 retail sales
\$8,416 product commission

\$40,320 retail sales
\$14,112 product
commission

July 2025 New Consultant Starter and Upgrade Kits

Starter Kits

- Standard Starter Kit
- Sample Starter Kit

Upgrade Kits

- Skin Care Kit
- Silver Upgrade Kit
- Gold Upgrade Kit



Sample Starter Kit
\$30us/\$35CA
\$9.95 S&H



Standard Starter Kit
FREE (w/Sales requirement)
\$9.95 S&H

July 2025 Consultant Consistency

Sharing Norwex is rewarding and fun. Stay consistent and you can earn FREE products based on your Personal Retail Sales and Team Building!

Receive \$25 in
Norwex Discounts

when you submit \$500
in Personal Retail Sales.

Receive \$75 in
Norwex Discounts

when you add a New
Consultant who achieves
their first Bright Start goal of
\$400 in Personal Retail Sales
in their first 15 days.*

Receive \$100 in
Norwex Discounts

for each additional New
Consultant who achieves
their first Bright Start goal
of \$400 in Personal Retail
Sales in their first 15 days.*

Examples: \$500 = \$25 in Norwex Discounts

\$500 + 1 New Consultant w/Bright Start 1 = \$100 in Norwex Discounts

\$500 + 3 New Consultants w/Bright Start 1 = \$300 in Norwex Discounts

July 2025 Host Exclusive

Free #mopportunity

Noon, CT, July 1 – Noon, CT, August 1, 2025

Get the party started, then get our famous mop-
FREE!

1 Booking + qualifying sales unlocks
July's Host Exclusive.

All Hosts	
\$500 Sales	Superior Mop System
\$1,000 Sales	PLUS Rubber Brush, Spray Mop Attachment, and Outdoor Broom Attachment

PLUS \$50 in Norwex Discounts when host or guest join from a party!



July 2025 Spend & Save

Spend & Save Level 1

- **Spend:** \$99_{US}/\$125_{CA}
- **Save:** Body & Face Pack small, lavender, w/ Grab n Go wristlet, charcoal
- **Customer:** \$12_{US}/\$14_{CA}
- **Retail price:** \$32.98_{US}/\$35.98 _{CA}
- **Consultant price:** \$7.80_{US}/\$9.10_{CA}

Spend & Save Level 2

- **Spend:** \$125_{US}/\$150_{CA}
- **Save:** Odour Eliminator, crisp linen and Forever Spray Bottle
- **Customer:** \$21_{US}/\$30_{CA}
- **Retail price:** \$36.98_{US}/\$51.98_{CA}
- **Consultant price:** \$13.65_{US}/\$19.50_{CA}

Spend & Save Level 3

- **Spend:** \$175_{US}/\$200_{CA}
- **Save:** Eco-Wash Laundry Detergent Strips
- **Customer:** \$23_{US}/\$25_{CA}
- **Retail price:** \$32.99_{US}/\$36.99_{CA}
- **Consultant price:** \$14.95_{US}/\$16.25_{CA}

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

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



Party Math

US

1 Customer (Safe Haven 5 with PowerZyme)	Upsell: Level 2 Spend & Save	Total Sale Per Customer	Multiply by 5 Customers	Total Sales	Multiply by 5 Parties	Earnings (SubA)
\$133.99	\$21.00	\$154.99	X5	\$774.95	X5	\$3,874.75

Party Math

CDN

1 Customer (Safe Haven 5 with PowerZyme)	Upsell: Level 2 2 Spend & Save	Total Sale Per Customer	Multiply by 5 Customers	Total Sales	Multiply by 5 Parties	Earnings (SubA)
\$154.99	\$30.00	\$184.99	X5	\$924.95	X5	\$4,624.75

July 2025 Mega Party Topics

Theme: Ditch Disposables

Week 1 (July 1): Family-Friendly Cleaning Made Easy

Week 2 (July 8): Outdoor Living with Norwex

Week 3 (July 15): Reduce Waste, Live Sustainability

Week 4 (July 22): Celebrate Plastic-Free July with Norwex

Bonus Week (July 29): Plastic-Free Month Wrap-Up



[The Resource](#) > [View Files](#) > [Mega Parties](#)

July 2025 Month-long Summer Warehouse Sale

Noon, CT, July 1 – Noon, CT, August 1, 2025

Cart Exclusive: buy 3 items in the sale and get a reusable grocery bag for \$5/\$7 (limit one)

PROTECT + PREVENT Mineral Facial Sunscreen	Pillowcases, King (cloud), Standard, (cloud, grey)
Lip Hydration Berry	LE Lyocell Luxury Pillowcases, standard, king, gray
Deep Hydration BioCellulose Face Mask, set of 4	LE Lyocell Sheet Set, Queen, King
Travel Trio Skin Care Set	Active Towel BacLock® w/Mesh Bag – Large, Small, blue
Lysera Hair Protecting Spray	XL Ultra-Plush Bath Towel, heathered oatmeal, graphite
Lysera Deep Conditioner & Mask	LE Grab-n-Go Zipper Pouch w/ mini EnviroCloths
Exfoliating Facial Mitt	Mattress Cleaner 2oz
Body and Face Pack, vanilla/graphite, teal/vanilla	Stain Remover 2oz
Body Pack, coastal	Dish Soap 2oz
Deluxe Body and Face Pack, Caribbean	Dish Mesh Mini Set of 2
Kids Pet to Dry, mermaid, baby shark, purple unicorn, green dragon	Lysera Nourishing Shampoo 59ml
Foaming Hand Wash Powder, citrus, peppermint	Lysera Nourishing Conditioner 59ml
Chenille Runner, graphite, heathered oatmeal	Body & Face Pack, small, sea mist stripe
	Travel Pouch

July Share A Cart

Suggested Products – Ditch Disposables

- Reusable Silicone Bags
- Stretchy Silicone Lids
- Silicone Food Storage Containers
- Reusable Produce Bags
- Stainless Steel Drinking Straws
- Counter Cloths



July 2025 Kick-off Sale

Noon, CT, July 1 – Noon, CT, July 9, 2025
15% off select consumables

Description	US Retail	US Sale	CA Retail	CA Sale
Mold and Mildew Stain Remover	\$32.99	\$28.04	\$36.99	\$31.44
Oven and Grill Cleaner	\$32.99	\$28.04	\$34.99	\$29.74
BioZyme Dish Soap Concentrate	\$32.99	\$28.04	\$41.99	\$35.69
Probiotic Hard Surface Cleaner Concentrate	\$29.99	\$25.49	\$37.99	\$32.29
SportZyme	\$23.99	\$20.39	\$29.99	\$25.49
Power Cleaning Paste	\$36.99	\$31.44	\$43.99	\$37.39
Pet Stain & Odour Remover	\$32.99	\$28.04	\$39.99	\$33.99





LESS PLASTIC, MORE PURPOSE

Earn 40% of sales in July

Noon, CT, July 1 – Noon, CT, August 1, 2025



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July 2025 Shop Offer Updates

- **NEW 10% off** – no minimum, no cap
 - through noon, CT, September 1
- **UPDATED Free Shipping on \$150+ orders**
 - Available through Shared Carts or Back Office. Make sure you're subscribed to Office Suite for full access. \$99 Free Shipping offer will remain available in your back office.
- **Even Better News – No reduction on your Personal Retail Sales when using Shop Offers!**
 - You read that right. From now on, **shop offers will no longer reduce your Personal Retail Sales.** You'll only cover the cost of the discount or shipping!





Events

New Mainline Product Launch

Consultants

- New product will be launched from stage at Conference Friday, July 25th
- New Product Order Opportunities:
 - Conference attendees
 - July 25th – 10% off retail Conference Discount
 - All Consultants
 - July 25th – no additional discount

Customers

- Go Live for Customers Monday, July 28th



Countdown to Norwex Conference: July 25–27

Registration Deadline: July 18, 11:59pm, CT

Registration Price: \$229

NEW Consultant Price: \$99¹

Every Consultant who registers for Conference will receive **ONE FREE NIGHT** at the beautiful Omni Hotel!²

The deadline to reserve your room has been extended to **June 27!**



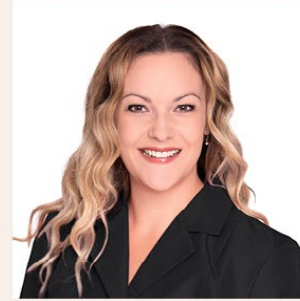
¹Consultants who have joined 8/1/24 – 7/1/25

²Book your room within our designated room block; Your account will automatically be credited for one free night; Maximum of TWO nights free when sharing accommodations with another attendee or combining with another incentive; Applies to new and current bookings

Training – Conference Workshops

Registration opens next week – check your inbox! Which sessions will you attend?

- Multiply your Momentum: Recruiting & Onboarding – Missy Carson, SESL
- Attracting Fresh Faces to Fuel Your Business – Shannon Tayloe, ESL
- Simplicity Sells: Booking + Coaching Without the Overwhelm – Kara Ameloot, EVPSL
- Mastering the Safe Haven 5 as a Party – Andrea Peterson, SESL
- The Science Behind: The Norwex (Microfiber) Difference: Kayla Molina and Sheri Gauthier
- The Power of Enzymes: Nature's Secret Weapon: Courtney Landry and Sheri Gauthier



Kara Ameloot



Shannon Tayloe



Sheri Gauthier



Andrea Peterson



Kayla Molina



Missy Carson

Our line-up
of Norwex
Conference 2025
Workshop speakers



Courtney Landry

Countdown to Norwex Conference: July 25–27



★ Denim & Diamonds Awards Night

Saturday night is your time to shine. This year's theme – *Denim & Diamonds* – mixes a little glam with a whole lot of fun. Slip into your favorite jeans, add your sparkle and get ready for a night of celebration.

★ Together, We Go the Extra Mile

Join us for *Walk a Mile with Norwex* at 7:00 a.m. on July 26! Take part in this charitable walk to raise funds for Hope House OKC, a local organization making a difference in the community. Participants will receive an exclusive Norwex-branded keepsake.



★ Conference Warehouse Sale

Imagine a shopping bonanza in a store full of Norwex! Bring an extra bag! We're bringing out some hidden gems to offer you great discounts on limited-edition and overstock items onsite. First come, first scored.


2025 Events...so far!

Dates	Location	Invitees	Event
8/8 – 8/9 Fri-Sat	Guelph, Ontario	All Consultants	Super Saturday (Fri Opp)
9/9 – 9/12 Tues-Fri	Canmore, Alberta	Black Jackets	Black Jacket Meeting
9/12 – 9/13 Fri-Sat	Calgary (45 from Canmore)	All Consultants	Super Saturday (Fri Opp)
9/16 – 9/19 Tues-Fri	Charleston, South Carolina	Black Jackets	Black Jacket Meeting
9/19 – 9/20 Fri-Sat	Mount Pleasant, SC	All Consultants	Super Saturday (Fri Opp)
9/26 – 9/29 Fri-Mon	Ojai, California	Black Jackets	Black Jacket Meeting



Tech Updates

Ordering Improvements

	
<div><div>\$224.91</div><div>\$202.99</div></div> <div>-</div> <div><div>\$202.99</div></div>	
1 Item	\$202.99
Subtotal	\$202.99
Tax	\$14.91
Shipping and handling	\$9.95
Order Total	\$227.85
Consultant Discount	-\$20.00
Account Balance	-\$40.00
Amount Due	\$167.85
Payments	
Visa ending 1111:	-\$100.00
MasterCard ending 4444:	-\$67.85
Added to your Account Balance	Personal Retail Sales
\$51.04	\$202.99

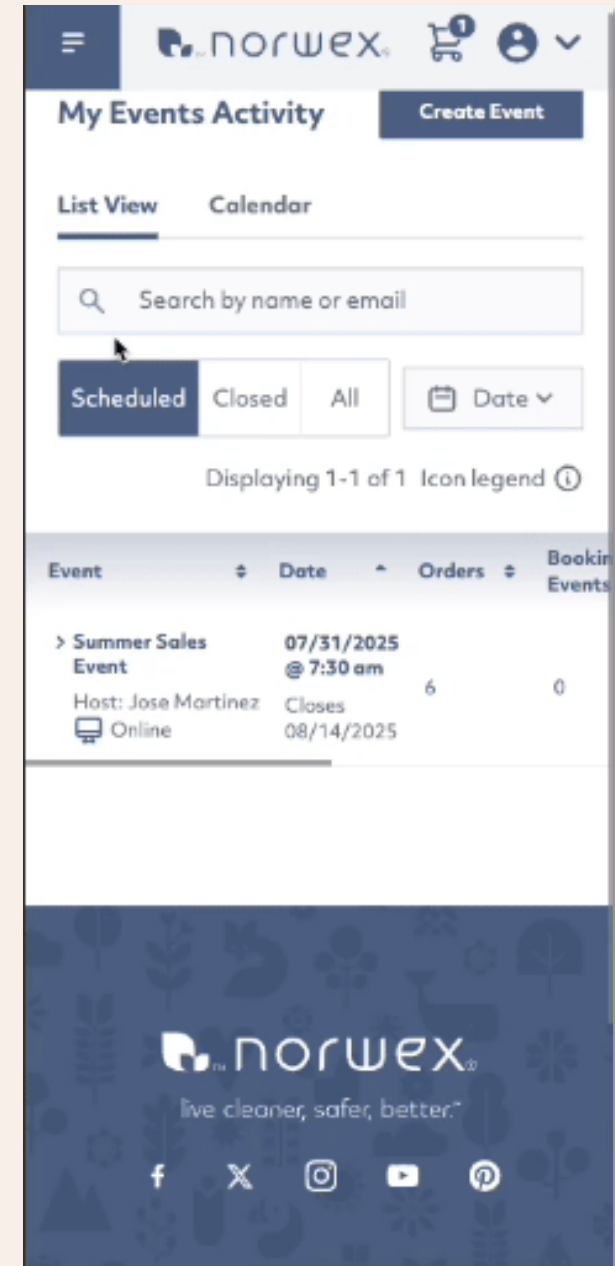
Improved visibility of Personal Retail Sales (PRS) in Order Details

- Quickly see how much PRS you earned on each order and what amount was deposited to your Account Balance
- ** Coming Soon**
- pre-filled Customer name in payment entry section

Rebooking Hosts

New changes to make rebooking Hosts easier:

- No more counting days – the system will now automatically disable any dates that aren't available for your Host.
- No more 90-day minimum for your Host's second event – if you'd like to rebook a Host the day after the current event closes (and shorten that event's duration), you now have that flexibility!



Customer Invoices

Customer Invoice (PDF)

Customer Account Order History

Order Confirmation Email

Payment transparency
for Customers

Customers will now see
strikethrough Total Due
when CD or AB are
applied, with the exact
amounts charged to
each credit card – no
more confusion or need
to reference their credit
card statement!



Training

Training

Podcasts – SoundCloud, Spotify and Apple/Google Podcast Apps

English:

1. Plastic Free July with Amy Cadora
2. Creating Safe Havens – Beate & Sheri

French:

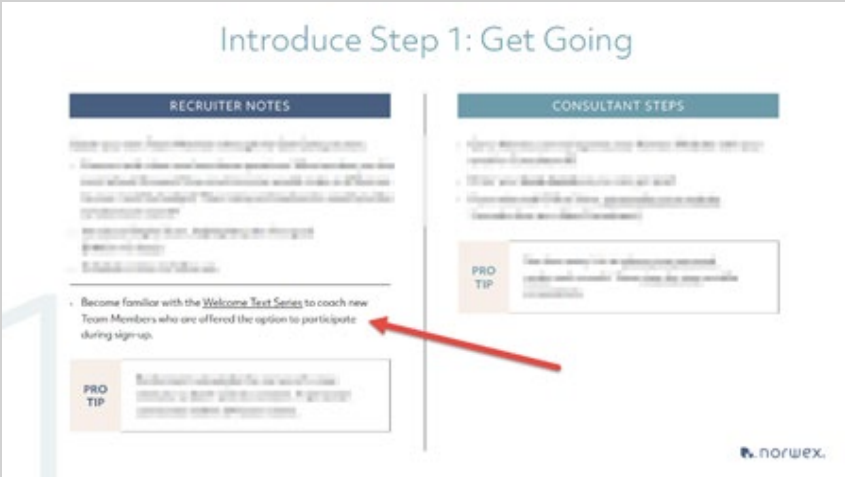
« Retour aux bases » – Des conseils de développement d'équipe pour réussir

ICYMI – Previous episodes!!

1. The Science Behind: Microfiber Deep Cleaner
2. Beyond Words: Elevate Your Business with Body Language



Toolbox for Training

FOR NEW <90 DAYS (AND NEW TO NORI): <i>Start Your Norwex Journey</i>	<p>Purpose: Kick-start new Consultants with a clear, actionable roadmap.</p> <ul style="list-style-type: none">Why it matters: Gives a simple 5-step path to early success and incentivizes action with Bright Start rewards and income potential.	https://theresource.norwex.com/start-your-norwex-journey/
FOR ALL CONSULTANTS: <i>Product Education Quick Guide</i>	<p>Purpose: Equip Consultants with essential product knowledge and demo ideas.</p> <ul style="list-style-type: none">Why it matters: Builds confidence in presenting and selling Norwex products with simply training and demo-friendly content.	https://theresource.norwex.com/product-quick-guide/
ALL CONSULTANTS AND THOSE WHO COMPLETED START YOUR NORWEX JOURNEY: <i>Grow Your Norwex Business</i>	<p>Purpose: Help Consultants maintain momentum and grow their income.</p> <ul style="list-style-type: none">Why it matters: Transitions Consultants from starter to business builder by showing the payoff of consistent activity.	https://theresource.norwex.com/grow-your-business/
RECRUITER STEP BY STEP GUIDE: <i>Recruiter Onboarding Guide (PDF)</i>	<p>Purpose: Equip Recruiters to effectively support new Consultants in their first 30 days.</p> <ul style="list-style-type: none">Why it matters: Ensures team leaders have a duplicable system to drive early success and Consultant retention.	https://cdn.intelligencebank.com/us/share/EPnB/k7A3p/4qO2B/original/Onboarding+Using+Start+Your+Business+Flyer+-+US+CDN
New Consultant Text* Campaign *see the "Recruiter Onboarding Guide"		
New Consultant Appcues* Campaigns *pop-up boxes in the Back Office		

Toolbox for Success

Trip Miles Towards Pura Vida	Sales, Team building & 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
Opportunity Calls: Debbie Welcome to Norwex Calls	New Consultants can join these calls to learn more about Norwex and receive \$25 In Norwex Discounts when they sign up.	Available every Tuesday at 8:00 p.m., 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 Consultant Calls	Now hosted by each Region! RSMs will be inviting New Consultants each week and sharing the call link with their Leaders to invite & share as well.	RSMs will invite New Consultants each week. New Consultant Welcome Calls
Mega Parties	Your new team members can plug in, invite their family and friends, and kickstart their sales journey: <i>Feb 4: Pamper Yourself / Feb 11: Clean Ingredients / Feb 18: Glow Naturally / Feb 25: Treat your loved ones to Norwex</i>	Join us every Tuesday at 7:00 p.m., CT: Link to register REPLAYS: https://theresource.norwex.com/calendar/
Training Landing Page	US: https://theresource.norwex.com/training/ CA: https://theresource.norwex.com/en_ca/training/	French Spanish
Podcasts: Norwex Learning Network	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]
Starter Kit Training	Did you know that each Starter Kit has trainings? Share these with your team and New Consultants to help them get started strong!	https://vimeo.com/1071996486
Norwex APP	Get the Norwex Consultant App: Go to your app store, download the Nori app, and sign in.	Apple App Store Google Play



Summary

July 2025

Theme: Plastic-free July

#partywithpurpose

#welcome2norwex

Consultants

Earn 40% of Sales
Shop Offers: 10% off, \$150 Free Shipping
Norwex Conference!
Consistency Rewards
Work Hard, Play Hard Month 2

New Cons

Starter Kits: Standard Kit, Sample Kit
Upgrade Kits: Skin Care, Silver, Gold

Field Support

New Consultant Welcome Calls
Mega Parties
Podcasts: Plastic-free July with Amy C.,
Samples/Sachets, SH5 with Beate &
Sheri
One Pagers Kitchen, Food Prep, &
Storage

Customers/Hosts

Host Reward (Jul 1 – Aug 1)

- FREE product packages with 1 booking and \$500/\$1,000 sales added in July

Better Together New Customer Sampling Month 2

June Spend & Save (Jul 1 – Aug 1)

- S&S1: **Spend \$99/\$125, Save:** Body & Face Pack small, lavender, with Grab n Go wristlet, charcoal (\$12US/\$14CA)
- S&S2: **Spend \$125/\$150, Save:** Odour Eliminator, crisp linen and Forever Spray Bottle (\$21US/\$30CA)
- S&S3: **Spend \$175/\$200, Save:** Eco-Wash Laundry Detergent Strips (\$23US/\$25CA)

Month-long Offer (Jul 1 – Aug 1)

- Summer Warehouse Sale

Kick-off Sale (Jul 1 – Jul 9)

- 15% off select consumables