



May 2025 Playbook

A woman with short dark hair, wearing a beige sweater and tan pants, stands by a window with white curtains. She is looking out the window with a smile, her right hand touching the curtain. The background shows a blurred view of a city building.

May 2025 Playbook

Asthma & Allergy Awareness Month

Mother's Day (NA): 5/11

Victoria Day (CA): 5/19

Memorial Day (US): 5/26

Contents

Theme & Focus

Sales Drivers

Recruiting & Onboarding

Team Activation

Consultant Events

Wrap-up & Next Steps



Sales Drivers

ASTHMA & ALLERGY AWARENESS

Cleaner air, better living



The Why

Breathe easier knowing the air in your home and the products that touch your skin are safer for you and your family.

Norwex products help you reduce:



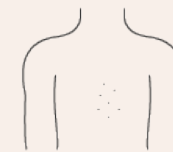
Airborne allergens

Including allergy and asthma triggers from chemical-laden dust, toxic cleaners, synthetic fragrances and more



Skin irritants

No more harsh, abrasive laundry detergents or personal care products with questionable ingredients



Body burden

Say goodbye to harmful chemicals that can accumulate within you from products you use every day

Foundational Mission Facts



Clear the Air

- Dust can contain up to 45 harmful chemicals including phthalates, which are linked to declines in IQ and respiratory problems in children. Milken Institute School of Public Health 9.13.16 | bit.ly/4256XEW



Cleaner Laundry

- Fragrances, preservatives, dyes and other chemicals in laundry detergent can cause rashes in both children and adults. Healthline | bit.ly/3fOZ16r



Safer Personal Care

- The average woman uses personal care products with 168 different chemical ingredients, every day. Environmental Working Group PDF 6.19.08 | bit.ly/3x40QiN

For more shareable facts and social graphics, search for the term “allergies” on The Resource or visit The Norwex Mission Facebook page.

Link to join:
www.facebook.com/groups/norwexmission



May Share A Cart

Suggested Products – Cleaner air, better living

Clear the Air

- Two-Sided EnviroWand with Duster
- Dusting Mitt
- Mattress Cleaner

Cleaner Laundry

- PowerZyme
- Fluff & Tumble Dryer Balls

Safer Personal Care

- Body and Face Pack
- Essential Skin care Set



Learn how to create a cart:

<https://www.vimeo.com/906908722/661d87370b>

May 2025 Host Reward

★
HOST EXCLUSIVES

Free Norwex must-haves

Noon, CT, May 1 – Noon, CT, June 1, 2025

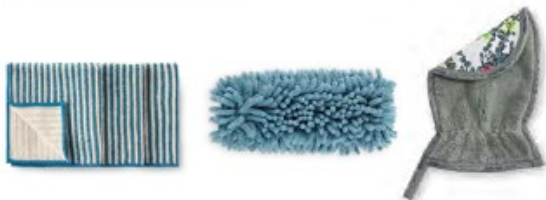
Host this May, help reduce allergens and unlock
FREE products based on your party sales!*



Earn Level 1 rewards when you add \$500 to any
event in May (a **\$77.98** value - FREE)!

LEVEL 1

Purify and protect, from air to skin



Earn Level 2 rewards when you add \$1,000 to any
event in May (a **\$137.95** value - FREE)!

LEVEL 2

Relax with allergy season's cleanest solutions

Host this May, help reduce allergens and unlock
FREE products based on your party sales!*



Earn Level 1 rewards when you add \$500 to any
event in May (**\$91.48** total value!)

LEVEL 1

Purify and protect, from air to skin



Earn Level 2 rewards when you add \$1,000 to
any event in May (**\$164.45** total value!)

LEVEL 2

Relax with allergy season's cleanest solutions

May 2025 NEW Host Reward

✱

FIRST-TIME HOSTS

Free Norwex must-haves

Noon, CT, May 1 – Noon, CT, June 1, 2025

Host for the first time this May, help reduce allergens and unlock FREE products based on your party sales!*



Earn Level 1 rewards when you add \$500 to any event in May (a **\$216.97** value - FREE)!

LEVEL 1

Purify and protect, from air to skin



Earn Level 2 rewards when you add \$1,000 to any event in May (a **\$466.90** value - FREE)!

LEVEL 2

Relax with allergy season's cleanest solutions

Host for the first time this May, help reduce allergens and unlock FREE products based on your party sales!*



Earn Level 1 rewards when you add \$500 to any event in May (a **\$266.47** value - FREE)!

LEVEL 1

Purify and protect, from air to skin



Earn Level 1 + Level 2 rewards when you add \$1,000 to any event in May (a **\$574.40** value - FREE)!

LEVEL 2

Relax with allergy season's cleanest solutions

May 2025 Spend & Save

Spend & Save Level 1

- **Spend:** \$99US/\$125CA
- **Save:** Dark Blue Dusting Mitt
- **Customer:** \$10US/\$12CA – 60% off retail!
- **Retail price:** \$24.99US/\$28.99CA
- **Consultant price:** \$6.50US/\$9.75CA

Spend & Save Level 2

- **Spend:** \$125US/\$150CA
- **Save:** NEW Nordic Dryer Balls
- **Customer:** \$15/\$18CA – 50% off retail!
- **Retail price:** \$29.99US/\$36.99CA
- **Consultant price:** \$7.80US/\$11.70CA



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

May 2025 Kick-Off Sale

May 1 – May 12

Mother's Day suggested shipping deadline: May 5

Cart Exclusive: Buy any sale item or set, unlock a special skin care bundle for \$5US/\$7CA!

Added to Spring Gifting Page: May 1



10% – 30% off

Lip Shimmers, set of 3

Mini Body Balm, mint

Dual-Sided Makeup Removers, set of 3, pink

Lip Hydration, berry

Deep Hydration BioCellulose Mask, ylang ylang

Travel Trio Skin Care Set

Skin Care & Organizer Set

Porcelain Sink Organizer

DETOX + RESTORE Hydrating Night Cream

Cleansing Facial Powder

Pamper Her Set

Mini Body Balm, mint

Lip Hydration, berry

Deep Hydration BioCellulose Mask, ylang ylang

Norwex-logo Drawstring Bag

CART EXCLUSIVE – \$5US/\$7CA BUNDLE

Mini Ultra-Plush Body & Face Cloth, malachite

Hydrating Moisturizer Sachet

Cleansing Facial Powder Sachet

Illuminating Oil Sachet

Rejuvenating Serum Sachet

Renewing Eye Cream Sachet

Hydrating Night Cream Sachet

May 2025 Asthma & Allergy Awareness Month-long Offer

May 1 – Jun 1

The more you spend, the more you earn!

Spend \$125 and unlock \$20 back in Norwex Discounts!

For every \$50 spent above \$125, earn an *additional* \$5 back!

Discounts automatically applied to NORI account June 1 to be redeemed in June.

Although discounts expire 90 days from issue, best practice is to reach out to your customers to encourage purchase within 30 days!

Spend	Earn
\$125	\$20
\$175	\$25
\$225	\$30
\$275	\$35
+\$50	+\$5



Party Math

US

1 Customer (Safe Haven 5 with PowerZyme)	Upsell: Level 1 Spend & Save	Total Sale Per Customer	Multiply by 5 Customers	Total Sales	Multiply by 5 Parties	Earnings (SubA)
\$133.99	\$10.00	\$143.99	x5	\$719.95	x5	\$3,599.75

CDN

1 Customer (Safe Haven 5 with PowerZyme)	Upsell: Level 1 Spend & Save	Total Sale Per Customer	Multiply by 5 Customers	Total Sales	Multiply by 5 Parties	Earnings (SubA)
\$154.99	\$12.00	\$166.99	x5	\$834.95	x5	\$4,174.75

May 2025 Mega Party Topics

Theme: Allergy & Asthma Month

Week 1 (May 6): Simplify Laundry Day

Week 2 (May 13): Say Goodbye to Allergens

Week 3 (May 20): The Norwex Difference:
Laundry That's Safe for Everyone

Week 4 (May 27): Fresh and Clean for Spring

The Resource > View Files > Mega Parties

YOU'RE INVITED

Simplify Laundry Day

Norwex Mega Party on  zoom



May 6, 2025
Tuesday 7 PM, CT
Replay 9 PM, CT

Featuring
Gayle Rachford
Vice President Sales Leader

Register now
bit.ly/NorwexMegaParty



YOU'RE INVITED

Say Goodbye to Allergens

Norwex Mega Party on  zoom



May 13, 2025
Tuesday 7 PM, CT
Replay 9 PM, CT

Featuring
Kristine Barnes
Senior Executive Sales Leader

Register now
bit.ly/NorwexMegaParty



YOU'RE INVITED

The Norwex Difference Laundry That's Safe for Everyone

Norwex Mega Party on  zoom



May 20, 2025
Tuesday 7 PM, CT
Replay 9 PM, CT

Featuring
Sarah Ness
Executive Sales Leader

Register now
bit.ly/NorwexMegaParty



YOU'RE INVITED

Fresh and Clean for Spring

Norwex Mega Party on  zoom



May 27, 2025
Tuesday 7 PM, CT
Replay 9 PM, CT

Featuring
Carrie Minturn
Senior Executive Sales Leader

Register now
bit.ly/NorwexMegaParty





Recruiting & Onboarding

May 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
\$30_{US}/\$35_{CA}
\$9.95 S&H



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

- ✓ New Consultant 2 demo training video: <https://vimeo.com/1071996486>
- ✓ FR: <https://vimeo.com/1074043340>

May 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

May 2025 Consultant Offer

Submit \$500 in Sales in May, earn \$25 in Norwex Discounts AND this awesome Norwex cooler bag!





May Social Media

May Social Media Support

Content ideas – what should I post about this Month?

- **May is Asthma & Allergy Awareness Month!** Focus on sharing Norwex solutions that can help reduce triggers – without making medical claims. Highlight products like our Dusting Mitt, PowerZyme Laundry Detergent, Mattress Cleaner, and Body & Face Cloths + Skin Care.
- **Mother's Day is coming!** Highlight giftable favorites from our Personal Care line—like Skin Care, Dual Sided Makeup Removers and Body Balm—for pampering moms.
- Canva template – Asthma & Allergy Awareness Month Stat Graphics
- Reel Videos
 - **Spend & Save** – This month's files > Customer Promotions > Social Media Assets > Reel Videos
 - **Mother's Day Sale Items** – This month's files > Customer Promotions > Social Media Assets > Reel Videos





Team Activation

Training

Podcasts – SoundCloud, Spotify and Apple/Google Podcast Apps

1. Asthma & Allergy w/Amy Cadora
2. Gifting for Dads & Grads + Selling Tips
3. All about Enzymes

Updated Share Cards, did you know?

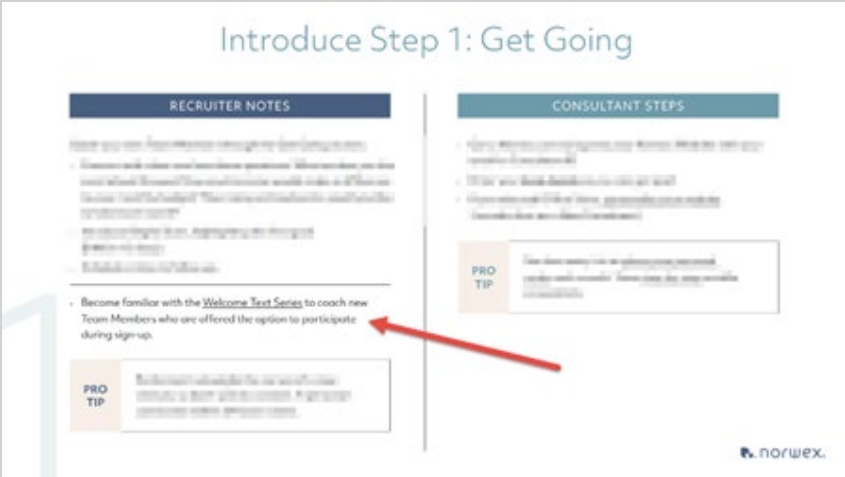
Search 'Share Cards' or 'Party Cards' on The Resource



Toolbox for Monthly Focus Support

<p>Evergreen New Consultant Kit Training</p> <ul style="list-style-type: none">• 2 easy demos• 3-5 people!	<ul style="list-style-type: none">❑ A fun, simple training for Sample and Standard Kits.❑ Includes 2 quick demos (Butter Demo & Cleaning Paste with Permanent Marker) & basic microfiber training (ENG & FR).❑ Training video: https://vimeo.com/1071996486?share=copy❑ FR: https://vimeo.com/1074043340<ul style="list-style-type: none">• Shared by RSMs after Wednesday New Consultant Welcome Calls.• Leaders promote and share with teams and New Consultants!• Free product draws for NEW Consultants only.
<p>Training Tuesday Facebook Group Posts</p>	<ul style="list-style-type: none">❑ Weekly product training posts in Consultant Groups for Safe Haven 5 + Mop❑ In Facebook groups (including French)❑ #TrainingTuesday
<p>Party Support</p>	<p>NEW!! Bathroom Party Outline – complete with words-to-say, graphics, videos and more! All Party Outlines – US – https://theresource.norwex.com/party/ CA - https://theresource.norwex.com/en_ca/party/</p>
<p>Team Building Support</p>	<p>Think about WHAT people want from the Norwex Opportunity – Check out this clip to learn a few tips from Melissa Lange, EVPSL https://vimeo.com/1000944000/579bfb48db</p>

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		

Training – One Pagers

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



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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.



Start Your Norwex Business

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.

Get going
SETTING UP SHOP IS A GREAT PLACE TO START.

1. Go to [norwex.com](#) to log into your Norwex Website with your email or Consultant ID.
2. Enter your [back office](#) so you can get started.
3. If you selected Office Suite, [access your website](#) (3 months free as a New Consultant).

PRO TIP See how easy it is to log into your personal online work month. View [this guide](#) for more screenshots.

Get excited
NORWEX HAS THE RESOURCES YOU NEED FOR SUCCESS.

1. Learn about the top 5 [essential products](#) for every home.
2. Connect with the Norwex Community on [Facebook](#).
3. Discover the [Success Stories](#) and see the impact we're making.

PRO TIP Introduce your business by showing off the products. [Add to your portfolio](#) with photos to inspire customers. [Share a Card](#) that features the products you ordered.

Get earning
"ASK IN 15 SECS" THE MORE YOU SHARE, THE MORE YOU'LL EARN!

1. Choose your Launch Event date(s). [Create an event](#) or view [step-by-step instructions](#).

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.

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SAVE TIME: Get the Norwex App

All Training

- Start Your Norwex Journey
- Product Quick Guide
- Parties
- Booking Calendar
- Grow Your Norwex Business
- Onboarding
- Build Your Norwex Team
- Leadership Development
- Back Office

Norwex® Training

Start Your Norwex Journey **Product Quick Guide** **Party Types Training & Templates**

Booking Calendar **Grow Your Norwex Business** **Podcasts**

Leader and Team Building

Recruiter: Onboarding New Consultants **Build Your Norwex Team** **Leadership Development**

Consultant Back Office **Norwex Consultant App**

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Product Education Quick Guide

At-a-glance training, information and demo ideas for our top products and new product introductions

Find additional marketing materials, videos, product images, social graphics and more in the Product Section on [The Resource](#).

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

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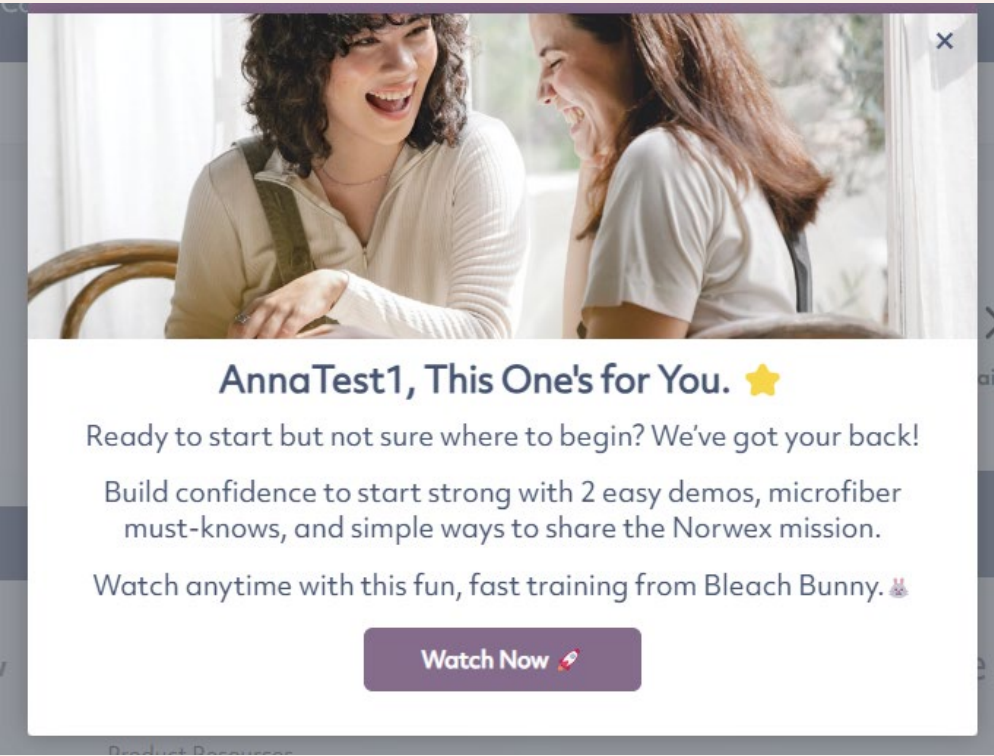
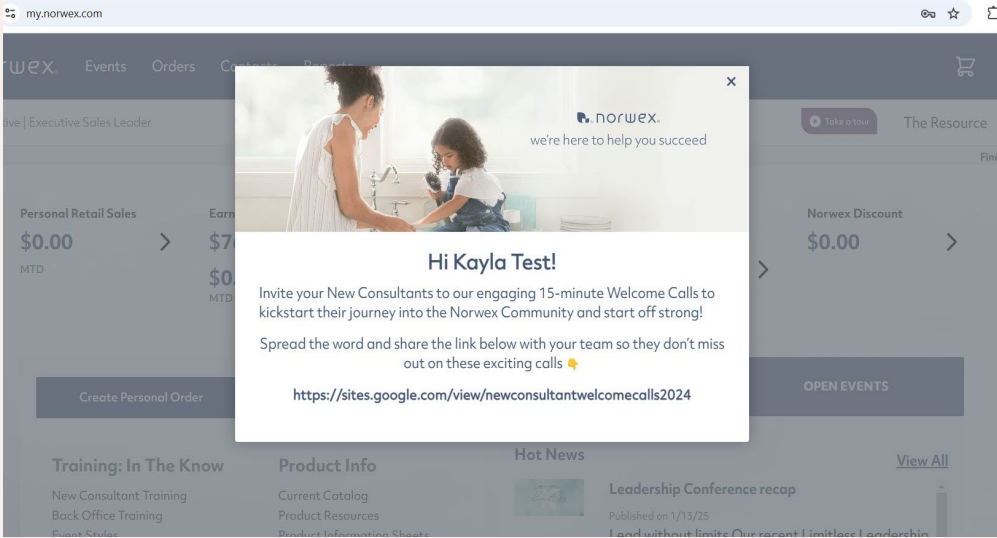
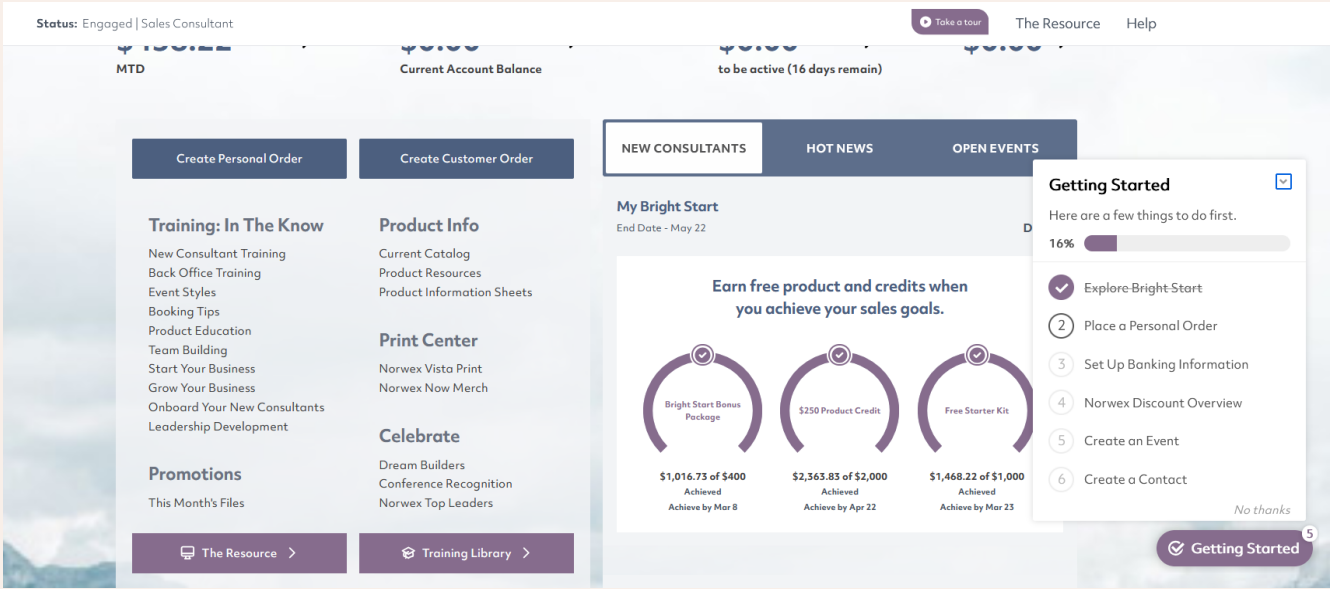
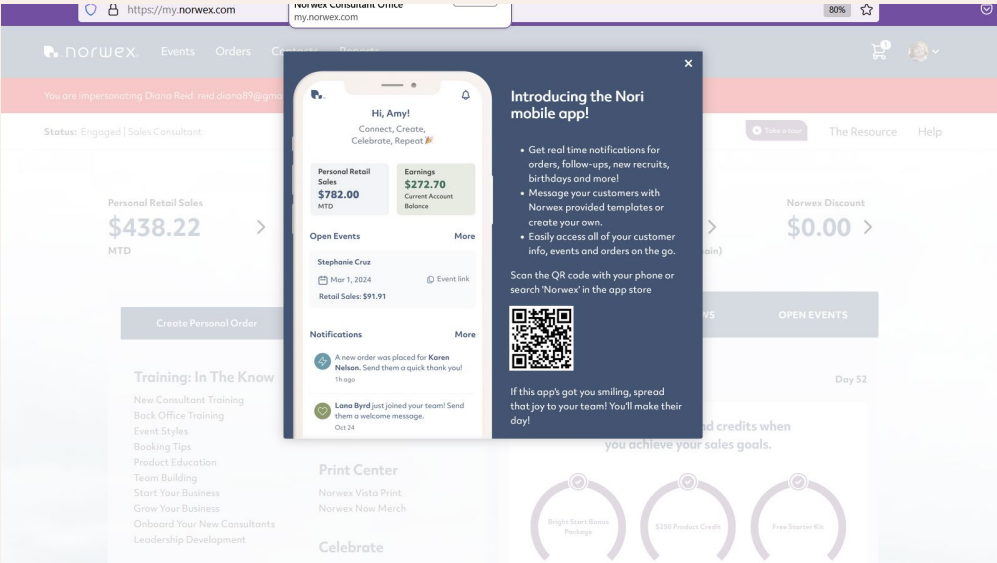
Grow Your Norwex Business

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



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New Consultant AppCues (pop-up boxes)



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
Norwex APP	Get the Norwex Consultant App: Go to your app store, download the Nori app, and sign in.	Apple App Store Google Play



Events

2025 Events...so far!

Dates	Location	Invitees	Event
8/8 – 8/9 Fri-Sat	Gueph, 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



Summary

May 2025

Theme: Asthma & Allergy
Awareness

#partywithpurpose
#welcome2norwex

Field Support

New Consultant Welcome Calls

Mega Parties

Podcasts: Asthma/Allergy, Dads & grads, Host coaching

Sales Leader Events

One Pagers – Host coaching, Laundry Party

Consultants

Consistency Rewards

Cooler Bag Offer

Award Nominations

New Cons

Starter Kits: Standard Kit, Sample Kit

Upgrade Kits: Skin Care, Silver, Gold

Host Reward

- FREE product packages with \$500 and \$1,000 in sales added to any event in May
- NEW Hosts receive EVEN MORE!

May Spend & Save (May 1 – Jun 1)

- S&S1 – **Spend \$99/\$125, Save:** Dark Blue Dusting Mitt (\$10US/\$15CA)
- S&S2 – **Spend \$125/\$150, Save:** NEW Nordic Dryer Balls (\$15US/\$18CA)

Month-long Earn Back Bonus

- Spend \$125, earn \$20; +\$50 spend = +\$5 earn

Kick-off Sale (May 1 – May 12)

- Select LE items
- Suggested shipping cutoff: May 5

Customers/Hosts