



September Playbook



Labo(u)r Day (NA): 9/1

Contents

Recognition

Theme & Focus

Monthly Activation

Consultant Events

Training

Wrap-up & Next Steps



Theme & Focus

SEPTEMBER

Recommit to clean



Refocus your routine

Summer days have brought us lots of ways to celebrate Norwex!

As we turn the page on a new season and school gets back into session, September is the perfect time to tidy up your haven and make chemical-free cleaning feel effortless again.

This September, help others ...

- **Refresh** their homes with our Safe Haven 5 Set and our convenient room-by-room Essentials Packages
- **Recharge** their cleaning essentials with our new Microfiber Deep Cleaner Laundry Booster
- **Reveal** their softer side with our luxurious Family Care and Personal Care microfiber

SEPTEMBER Consultant Focus



Back to School, Back to Routine

Now is the perfect time to introduce even more people to cleaner, safer, better ways to care for their family and homes with Norwex.

Busy people get things done! **Ask people to commit to a party** and center it around our Safe Haven 5 Sets and Party Template to show them how they can eliminate 80% of chemicals in their home with just 5 items. You'll be furthering the Norwex Mission while you earn – and they'll be creating a life that reduces harmful chemicals!



Monthly Activation

Skincentive Rewards

Noon, CT, August 1 – Noon, CT, November 1, 2025

Earn the Essentials Skin Care Set August through October, PLUS a few extras.
To complete your skin care upgrade set, participate all three months!



Make consistent sales your goal and celebrate with a glow up! This August through October, you can earn more than \$450 in Norwex Skin Care to elevate your clean beauty regimen.

Skincentive Rewards also allow you to experience our most popular skin care products (plus a few extras) like a New Consultant would during their Bright Start Period. Don't miss this opportunity to give your business a momentum makeover!



In August

Sell \$250 to earn
Cleansing Facial Powder
(1.58 oz.)



Sell \$1,000 to earn
Brightening Vitamin C
Serum (30 capsules)



In September

Sell \$250 to earn
Hydrating Moisturizer
(1.69 fluid oz)



Sell \$1,000 to earn
Smoothing Bakuchiol
Serum (30 capsules)



In October

Sell \$250 to earn
Renewing Eye Cream
(0.5 fluid oz)



Sell \$1,000 to earn
DETOX + RESTORE Hydrating
Night Cream (1.69 fl. oz.)



Bonus Gifts

Earn all 6 Skincentive Rewards
to receive a Carryall Travel Bag
and Illuminating Oil (0.5 fl. oz.)!

Starter Kits Designed to Launch



Safe Haven 5+ Starter Kit

Safe Haven 5 Set:

- EnviroCloth
- Window Cloth
- Dusting Mitt
- Power Cleaning Paste

Sample Kit

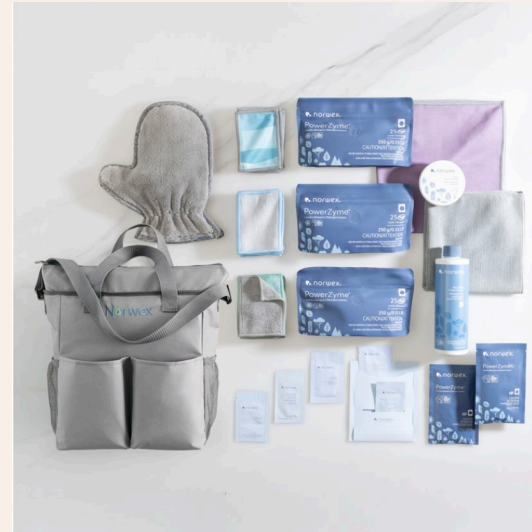
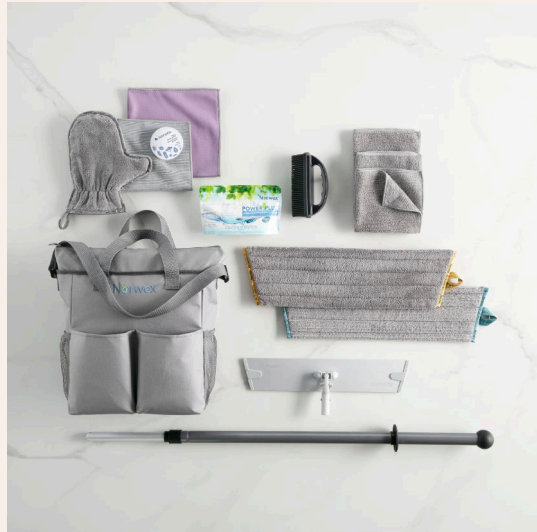
- Skin Care, Face & Body, EnviroCloth, Window Cloth, PowerZyme

Debut Host Gifts

- 2x PowerZyme (250g)

\$149 US / \$180 CN

Norwex Golden Tickets – The Catalyst to Growth



ALL Starter Kits come with 3 Norwex Golden Tickets!

*Redeem a Norwex Golden Ticket for \$35 off the regular cost
of a Safe Haven 5+ Starter Kit
(US: ~~\$149~~ \$114 / CA: ~~\$180~~ \$145)*

One Upgrade, Simply Engaged

Skin Care Upgrade Package

WHAT'S INCLUDED



Cleansing Facial Powder



DETOX + RESTORE
Hydrating Night Cream



Illuminating Oil



Hydrating Moisturizer



Body and Face Pack, teal/vanilla



Renewing Eye Cream

Plus Free Business Supplies!
10 FREE Catalogs

Canada

\$226.36

\$348.25 Personal Retail Sales

United States

\$176.05

\$278.05 Personal Retail Sales

With Norwex, your future is bright!

Our Bright Start Program supports you in reaching key goals in your first 45 days.



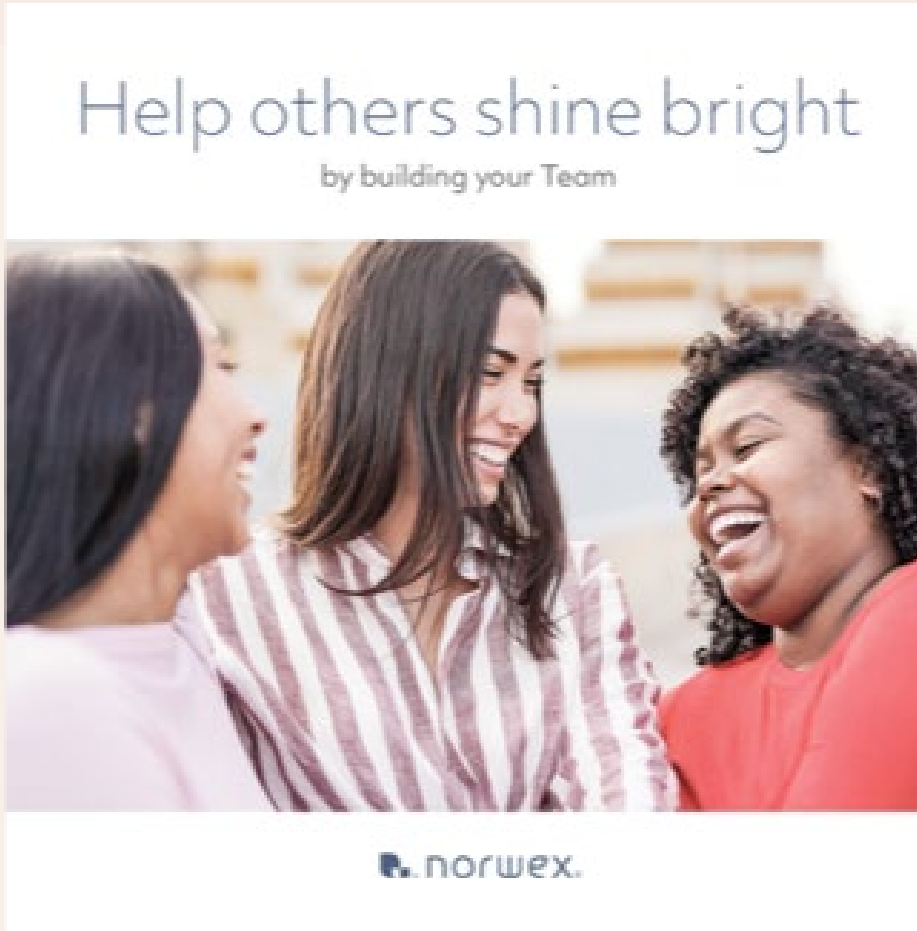
15 days
\$500 in sales

30 days
\$1,000 in sales

45 days
\$1,500 in sales

With Norwex, your future is bright!

Our Bright Start Program supports you in reaching key goals in your first 45 days.



Bright Start Recruiting

Increased growth brings increased rewards for YOU.

Earn \$100 in Norwex Discounts for every new Team Member you help achieve their Bright Start Goal 1 of \$500 in their first 15 days.

(Unlimited, available to all Consultants.)

Me + 3 Cash Bonus

When you recruit 3 new Team Members who achieve their Bright Start Goal 1 within your Bright Start period.

Trip Milestones

Trip for 1

70,000 Trip Miles
+
4 Bright Start 1 Achievers

Trip for 1, Airfare for 1

90,000 Trip Miles
+
6 Bright Start 1 Achievers

Trip for 2, Airfare for 1

110,000 Trip Miles
+
8 Bright Start 1 Achievers

Trip for 2, Airfare for 2

130,000 Trip Miles
+
10 Bright Start 1 Achievers

Earning Your Trip

Miles for Selling

\$1 Personal Retail Sales
= 1 Trip Mile

Miles for Team Growth

1,000 Trip Miles for every
Personal New Consultant
who achieves Bright Start 1

Miles for Leadership Development

3,000 Miles for Personal Promotion
1,500 Miles for Personal
Consultant Promotion

Trips for Event Attendance

Norwex Conference 2025 (3,000 Trip Miles)
1,000 Miles when you attend:*

- Super Saturday 2025
- Leadership Conference 2026

TRIP MILES MATH

Average Party

\$557 CA / \$667 US
1,114 / 1,334 Trip Miles

4 Parties
3 New BS1
New TC
5,000 MILES

One New
Bright Start 1 Achiever
1000 Trip Miles

3x

THREE New
Bright Start 1 Achiever
6000 Trip Miles

Your Personal Consultant
Promotes to TC
for the first time

1500 Trip Miles

or

Promote to TC
for the first time
3000 Trip Miles

September 2025 Share A Cart

Bathroom Essentials Package

- 1 Bathroom Scrub Mitt, graphite
- 1 Bathroom Cleaner
- 1 Cleaner-Dispensing Toilet Brush
- 1 EnviroCloth, forest
- 1 Window Cloth, palm

US Retail	US Set	CA Retail	CA Set
\$152.96	\$136.99	\$174.96	\$156.99



Party Math (see party templates: [Party - Norwex Resource](#))

US

1 Customer (Bathroom Essentials Package)	Upsell: Level 2 Spend & Save	Total Sale per Customer	Multiply by 5 Customers	Total Sales	Earnings	Multiply by 5 Parties	Personal Retail Sales	Total Earnings
\$136.99	\$15.00	\$151.99	X5	\$759.95	\$265.98	X5	\$3,799.75	\$1,329.91

Party Math (see party templates: [Party - Norwex Resource](#))

CDN

1 Customer (Bathroom Essentials Package)	Upsell: Level 2 Spend & Save	Total Sale per Customer	Multiply by 5 Customers	Total Sales	Earnings	Multiply by 5 Parties	Personal Retail Sales	Total Earnings
\$156.99	\$18.00	\$174.99	X5	\$874.95	\$306.23	X5	\$4,374.75	\$1,531.16

September 2025 Host Exclusive

THIS MONTH ONLY

Luxury in every detail

Noon, CT, September 1 – Noon, CT, October 1, 2025

Host a party with 1 booking and qualifying sales,
bring home a touch of luxury – on us.

While supplies last, for a limited time.



\$500 Level Perfectly Plush

1 Ultra-Plush Bath Towel, sage;
1 Ultra-Plush Body and Face Pack, sage;
Dual-Sided Makeup Removers, pink (set of 3)

\$1,000 Level Purely Pampered

All \$500-level items;
1 Ultra-Plush Bath Towel, sage
1 LE Body Scrub Mitt, denim;
1 Back Scrubber



September 2025 NEW Host Welcome Gift

\$500 level - New Host Welcome Gift Skin Care Travel Trio**

Rejuvenating Serum (5 ml / .17 fl. oz.), Cleansing Facial Powder (4 g / .14 oz.), Illuminating Oil (5 ml / 0.17 fl. oz.), Norwex Zippered Pouch (21.5 cm x 10 cm / 8.5" x 4")



A New Host is anyone not listed in NORI as a Host for any Consultant since January 1, 2024; existing open events qualify if kept open during the promotion. New Hosts must reach at least \$500 in Event Sales and have 1 booking added in September to qualify for New Host Welcome Gift.

September 2025 Spend & Save

Spend & Save Level 1

- **Spend:** \$99_{US}/\$125_{CA}
- **Save:** \$7_{US}/\$10_{CA} [reg. \$13.99_{US}/\$19.99_{CA}]
- **Earnings:** \$37.10_{US}/\$47.25_{CA}

Spend & Save Level 2

- **Spend:** \$125_{US}/\$150_{CA}
- **Save:** \$15_{US}/\$18_{CA} [reg. \$25.99_{US}/\$29.99_{CA}]
- **Earnings:** \$49.00_{US}/\$58.80_{CA}

Spend & Save Level 3

- **Spend:** \$175_{US}/\$200_{CA}
- **Save:** \$21_{US}/\$26_{CA} [reg. \$31.99_{US}/\$39.99_{CA}]
- **Earnings:** \$68.60_{US}/\$79.10_{CA}

S&S 1
Exfoliating Facial Mitt, teal



S&S 2
Bathroom Scrub Mitt, teal



S&S 3
Chenille Hand Towel,
heathered oatmeal



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

CONFIDENTIAL PROPERTY OF NORWEX® . PLEASE DO NOT PHOTOGRAPH, SHARE, OR REPLICATE IN ANY WAY. SUBJECT TO CHANGE.

September 2025 Spend & Save

Spend & Save All 3

- **Spend:** \$175_{US}/\$200_{CA}
- **Save:** \$43_{US}/\$54_{CA} [reg: \$71.97_{US}/\$89.97_{CA}]
- **Earnings:** 76.30_{US}/\$88.90_{CA}

Two S&S customers a week
=
net \$610.40_{US}/\$711.20_{CA} earnings/month!

S&S 1.
Exfoliating Facial Mitt, teal



S&S 2
Bathroom Scrub Mitt, teal



S&S 3
Chenille Hand Towel,
heathered oatmeal



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

CONFIDENTIAL PROPERTY OF NORWEX® . PLEASE DO NOT PHOTOGRAPH, SHARE, OR REPLICATE IN ANY WAY. SUBJECT TO CHANGE.



IT Updates

Tech Updates

Released this month

- Easy access to event details that help you better coach Hosts to unlock rewards and take advantage of monthly promotional offers

Coming in September

- An easy button for duplicating your success with Team Members
- An update that provides a bit more control over your Shop Offers

Clarity on event details and NEW filtering by month

Quickly and clearly access Event Details for better Host Coaching

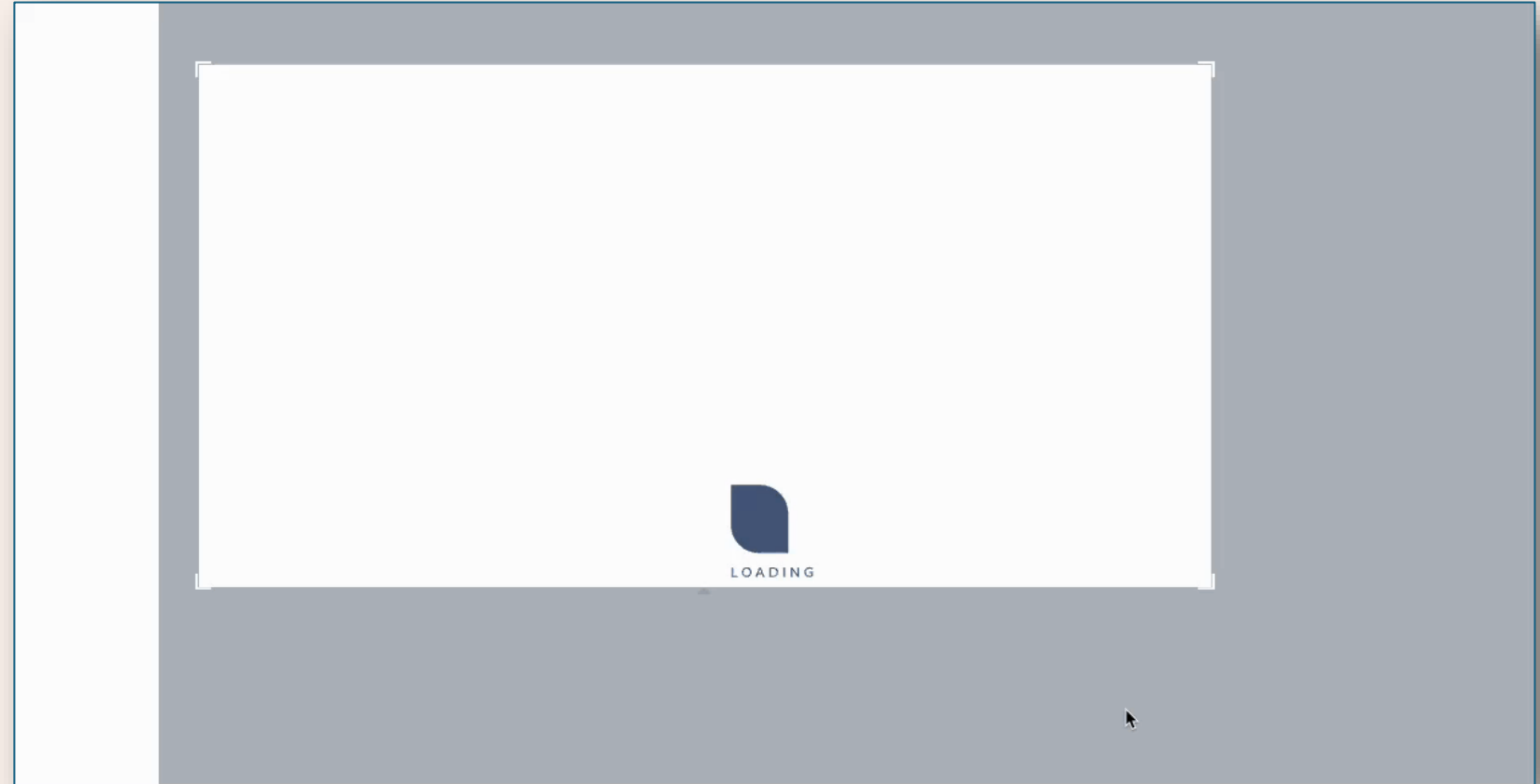
New Action icons for easy access to Event link and add a new order

List and Summary Views

- Event Sales
- Orders placed
- Booking Events
- *Norwex Discounts*
- *Free Shipping Earned*
- *50% Off Items*

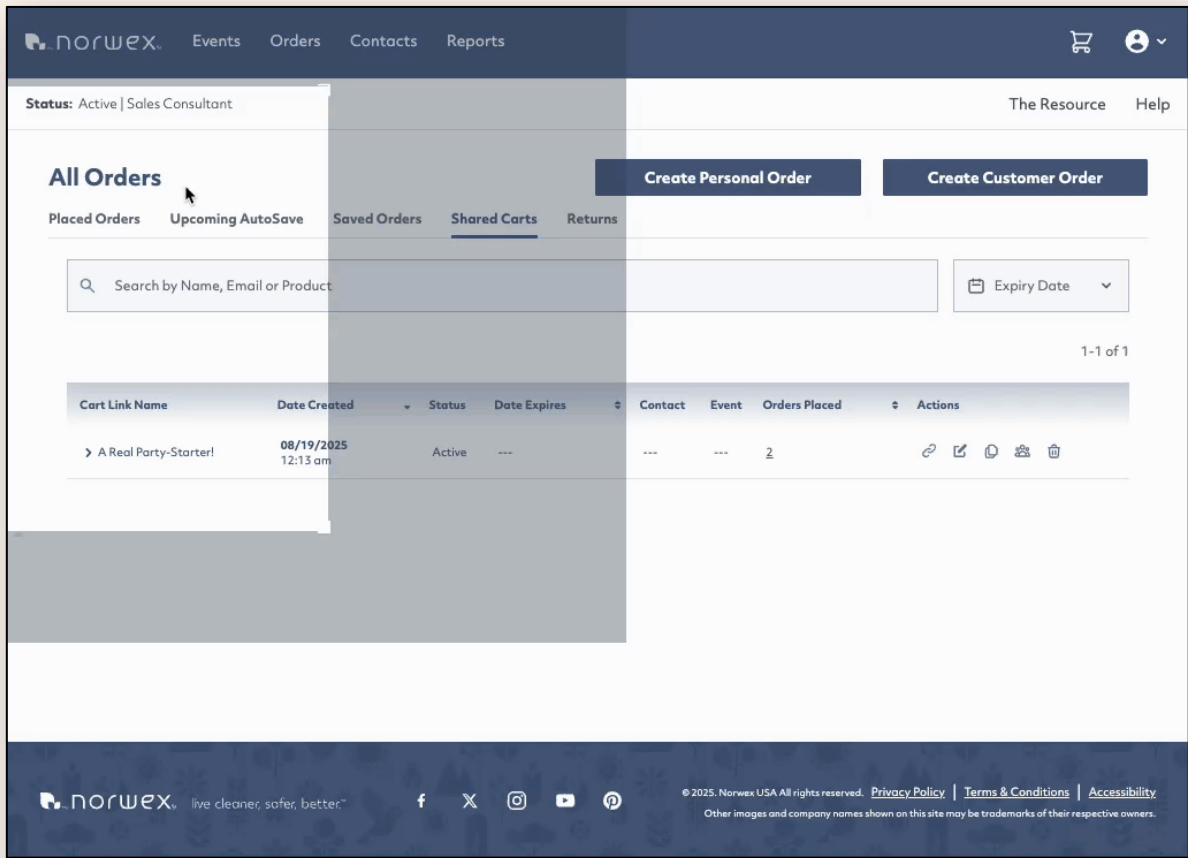
Event Details – Order Listing

- Filter by month to quickly see which sales qualify for this month's promotional offer



A new way to duplicate success with Shared Carts

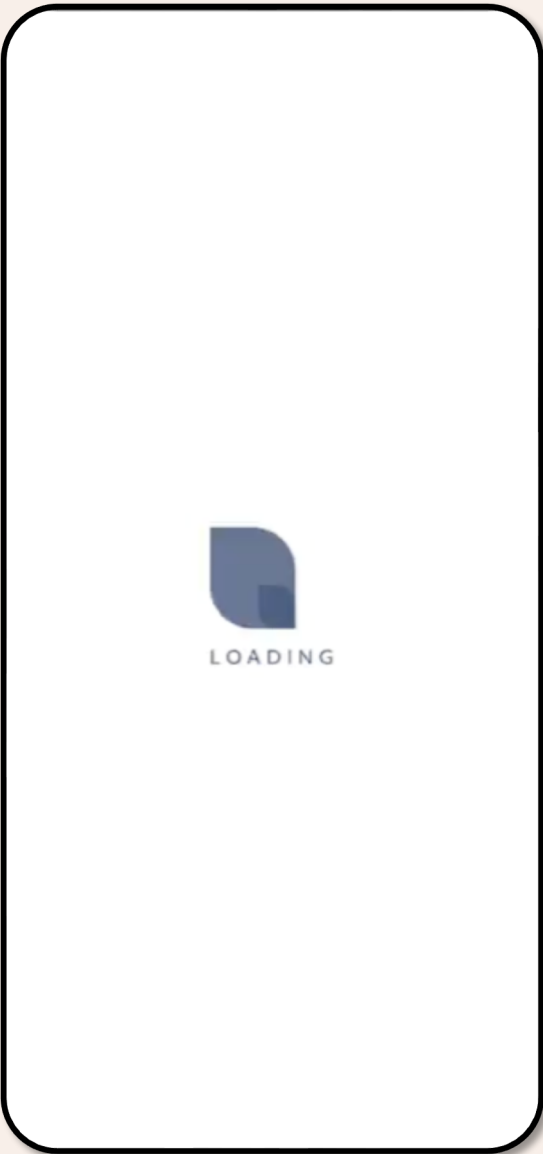
Share carts with other Consultants



Boost your teammates' success
by sharing your top-performing shopping carts – spread the wins!

Easy to make it your own – recipients can copy a Shared Cart, personalize it, and share with their customers and party guests.

Double the convenience – Consultants can “Duplicate Cart” to quickly place their own orders, too.



Update to Free Shipping (Web) Shop Offer

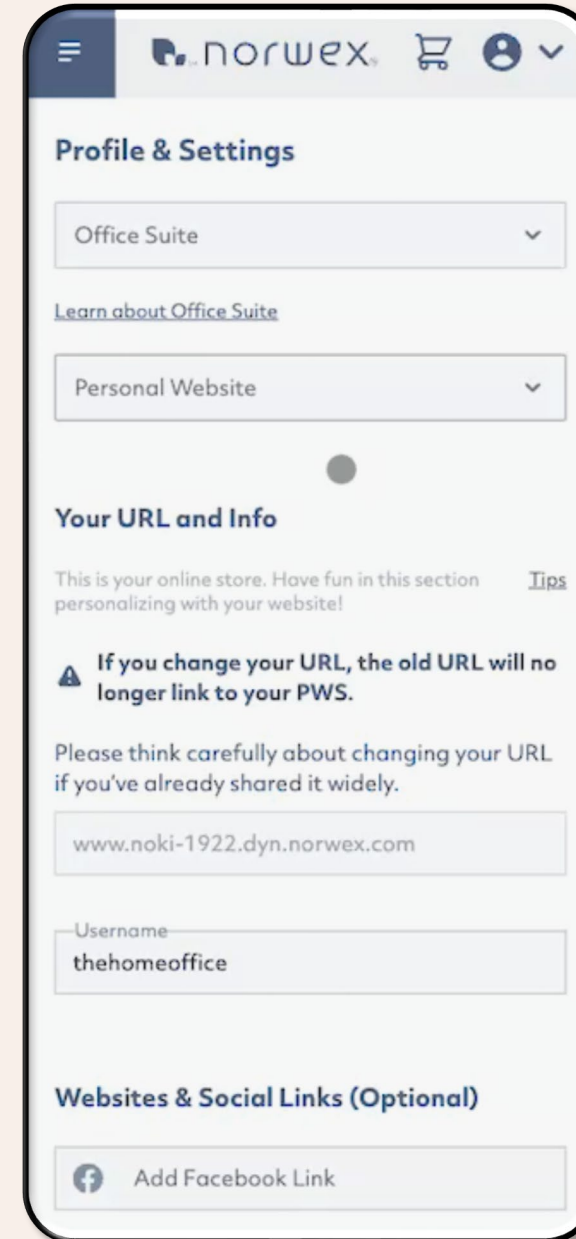
We heard you. Markets differ.
You need a choice.

Free shipping @ \$99 remains
a **strong Rewards Club
basket driver.**

But for many, **\$99 is too low** –
customers “walk into” free
shipping.

Solution: you choose the
threshold that fits your
business.

- \$99 USD / \$125 CAD
- \$150 USD / \$200 CAD



The screenshot shows the 'Profile & Settings' screen of the Norwex mobile app. At the top, there is a navigation bar with the Norwex logo, a shopping cart icon, and a user profile icon. Below the navigation bar, the 'Profile & Settings' section contains two dropdown menus: 'Office Suite' and 'Personal Website'. A link 'Learn about Office Suite' is positioned between the two dropdowns. Below these, a horizontal line separates the 'Your URL and Info' section. This section includes a tip: 'This is your online store. Have fun in this section personalizing with your website!'. A warning icon and text state: 'If you change your URL, the old URL will no longer link to your PWS.' Below this, a text box displays the current URL: 'www.noki-1922.dyn.norwex.com'. Another text box shows the 'Username' as 'thehomeoffice'. At the bottom, the 'Websites & Social Links (Optional)' section features a button with a Facebook icon and the text 'Add Facebook Link'.



Training

Training – Updated New Consultant Support

Start Your Journey

- Training > Start Your Journey
- Simplified – 3 goals that align with updated Bright Start
- How to be successful in first 45 days
- Focuses on:
 - Product Confidence
 - Sharing with friends and family
 - Finding first party hosts
 - Encouraging to share opportunity with others

Get going

START YOUR NORWEX JOURNEY OFF STRONG BY TAKING ACTION TO EARN 35% OF SALES RIGHT AWAY!



GOAL #1:

Sell \$500 of product (Personal Retail Sales) within your first 15 days. (That's \$175 in earnings!) When you do this, you'll earn the Kitchen Essentials Package (value: \$145 US / \$178 CA) at no additional cost!

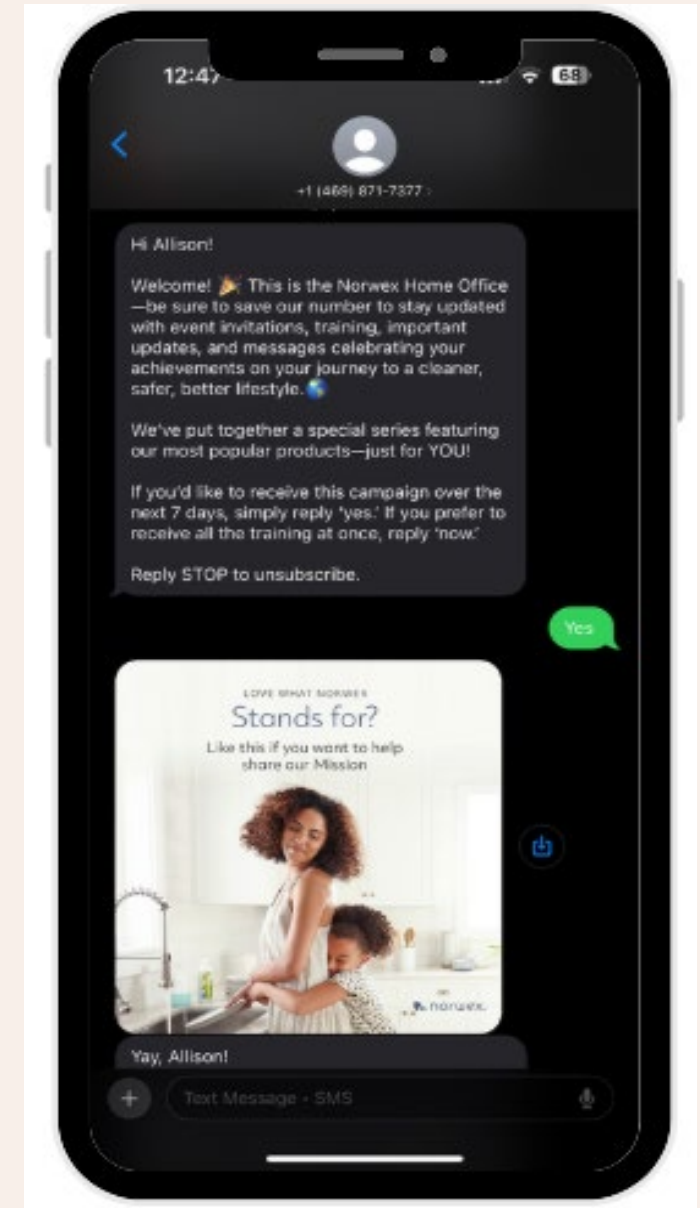
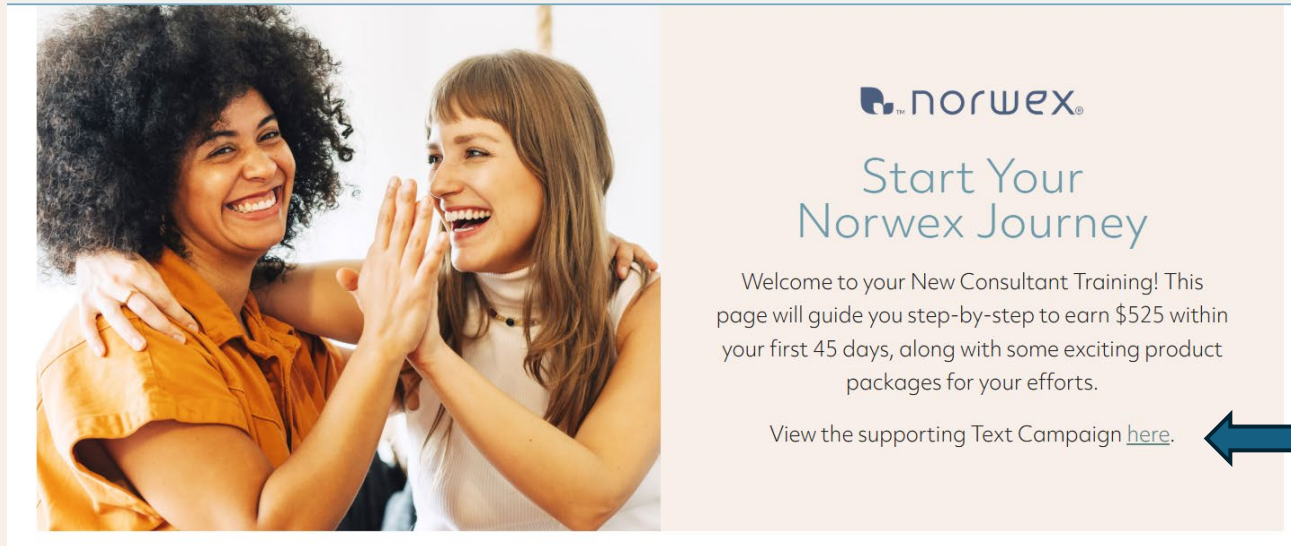
Here's how:

- Collecting your first orders gets you building your earnings right away! Who do you know that reads ingredient labels, has an allergy, or is ready to remove harmful chemicals from their home? Make a list with their names!
- Regional Sales Managers host a New Consultant Welcome Call every Wednesday and you're invited! [Register here](#).
- [Go to Norwex.com](#) and log into your Personal Website with your email or Consultant ID. If you selected Office Suite, [personalize your website](#) (3 months free as a New Consultant).
- Learn to share our EnviroCloth® and Window Cloth with the [butter demo](#).
- [Unbox your products](#) with friends and family. You don't have to know it all, just share what you love and why!

Training – Updated New Consultant Support

Text Campaign

- Sent to all New Consultants – ability to opt-in
- Aligns with SYJ: bite-sized info sent directly to them = easier to digest
- Texts linked at top of SYJ





Party Templates



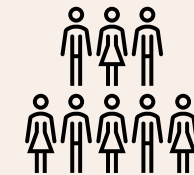
Book



Sell



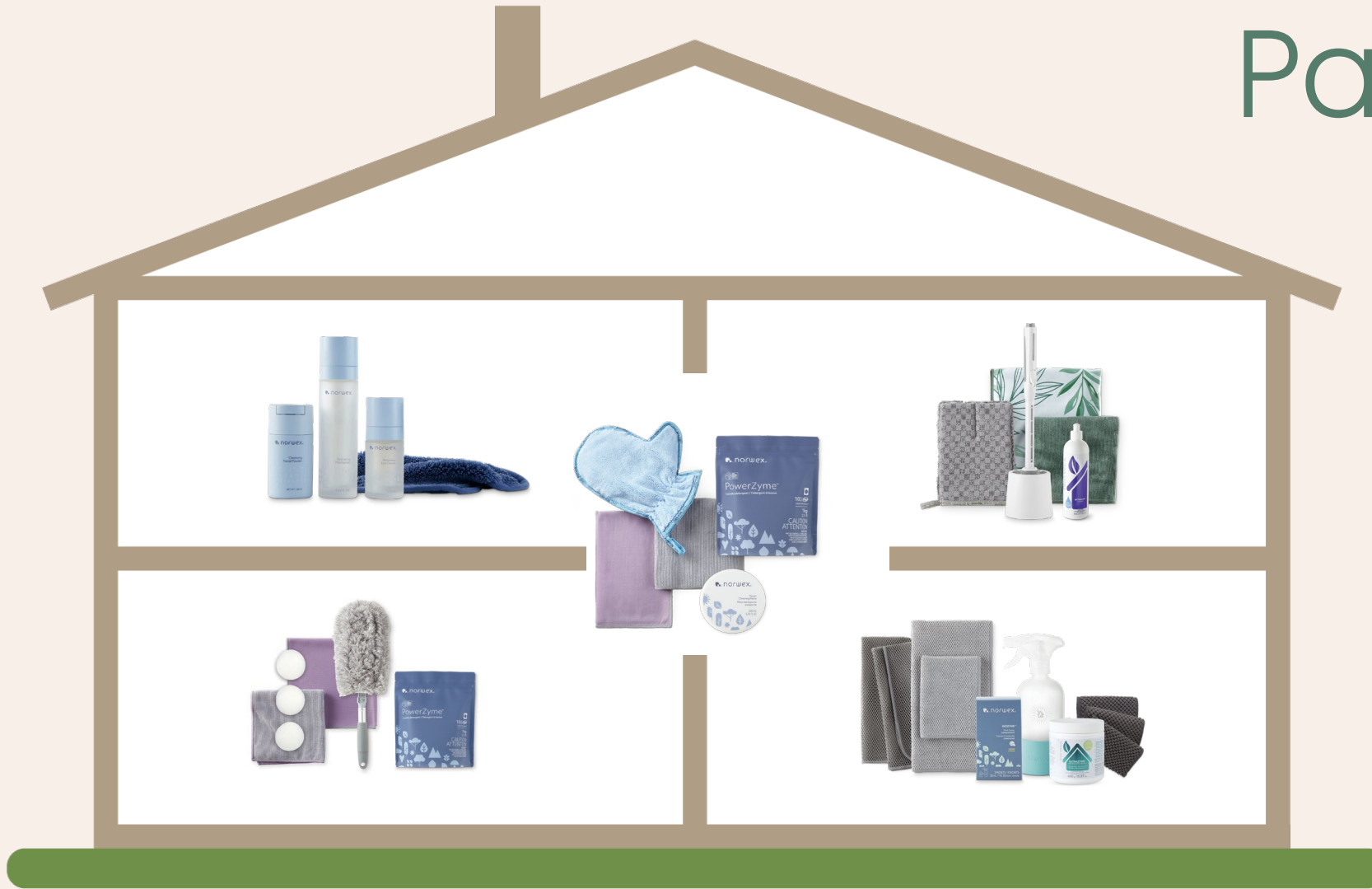
Recruit



Leadership


<https://theresource.norwex.com/party/>

Essential Packages





What's Inside Each Template

- ✓ Host coaching & follow-up tips
 - ✓ Scripts with suggested words to say
 - ✓ Product training with Mission stats
 - ✓ Relevant images and videos to share
 - ★ Demonstration suggestions
- 





Events

September 2025 Mega Party Topics

Theme: Recommit to Clean; Family Care / Microfiber

Week 1 (September 2): A Fresh Start to Fall Cleaning

Week 2 (September 9): Family-friendly Cleaning Routines

Week 3 (September 16): Labo(u)r Day Clean-up Made Simple

Week 4 (September 23): Norwex for Busy Families

Week 5 (September 30): Fall Transition Tips

The Resource > View Files > Mega Parties

Register now
bit.ly/NorwexMegaParty



Norwex Mega Party on  zoom

2025 Events!

<u>Date:</u>	<u>Location:</u>
August 8-9	Guelph, ON
August 9	Ithaca, NY
August 23	Indianapolis, IN
September 6	Appleton, WI
September 12-13	Louisville, KY
September 12-13	Calgary, AB
September 12-13	Drummondville, QC
September 13	Riverside, CA
September 13	Downers Grove, IL
September 19-20	Mount Pleasant, SC
September 19-20	Edmonton, AB
September 19-20	Ottawa, ON
September 27	Lansing, MI
October 3-4	Winnipeg, MB
October 3-4	Columbus, OH
October 3-4	Halifax, NS



2025 Events!

<u>Date:</u>	<u>Location:</u>
October 4	Des Moines, IA
October 4	Vancouver, WA/Portland, OR
October 11	Harrisburg, PA
October 11	Minneapolis/St. Paul, MN
October 17-18	Vancouver, BC
October 17-18	Nashville, TN
October 17-18	St. Catherines, ON
October 18	St. Louis, MO
November 1	Dallas, TX
November 7-8	Orlando, FL
November 8	Wichita, KS
November 8	Phoenix, AZ
November 14-15	Regina, SK
November 14-15	Richmond, VA
November 15	Austin, TX
November 21-22	Saskatoon, SK



2026 Events

Leadership Conference

January 16 – 18

- Philadelphia
- Nashville
- Calgary

Leadership Conference

January 23 – 25

- GTA (Toronto)
- Dallas
- Salt Lake City

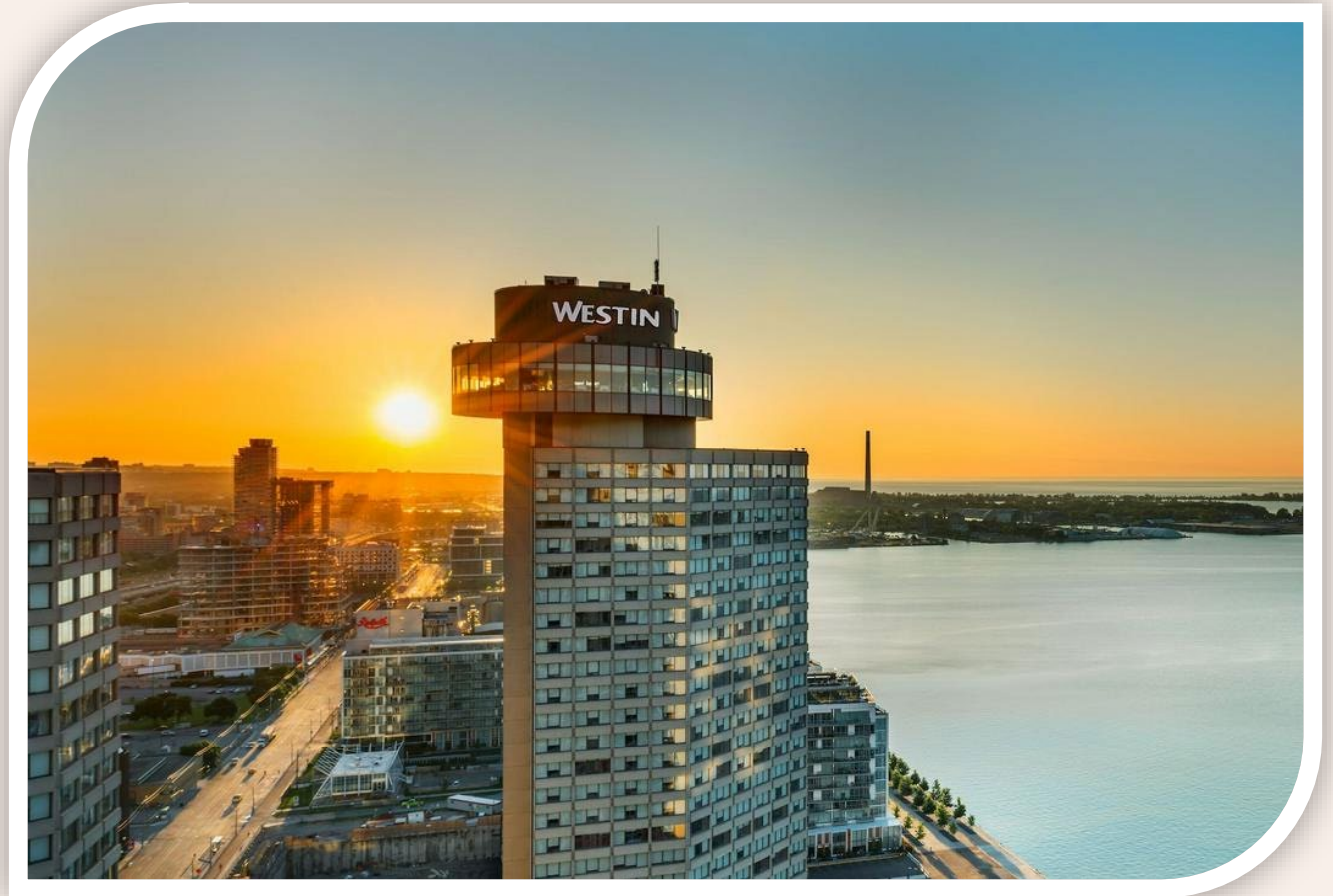


Conference 2026

The Westin Harbour Castle
– Toronto

Full Conference
August 7–9

Leader Day
August 6



Updated NA Consultant Care Center Hours

Effective August 25

Monday – Friday:

8am – 6pm CT – all languages

Saturdays:

9am-1pm CT, CA & US English only

These updated hours bring simplicity, consistency, and alignment to better serve you and your customers. We look forward to continuing to support you! Our phone, SMS, live chat, and email channels will all follow these new hours and support language offerings.





Thank you!