



August 2025
Playbook



Civic Holiday (CA): 8/4

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Wrap-up & Next Steps



Theme & Focus

AUGUST

Discover Norwex



Share the rewards of cleaner, safer, better

There are so many ways to Norwex in August! This is your time to build on the energy and insights of Norwex Conference to reach new customers and Consultants and achieve new levels of business and personal success. Help others discover The Norwegian Way of living – free from harmful chemicals – with exciting products, programs and tools designed for purpose-driven impact.

New Products

Spread the excitement about our latest releases designed to reduce harmful chemicals while making everyone's everyday routines easier than ever!

New Essentials Packages

Make Consultant onboarding and the customer journey simple and duplicatable with money-saving sets designed to reduce chemicals in every area of your home.

New Opportunities

Encourage immediate success with new starter and upgrade kits that give every Consultant the confidence to showcase the best of Norwex – right from Day 1.

Shareable new-product graphics will be available on **The Resource** beginning at noon, CT, July 25.

Assets for other incentives and programs will be shared no later than noon, CT, on August 1.



Monthly Activation

ESSENTIALS PACKAGES

We're building on the POWER of the package to make it even easier to guide customers, onboard new team members, and grow your business.

Packages are your product journey and onboarding strategy tool.

Safe Haven 5 is the foundation and starting point of our journey—after starting with SH5 and eliminating over 80 harmful chemicals, the next step is clear.

Launching 3 NEW Essentials Packages—Kitchen, Bathroom and Laundry alongside SH5, Skin Care Essentials and the Superior Mop System.

Each one taps into the power of a package to give customers simple, solutions for creating a truly toxin-free home.





JOIN TODAY AND START EARNING 35%

Norwex Starter Kits

Noon, CT, August 1, 2025 – Noon, CT, January 1, 2026

Turn passion into purpose! Experience Norwex products and earn rewards – all while helping others live cleaner, safer and better.

Plus earn a
Bright Start
Bonus Package!

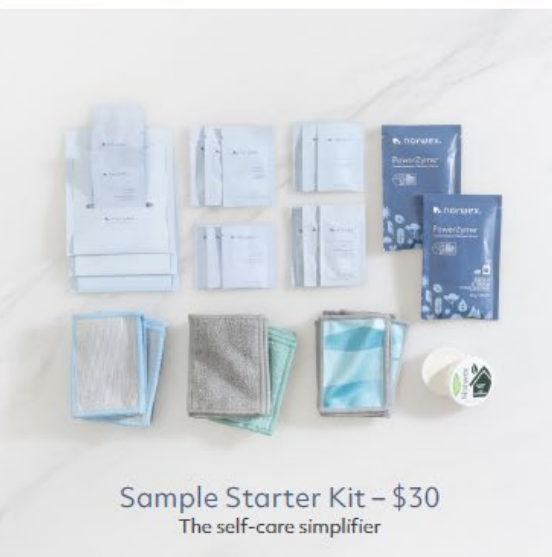
Plus you could receive
over \$400 in FREE
products through our
Bright Start program!



Standard Starter Kit – No initial cost*
The whole-home hero

EnviroCloth®, graphite
Window Cloth, amethyst/graphite
Dusting Mitt, graphite
Mini Power Cleaning Paste, 74 ml/2.5 oz.
Ultra Power Plus™ Laundry Detergent,
250 g/0.55 lb.
Rubber Brush
Body and Face Pack, graphite
Dry Mop Pad, large, graphite w/yellow trim
Wet Mop Pad, large, graphite w/teal trim
Mop Base, large
Telescopic Mop Handle, graphite/black

Demo Bag
Customer Order Forms (20)
Host Order Forms (5)
Fall 2025 Catalog (10)
Share Cards
Opportunity Brochure (10)
Bright Start Brochure
Welcome Card



Sample Starter Kit – \$30
The self-care simplifier

Single Sachet Holder (3)
3 sachets each (2 ml/0.07 fl. oz.):
Renewing Eye Cream
Hydrating Moisturizer
Illuminating Oil
DETOX + RESTORE Hydrating Night Cream
Cleansing Facial Powder sachet, 1 g/0.04 oz. (3)
PowerZyme™ Laundry Detergent sachet,
30 g/1.05 oz. (2)

Mini EnviroCloth Sample (10)
Mini Body and Face Cloth Sample (10)
Mini Window Cloth Sample (10)
Mini Power Cleaning Paste,
25 ml / 0.85 fl. oz.
Fall 2025 Catalog (3)
Share Cards
Welcome Card



Safe Haven 5+ Starter Kit – \$149
The pure-potential powerhouse

Demo Bag
Dusting Mitt, graphite
Mini Window Cloth Sample (10)
Mini EnviroCloth Sample (10)
Mini Body and Face Cloth Sample (10)
PowerZyme Laundry Detergent,
250 g/0.55 lb. (3)
Window Cloth, amethyst w/graphite trim
Mini Power Cleaning Paste, 74 ml/2.5 oz.
EnviroCloth, graphite
Microfiber Deep Cleaner Laundry Booster
PowerZyme Laundry Detergent sachet,
30 g/1.05 oz. (2)

1 sachet each (2 ml/0.07 fl. oz.):
Hydrating Moisturizer
DETOX + RESTORE Hydrating Night Cream
Renewing Eye Cream
Illuminating Oil
Cleansing Facial Powder sachet,
1 g/0.04 oz. (1)
Single Sachet Holder (1)
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Fall 2025 Catalog (10)
Share Cards
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Bright Start Brochure
Welcome Card

Contact your Consultant today!

There are no guarantees regarding income. In general, those who dedicate the most time and effort to their Norwex business have the potential to earn the most income. See Income Disclosure Statement (bit.ly/494K2w1) for details. Your potential income is calculated at your Personal Retail Sales x .35. Example: Sell \$1,000 x .35 = \$350 earned.
*This Starter Kit is provided at no charge, except for \$9.95 shipping and handling plus tax where applicable to a new Independent Consultant who generates Personal Retail Sales of \$1,500 or more within 45 days of enrollment date. A new Independent Consultant who fails to satisfy these criteria will be billed \$200 plus tax. See FAQ for kit contents and more information. Norwex reserves the right to substitute or change contents based on availability.



JOIN TODAY AND START EARNING 35%

Norwex Starter Kits

Noon, CT, August 1, 2025 – Noon, CT, January 1, 2026

Turn passion into purpose! Experience Norwex products and earn rewards – all while helping others live cleaner, safer and better.

Plus earn a
Bright Start
Bonus Package!

Plus you could receive
over \$400 in FREE
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Standard Starter Kit – No initial cost*
The whole-home hero

EnviroCloth®, graphite
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Wet Mop Pad, large, graphite w/teal trim
Mop Base, large
Telescopic Mop Handle, graphite/black

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Share Cards
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Sample Starter Kit – \$35
The self-care simplifier

Single Sachet Holder (3)
3 sachets each (2 ml/0.07 fl. oz.):
Renewing Eye Cream
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Illuminating Oil
DETOX + RESTORE Hydrating Night Cream
Cleansing Facial Powder sachet, 1 g/0.04 oz. (3)
PowerZyme™ Laundry Detergent sachet,
30 g/1.05 oz. (2)

Mini EnviroCloth Sample (10)
Mini Body and Face Cloth Sample (10)
Mini Window Cloth Sample (10)
Mini Power Cleaning Paste,
25 ml / 0.85 fl. oz.
Fall 2025 Catalogue (3)
Share Cards
Welcome Card



Safe Haven 5+ Starter Kit – \$180
The pure-potential powerhouse

Demo Bag
Dusting Mitt, graphite
Mini Window Cloth Sample (10)
Mini EnviroCloth Sample (10)
Mini Body and Face Cloth Sample (10)
PowerZyme Laundry Detergent,
250 g/0.55 lb. (3)
Window Cloth, amethyst w/graphite trim
Mini Power Cleaning Paste, 74 ml/2.5 oz.
EnviroCloth, graphite
Microfiber Deep Cleaner Laundry Booster
PowerZyme Laundry Detergent sachet,
30 g/1.05 oz. (2)

1 sachet each (2 ml/0.07 fl. oz.):
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1 g/0.04 oz. (1)
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UPGRADE PACKAGE

Enhance your
business from
the start

SAVE \$124.89!

\$300.94

Retail Value

- \$30.09

10% Introductory Savings

= \$270.85

Personal Retail Sales

- \$94.80

35% Retail Discount

You pay only \$176.05*

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



UPGRADE PACKAGE

Enhance your
business from
the start

SAVE \$160.58!

\$386.94 Retail Value
- \$38.69 10% Introductory Savings
= \$348.25 Personal Retail Sales
- \$121.89 35% Retail Discount
You pay only \$226.36*

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 Catalogues

Updated Bright Start Program – *simplified and streamlined*



15 days
\$500 in sales

30 days
\$1,000 in sales

45 days
\$1,500 in sales



One Bright Start 1 Achiever
\$100 Norwex Discount



Two Bright Start 1 Achievers
\$200 Norwex Discount
(\$100 from One + \$100 from Two)



Three Bright Start 1 Achievers
\$300 Norwex Discount
(\$100 for each)

PLUS: \$100 CASH BONUS

August Shared Cart

NEW Kitchen Essentials Package

- Dish Cloths (set of 2)
- Diamond Textured Kitchen Towel and Cloth, graphite
- Counter Cloths, onyx (set of 3)
- UltraZyme Dishwasher Powder
- NEW product launching at NC25!
- Forever Bottle with Sprayer, sea mist

US Retail	US Set	CA Retail	CA Set
\$145.94	\$130.99	\$188.94	\$169.99



August 2025 Host Exclusive

AUGUST HOST FREEBIES

Towels + tidy-up treasures

Noon, CT, August 1 – Noon, CT, September 1, 2025

Host a party, tidy up in style! Snag these sustainable freebies with 1 booking + qualifying sales.*

While supplies last, for a limited time.



\$500 level

Towel Me Everything

1 Limited-Edition Chenille Hand Towel, sage;
1 Limited-Edition Diamond Textured
Kitchen Towel, sage;
2 Dish Cloths, graphite (netted)

\$1,000 Level

Sink About It

All \$500-level items;
1 Porcelain Sink Organizer;
Tea Towels, Burnished Sunset/Plaid (set of 2);
Forever Bottle Bumpers, eucalyptus/
terracotta (set of 2)



August 2025 Spend & Save

Spend & Save Level 1

- **Spend:** \$99_{US}/\$125_{CA}
- **Save:** Reusable Handle with Mesh Dish Scrubber
- **Customer:** \$8_{US}/\$10_{CA}
- **Retail price:** \$14.99_{US}/\$18.99_{CA}
- **Consultant price:** \$5.20_{US}/\$6.50_{CA}

Spend & Save Level 2

- **Spend:** \$125_{US}/\$150_{CA}
- **Save:** Kitchen Towel Channel, sea mist
- **Customer:** \$14_{US}/\$17_{CA}
- **Retail price:** \$24.99_{US}/\$29.99_{CA}
- **Consultant price:** \$9.10_{US}/\$11.05_{CA}

Spend & Save Level 3

- **Spend:** \$175_{US}/\$200_{CA}
- **Save:** Counter Cloths Teal, Sea Mist, Navy set of 3
- **Customer:** \$14_{US}/\$19_{CA}
- **Retail price:** \$24.99_{US}/\$33.99_{CA}
- **Consultant price:** \$9.10_{US}/\$12.35_{CA}

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

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Better Together Updates

- Sample kit is not changing
 - EnviroCloth, mini; Window Cloth, mini, coupon card
- **August 1 – October 1**, Coupon discount is changing to **10% off** (no order minimum)
- All new Coupons issued to New Customers via the program will expire 11/1
 - Existing program coupon codes expire 9/1



Party Math

US

1 Customer (Safe Haven 5 W/PowerZyme)	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
\$133.99	\$14.00	\$147.99	X5	\$739.95	\$258.98	X5	\$3,699.75	\$1,294.91

Party Math

CDN

1 Customer (Safe Haven 5 W/PowerZyme)	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
\$154.99	\$17.00	\$171.99	X5	\$859.95	\$300.98	X5	\$4,299.75	\$1,504.91

August 2025 Mega Party Topics

Theme: Kitchen Cleaning

Week 1 (August 5): Back-to-School Cleaning Hacks

Week 2 (August 12): Healthy Home, Healthy Kitchen

Week 3 (August 19): Discover the August Launch: New Solutions for Kitchens

Week 4 (August 26): Set Your Kitchen Up for Success

The Resource > View Files > Mega Parties

Register now
bit.ly/NorwexMegaParty



Norwex Mega Party on  zoom



Training

Room-Based Party Templates for NEW Essential Packages



What's launching

PARTY THEME

PRODUCT BUNDLE FOCUS (ESSENTIAL PACKAGES)

Safe Haven 5 + mop

Whole-home transformation with Norwex core products

Kitchen Party + mop

Chemical-free kitchen cleaning

Bathroom Party + mop

Fume-free, effective bathroom solutions

Laundry Party + mop

Healthier laundry routines

Skin Care Party

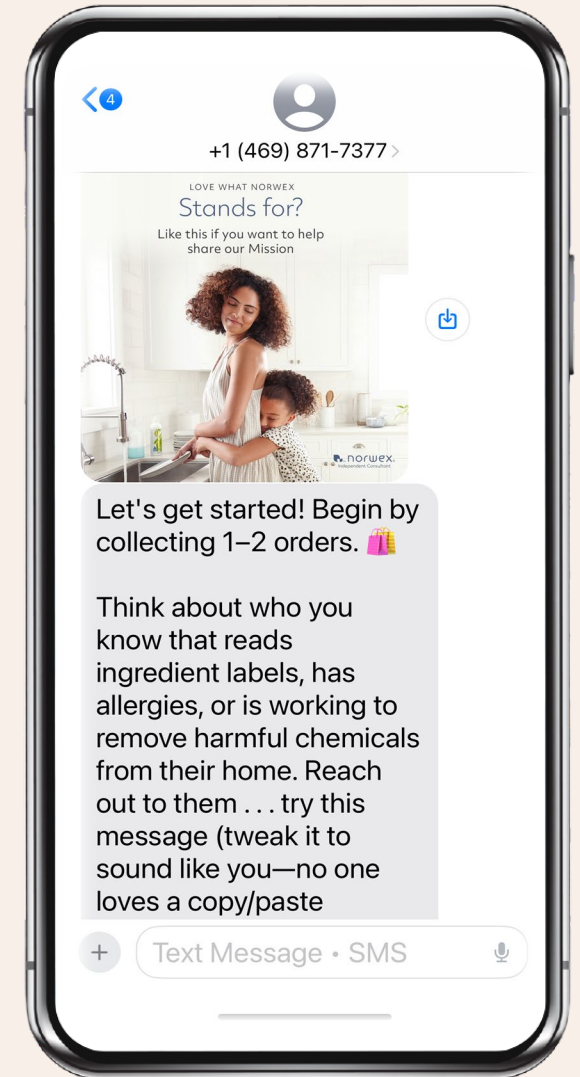
Clean, EWG-verified personal care



15 days
\$500 in sales

30 days
\$1,000 in sales

45 days
\$1,500 in sales



Training

Podcasts – SoundCloud, Spotify and Apple/Google Podcast Apps

English:

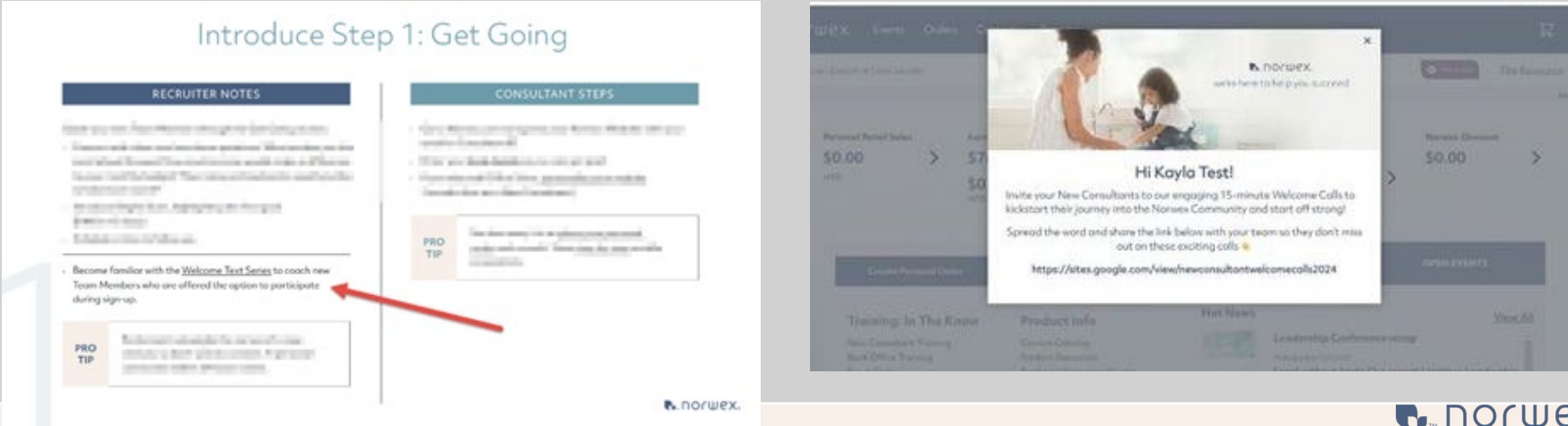
1. NEW PRODUCT
2. NEW TRAINING

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/
Party Support	Plug-and-play system—designed to help new and seasoned Consultants confidently book, demo, and grow their business, one room at a time. Aligned with our Essential Packages and Bright Start Rewards, they make it easy to learn, easy to share, and easy to duplicate.	https://theresource.norwex.com/party/
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 Vamos Vallarta	Sales, Team building & Leadership activities earn Trip Miles towards the Vamos Vallarta trip.	Check out the Vamos Vallarta 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.	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



Events

2025 Events!

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

Beginning with Canmore, Altour will soon start booking flights for the fall BJ Meetings. Please regard any correspondence from Altour!

2026 Events

Leadership 1/16 – 1/18

- Philadelphia
- Nashville
- Calgary

Leadership 1/23 – 1/25

- GTA (Toronto)
- Dallas
- Salt Lake City

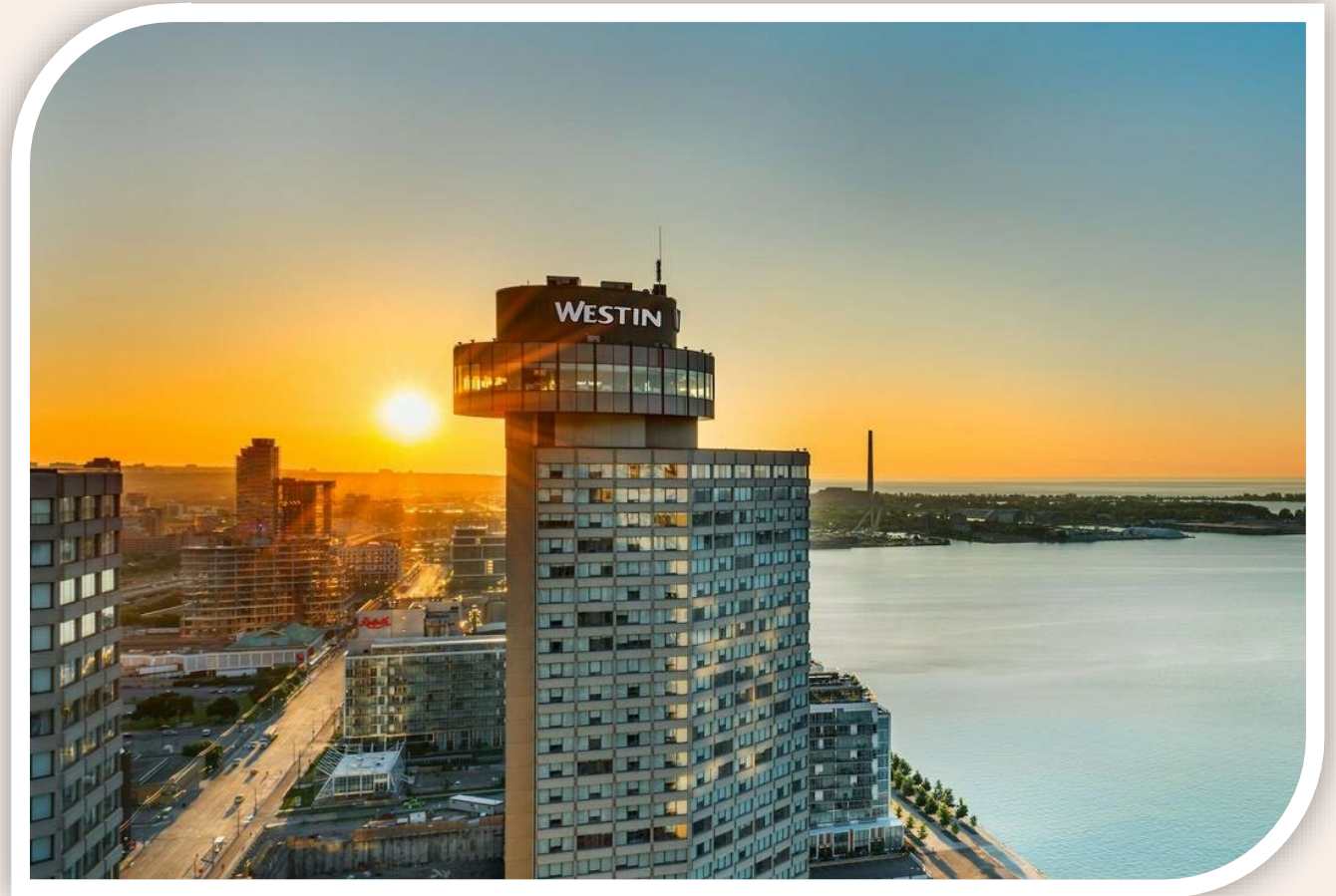


Norwex Conference 2026

August 7–9

Leader Meeting August 6th

The Westin Harbour Castle
– Toronto





Thank you!