



June 2025 Playbook



Birthday Month!

Norwex NA Birthday : 6/28

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Theme & Focus

CELEBRATE SAFE HAVENS

Happy Birthday, Norwex!



Here's to 31 years of ...

Reducing harmful chemicals and creating a safer world, one home at a time.

Providing a competitive, life-changing business opportunity and supportive, mission-focused Consultant community.

Core values from a family-owned company that understands the importance of stability and operating debt-free.

Thank you for joining us on this journey.

When you speak to others about Norwex, let them know that the company you represent walks the walk with a legacy of making the world a better place – and our longstanding commitment to reducing harmful chemicals fuels our drive every day.

June Share A Cart

Suggested Products –



Safe Haven 5



Safe Haven 5 Plus



Better Together

Better Together Sampling Program

Noon, CT, June 1 – Noon, CT, August 1, 2025

Special offer for Office Suite subscribers:

- Send free Microfiber samples: Send a Mini Basic Package Sampler (Mini EnviroCloth® and Mini Window Cloth) to **new** customers!
- New customers will receive a **25% off coupon** to save on their first purchase (via email)!
- We'll help cover shipping: Special \$5 reduced Shipping cost to make sharing easy!
- Earn rewards: For every 5 sample packs you send, you'll earn \$20 back in Norwex Discounts (nets to \$1 per sample)



Try Norwex free + save 25%!

Noon, CT, June 1 – Noon, CT, August 1, 2025

Ask me for your free Mini Basic Package Sampler
+ 25% off your first order!

While supplies last, for a limited time.

Mini Basic Package Sampler colors and patterns are subject to change.

 **norwex.**
Independent Consultant





Sales Drivers

June 2025 Incremental Host Rewards

Perks made for partying!

Hosts earn freebies by hosting a Norwex Party or event in June!

All Hosts	
\$500 sales	Dusting Mitt, pomegranate + 5 Citrus Handwashing Powder packets & Forever Dispenser Bottle w/Foaming Hand Wash Dispenser
\$1,000 sales	PLUS Sink Organizer, Blue/Stone Forever Bottle Bumpers, Chenille Hand Towel, Oatmeal

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



June 2025 Birthday Month-long Offer

31% off Microfiber Duos all month long! Happy Birthday, Norwex!

June 2025 31% off Microfiber Duos Sale (noon, June 1 – noon, July 1, 2025) **While Supplies Last				
	US		CA	
	Retail Value	Sale Price	Retail Value	Sale Price
Leather Shine Mini EnviroCloth, blue with green trim	\$42.99	\$29.67	\$48.99	\$33.80
Pet Towel 2-in-1 Dog Shampoo and Conditioner, royal berry	\$64.98	\$44.83	\$89.98	\$62.09
Deluxe Hand Towel, Caribbean Deluxe Body Towel, Caribbean	\$60.99	\$42.08	\$76.99	\$53.12
Bath Sponge, yellow Bath Sponge, teal	\$21.98	\$15.16	\$27.98	\$19.30
Kitchen Towel, graphite with sunflower trim Chenille Hand Towel, bee	\$56.98	\$39.31	\$69.98	\$48.28
Probiotic Hard Surface Cleaner Concentrate Superior Mop System, large, graphite/black	\$160.98	\$111.07	\$197.98	\$136.60



BIRTHDAY BUNDLES

31% off

Noon, CT, June 1 – Noon, CT, July 1, 2025

While supplies last, for a limited time.





Birthday cheers and cleaner homes!
Celebrate 31 years with 31% off 6 amazing microfiber duos.



June 2025 Spend & Save

Spend & Save Level 1

- Spend: \$99^{us}/\$125^{ca}
- Save: NEW Body Scrub Mitt, denim
- Customer: \$13^{us}/\$20^{ca}
- Retail price: \$14.99^{us}/\$22.99^{ca}
- Consultant price: \$7.15^{us}/\$11.05^{ca}

Spend & Save Level 2

- Spend: \$125^{us}/\$150^{ca}
- Save: NEW Icon Optic Scarf w/Charm
- Customer: \$18^{us}/\$21^{ca}
- Retail price: \$21.99^{us}/\$25.99^{ca}
- Consultant price: \$10.40^{us}/\$12.35^{ca}

Spend & Save Level 3

- Spend: \$175^{us}/\$200^{ca}
- Save: NEW Waffle Weave Napkins, daisy/green stripe
- Customer: \$28^{us}/\$36^{ca}
- Retail price: \$32.99^{us}/\$42.99^{ca}
- Consultant price: \$15.60^{us}/\$20.15^{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.



June 2025 Earn Back Discount Redemption

All Norwex Discounts earned throughout May
can begin being redeemed in June!

Discounts applied to accounts June 1

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	\$11.00	\$144.99	X5	\$724.95	X5	\$3,624.75

Party Math

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	\$17.00	\$171.99	X5	\$859.95	X5	\$4,299.75

June 2025 Mega Party Topics

Theme: Home Care/Microfiber

Week 1 (June 3): Norwex at Home – Top Tools for Every Room

Week 2 (June 10): Birthday Highlights – Celebrating Norwex Innovation

Week 3 (June 17): A Healthier Home, One Step at a Time

Week 4 (June 24): Simple Swaps with Norwex: Flip the Script on Clean

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

The graphic is a vertical rectangular invitation. The top half has a dark blue background with white and yellow text. The bottom half features a circular inset image of a modern interior with a staircase and a Norwex mop, set against a light blue background. The text is arranged in a clean, professional layout.

YOU'RE INVITED

Norwex at Home: Top Tools for Every Room

Norwex Mega Party on  zoom

June 3, 2025
Tuesday 7 PM, CT
Replay 9 PM, CT

Featuring
LeShawndi Follman
Senior Executive Sales Leader

Register now
bit.ly/NorwexMegaParty

 norwex®



Work Hard,
Play Hard

Work Hard, Play Hard

Sell, grow and promote your way to a dream vacation!

Noon, CT, June 1 – Noon, CT, August 1, 2025

Sell to Stay

Earn Marriott® hotel nights when first-time customers purchase!

Grow to Play

Earn Disney® dream vacation by growing your Team!

Promote to Pay

Earn Work Hard, Play Hard Dollars to spend on your vacation!





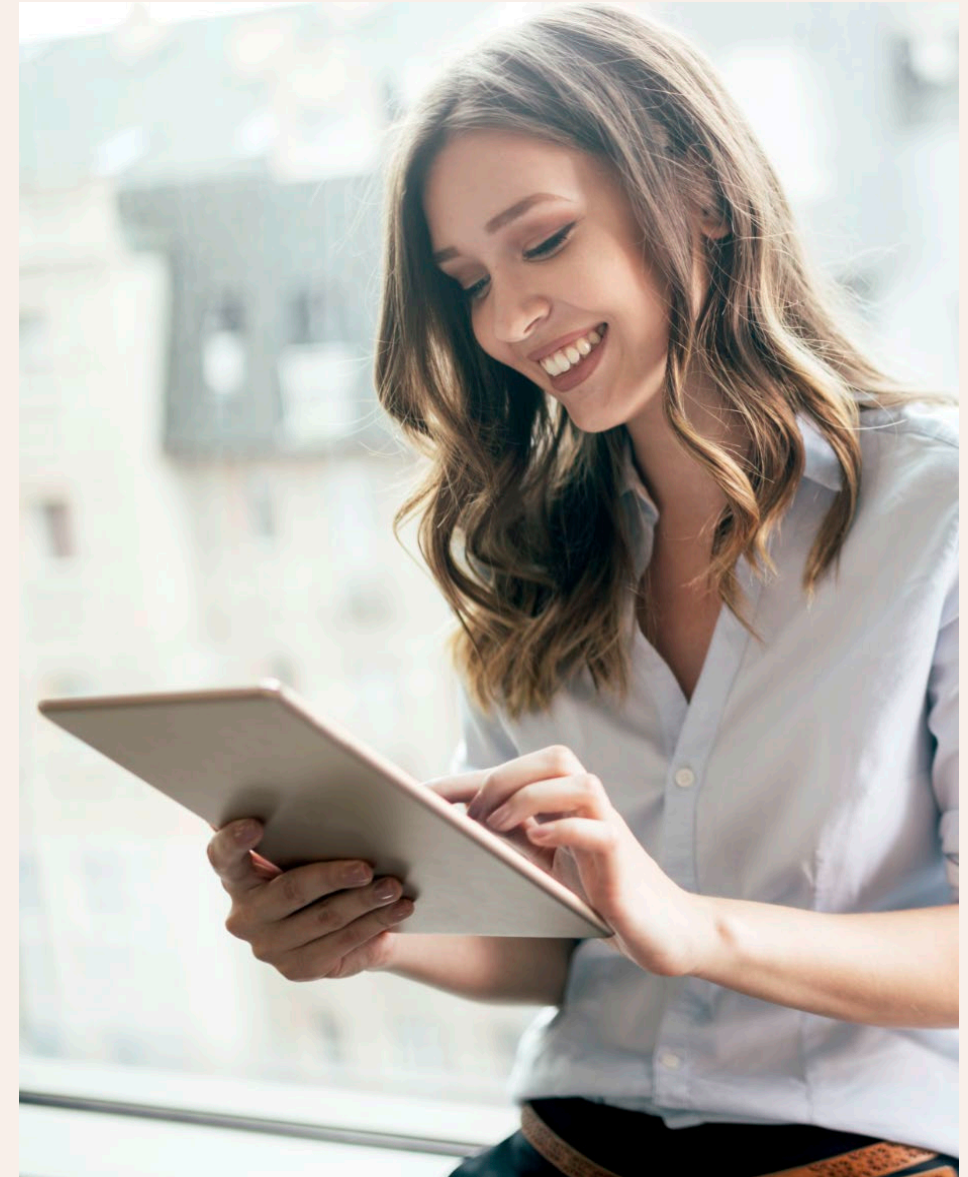
Events

Fall 2025 Customer Catalog Opt-in

- Deadline to make changes to opt-ins: June 16, 11:59p, CT
- Cost per: \$1.50us/\$2.50ca for shipping

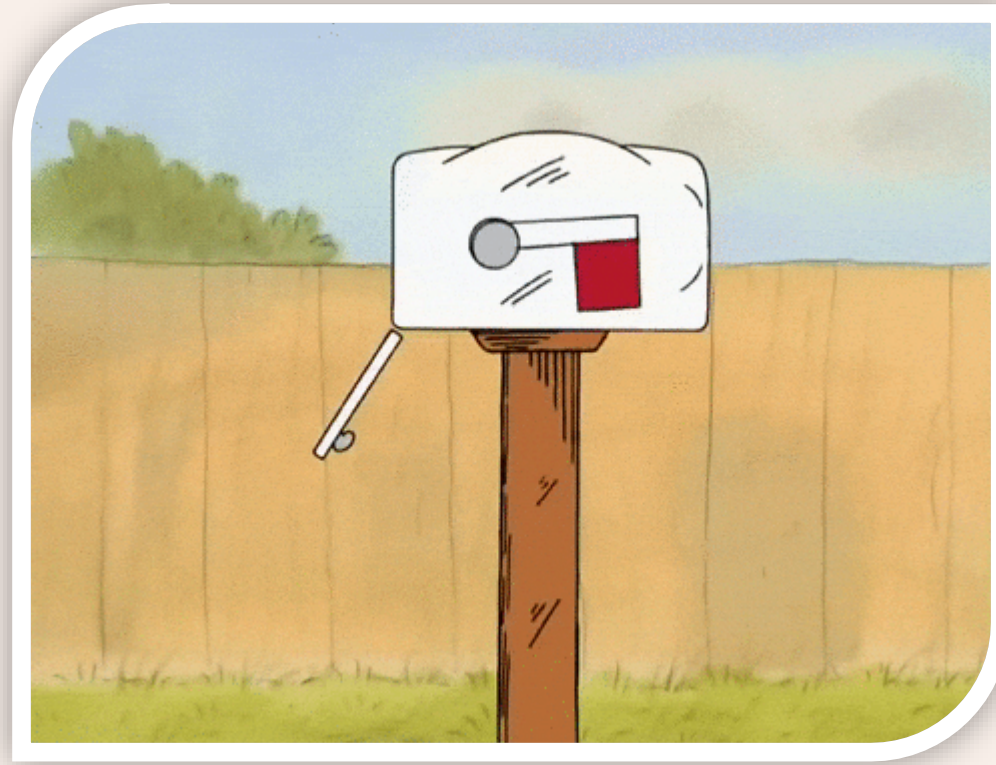
How to Opt In

- Back Office > Profile & Settings > Office Suite > Catalog Mailing
 - Toggle the Catalog Mailing Program to "on"
- Go to the Contacts section in Back Office
 - Click "Manage Catalog Mailing"
 - In the opt-in screen:
 - Check the box next to a name to opt in
 - Uncheck to opt out
 - Click "Save" before exiting
- 10-packs will be available as a business supply item beginning in August



Fall 2025 Consultant Catalog Mailing

ALL Consultants will be receiving a Fall 2025 Catalog!



National Conference Reminder

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



¹Consultants who have joined 8/1/24 – 7/1/25; code: NC2025NEW

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

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

National Conference

Workshops and Speakers Announced!

- 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

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

Tech Updates

Coming Soon

- ❑ **A new shipping option** for US orders – for those who need their items shipped as soon as possible.
- ❑ **More control over your Shared Carts:** A new section in your Orders tab that gives better visibility into Shared Carts and allows easy access to copy, edit, and expire shared cart links.
- ❑ **Better support for Consultants shopping on web:** An improved shopping experience that leverages the Customer website for personal ordering with a smooth transition to checkout in your Back Office.

Express Ground Shipping

Upgrade shipping on your order to get priority handling and guaranteed UPS Ground delivery

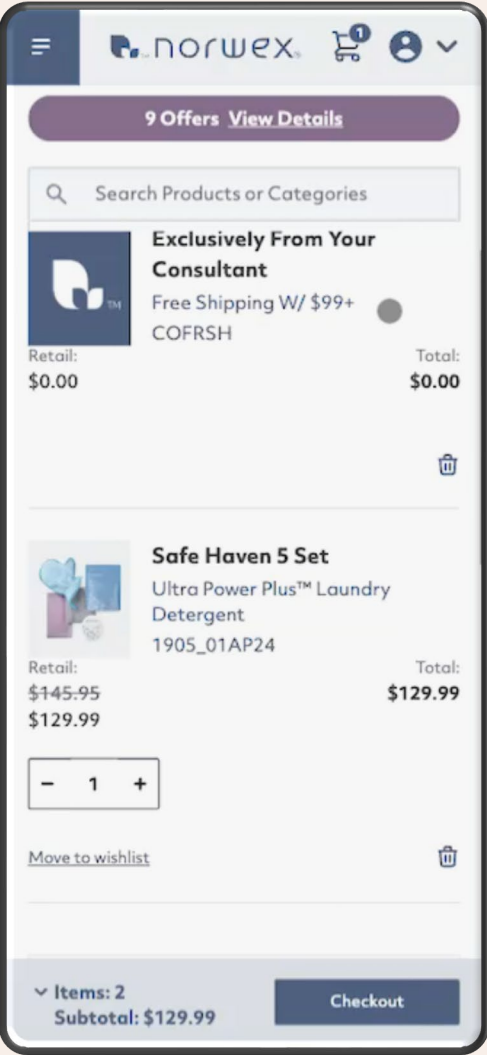
- ❑ US Customers and Consultants now have the option to upgrade to Express Ground for an additional \$10.
- ❑ Orders will “jump the line” and get picked first.
- ❑ Guaranteed UPS ground delivery – an alternative for those affected by US Post Office delays.
- ❑ **No change** to the everyday shipping rates:
 - ❑ \$7.95 for orders under \$50
 - ❑ \$9.95 for orders \$50+
- ❑ Customers who choose to upgrade their shipping while redeeming any Free Shipping Offer will just pay the additional \$10 upgrade fee.

The screenshot shows the Norwex checkout process. At the top, the Norwex logo is visible. Below it, the 'Checkout' section is titled. Under 'STEP 1 Shipping', there is an 'Edit' link. The 'Shipping Address' section shows the name 'Jose Martinez' and a phone number '(999) 777-8888'. The 'Shipping Method' section is highlighted with a yellow border and contains two options: 'Economy' for \$7.95 (Typically arrives in 5-7 business days) and 'Express Ground' for \$17.95 (Typically arrives in 2-3 business days). Below this, 'STEP 2 Billing' is visible, and at the bottom is a 'Place Order' button.

The screenshot shows the final order summary on the Norwex checkout page. The 'Subtotal' is \$141.46. Below it, there is a field for 'Have a Coupon Code?'. The 'Estimated Tax' is \$10.60. The 'Shipping and Handling' cost is shown as \$19.95, which is crossed out, and replaced with \$10.00. The 'Order Total' is \$162.06. The 'Amount Due' is also \$162.06. Under 'Your Special Offers', a 'Free Shipping Offer' is listed as 'APPLIED', with a note that the user has received 'Free Economy Shipping' exclusively from their Norwex Consultant. A 'DID YOU KNOW?' section suggests saving 10% by renewing items with 'AutoSave'. At the bottom, there is a 'Place Order' button and an 'Edit Cart' link.

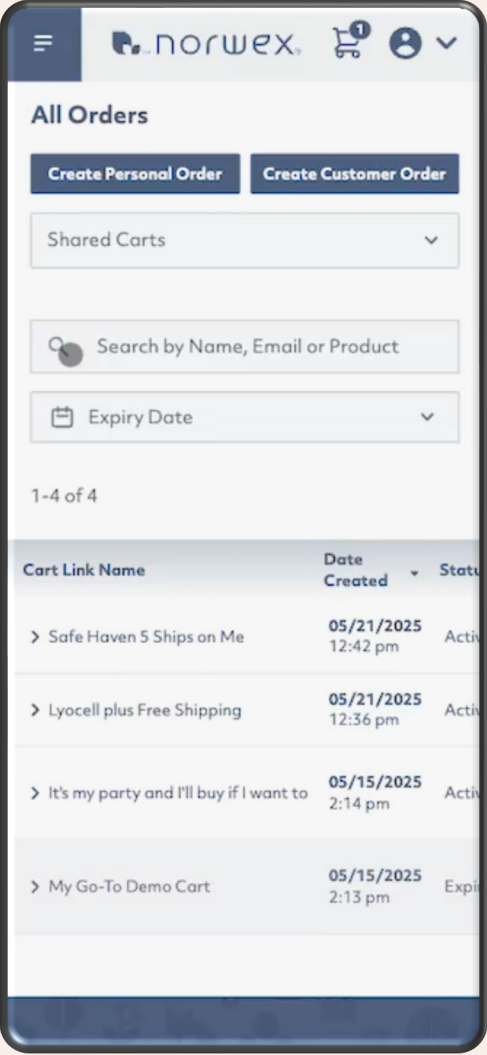
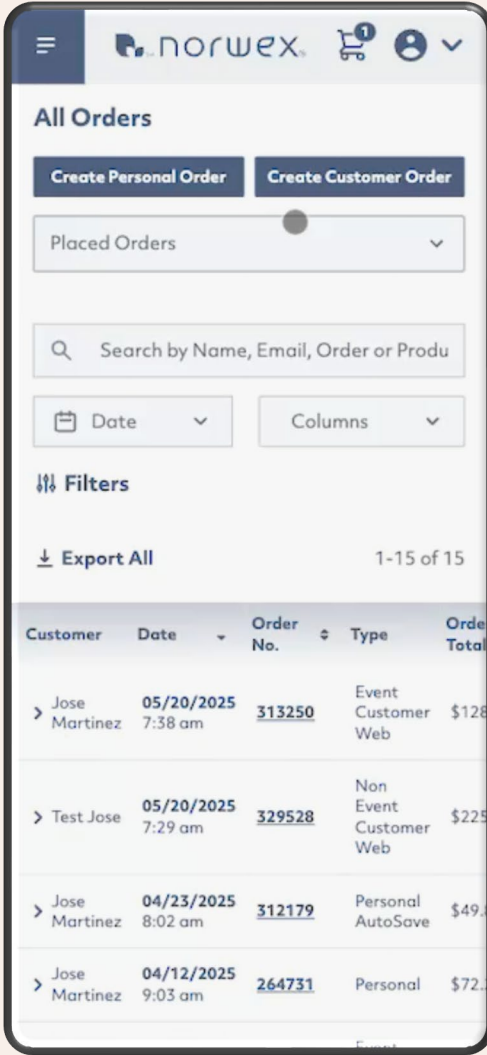
Shared Carts Management

New features that help you find, organize, and edit your existing shared cart links



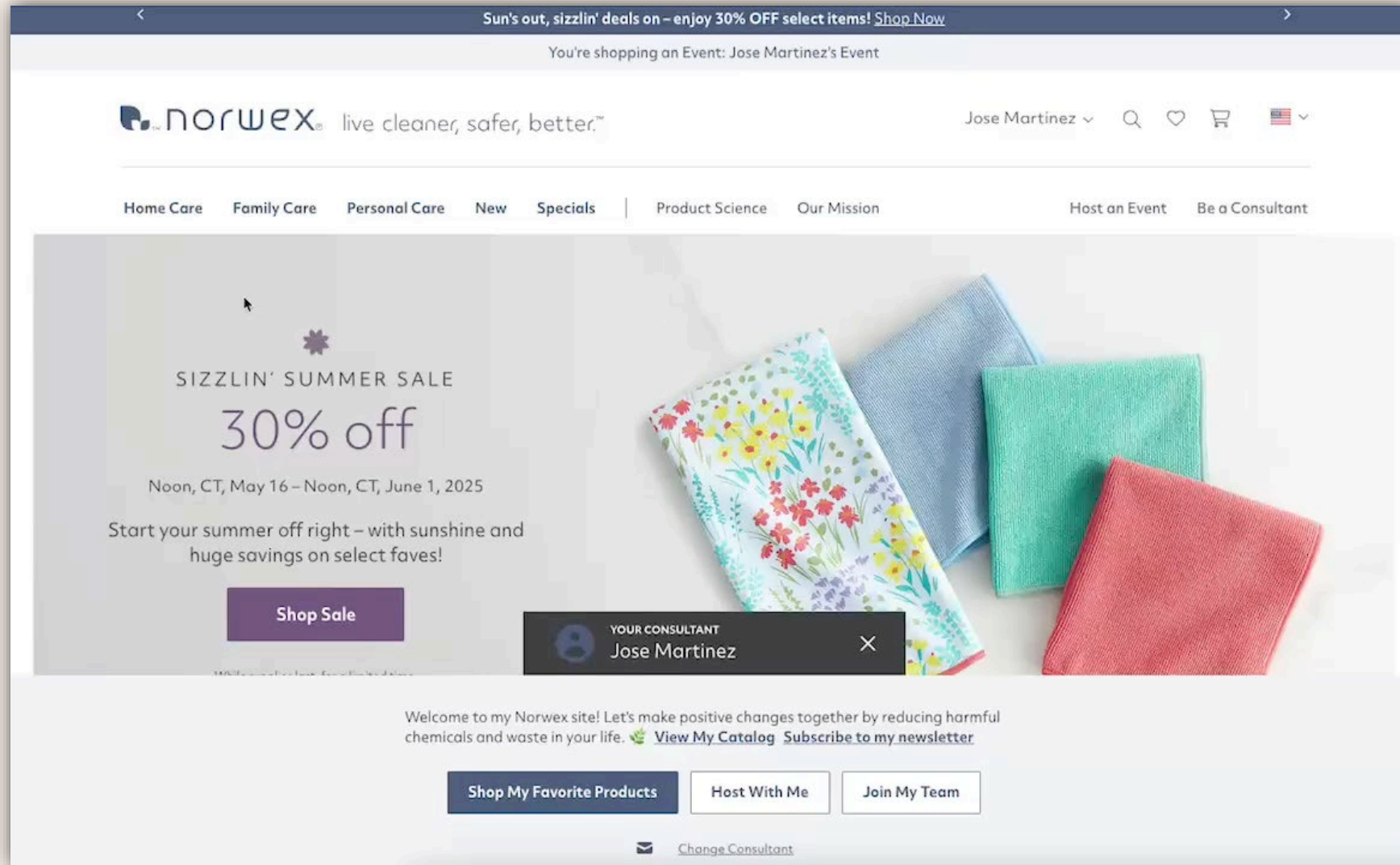
See how many times your Shared Carts have converted into an Order

Quickly copy and re-share a Shared Cart link when you need it



Consultant Shopping on Web

Shop on Web, checkout in Back Office



- ❑ Consultants who like to “browse before you buy” will soon be able to start their next personal order on the Norwex website – or your own PWS
- ❑ Signed-in Consultants will get the same great shopping experience as customers:
 - ❑ Browse categories like Home, Family, Personal
 - ❑ Enjoy all the rich content on pages for Skin Care, Laundry, Asthma & Allergy
 - ❑ Shop New Arrivals and Specials
 - ❑ View the latest Promotional Offers
 - ❑ Shop the Digital Catalog
- ❑ When you're ready to check out, just hit “Checkout in Back Office” to complete your personal order
 - ❑ Seamless login to Back Office
 - ❑ Consultant Discount taken up front
 - ❑ Apply Norwex Discounts
 - ❑ Pay from your Account Balance
 - ❑ And get important Consultant-only offers and messaging



Training

Social Media Training

What: Social Media Training – Mastering the Art of Social Selling & Relationship Building

This exciting panel discussion will feature some of our SMAC leaders sharing real-world strategies for creating authentic connections and driving sales through social media.

Where: In Consultant Connection Groups.
The video will be shared to The Resource upon completion. No need to RSVP, just tune in live in the group! **Share the news with your teams.**

When: Tuesday, June 3, 6pm, CT



JOIN US FOR A

Social Media Training

Mastering the Art of
Social Selling & Relationship Building

Featuring Norwex Social Media Advisory Council Leaders

Kara Ameloot, Allie Gala and Kiwe McGuire

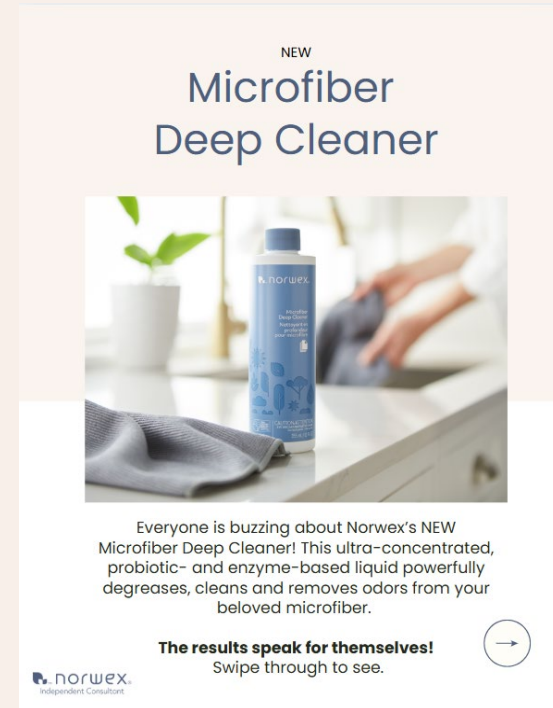
Tuesday, June 3
6 PM, CT

June Social Media Assets

Content ideas – what should I post about this Month?

- **New Microfiber Deep Cleaner** – This exciting new product will be great to share with your current customers who LOVE our microfiber. Share your before & after pictures to spark interest and show how well it works!
- **Canva template** – Microfiber Deep Cleaner Before & Afters & Testimonials
- Reel Videos
 - **Microfiber Deep Cleaner** – This month's files > New Product Education & Resources > Microfiber Deep Cleaner

Before & After Canva Template



Training

Podcasts – SoundCloud, Spotify and Apple/Google Podcast Apps

1. Beyond Words: Elevate Your Business with Body Language Kristine Barnes and Amber Herron
2. The Science Behind: What Makes Microfiber So Great
3. The Science Behind: Norwex Mop System

Updated Share Cards, did you know?

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



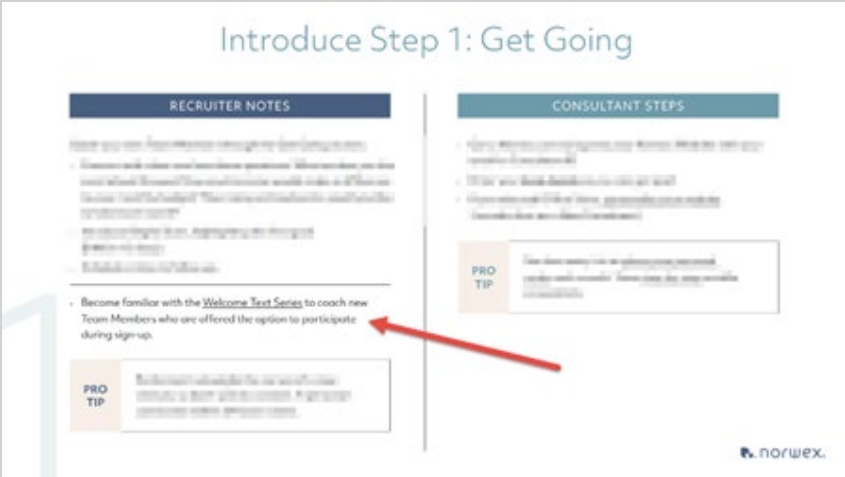
Training

FRENCH PODCAST CHANNEL COMING SOON!–

First episode live 6/1 on SoundCloud and Spotify Apps



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



Recruiting & Onboarding

June 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

June 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



Summary

June 2025

Theme: Microfiber and
Birthday Celebration

#partywithpurpose
#welcome2norwex

Field Support

New Consultant Welcome Calls

Mega Parties

Podcasts: What Makes Our Cleaning
Microfiber So Great?

One Pagers PowerZyme EWG update,
Value of Consistency, Value of Follow-
up

Product Training Microfiber, SH5+

Social Media Training

Consultants

Work Hard, Play Hard

Norwex Conference!

Consistency Rewards

New Cons

Starter Kits: Standard Kit, Sample Kit

Upgrade Kits: Skin Care, Silver, Gold

Customers/Hosts

Host Reward (Jun 1 – Jul 1)

- FREE product packages with \$500 and \$1,000 sales added in June

Better Together New Customer Sampling

Earn Back Credit Redemption

June Spend & Save (Jun 1 – Jul 1)

- S&S1 – **Spend \$99/\$110, Save:** Body Scrub Mitt, Denim (\$13US/\$20CA)
- S&S2 – **Spend \$125/\$150, Save:** NEW Icon Optic Scarf w/Charm (\$18US/\$21CA)
- S&S3 – **Spend \$175/\$200, Save:** NEW Waffle Weave Napkins, Daisy/Green Stripe Pattern (\$28US/\$36CA)

Month-long Offer

- Dazzling Duos