
Welcome to Norwex
Our Mission is:
Sharing a cleaner, safer way of living
by reducing harmful chemicals
in everyday lives.
norwex
live cleaner, safer, better.

Why our mission matters

The more you understand about our mission, the easier it is to share!

- Every day we're exposed to numerous chemicals, but at what cost?
- Very few chemicals have been tested for their impact on human health
- We know that children are especially vulnerable to chemical exposure
- The World Health Organisation has identified almost 800 chemicals suspected of interfering with the human endocrine system







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Attention-getting stats to share anywhere



An EWG study found 287 different chemicals in the cord blood of newborns.



The World Health Organisation has identified almost 800 chemicals suspected of interfering with the human endocrine system.

Environmental Working Group | bit.ly/3xXnsCO

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Attention-getting stats to share anywhere



The pulp and paper industry accounts for 13-15% of global wood consumption, making disposable paper products a significant user of forest resources.

Recycle Nation | https://wwf.panda.org/



Around 8 to 10 million metric tons of plastic end up in the world's oceans every year.

UNESCO Intergovernmental Oceanographic Commission
bit.ly/45eFVgi

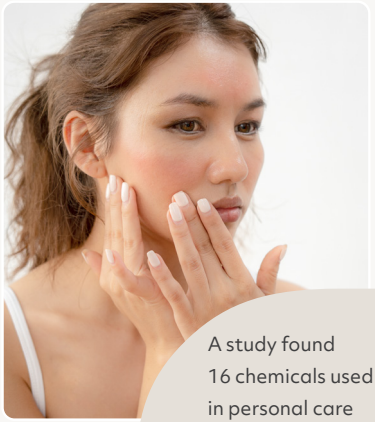
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Attention-getting stats to share anywhere



With thousands of ingredients used in personal care products, choosing products with trusted ingredient standards and transparent formulations can help simplify healthier choices.

https://www.industrialchemicals.gov.au/



A study found 16 chemicals used in personal care products in the blood of teen girls, including parabens, phthalates and triclosan.

Environmental Working Group
bit.ly/3ztIwB9

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A few reasons to be proud

Norwex partnerships

Norwex recycled content
Many of our microfibre products are made from 50%–82% recycled microfibre yarn, saving more than 12 million plastic bottles from the landfill.

STANDARD 100 by OEKO-TEX®
You can trust OEKO-TEX® STANDARD 100 certified products because they have been laboratory tested with strict scientific standards to protect your health.

OceanBound Plastic
An estimated 8–10 million tons of discarded plastic flows into the world's oceans every year. The OceanBound label on many of our bottles lets you know they're made of plastic that was at risk of entering the world's oceans.

Norwex 360° Product Review
More than 2,700 questionable substances have been banned from our product development process.

The Norwegian Way

Simple. Practical. Close to Nature.

- **Meaningful, everyday choices.** Inspired by the Norwegian Way – simple, practical and close to nature. The Norwegian Way Home Essentials Set makes it easy to reduce chemicals and waste.
- **Designed for real life.** It offers a natural entry point to living cleaner, safer and better – without the pressure to change everything at once.
- **Choose your path.** Embrace the power of microfibre and water or transition with safer, effective alternatives to the products you already use.
- **Intentional and empowering.** Each step helps reduce harmful chemicals and unnecessary waste while creating a more balanced home and a deeper sense of everyday well-being.

Learn more about the Norwegian Way in our Norwegian Way Guide!



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Holding Events

Party … Demo … Workshop … Online social selling

No matter what you choose to call them, your first events are known as your "Launch Parties."

A few ideas:

- Do a live unboxing of your Starter Kit! It's a fun and simple way to share your excitement with friends and family.
- Host your own Launch Party/Parties, either online or in-person, with the party checklist and ideas on these cards. Bonus: the Host and Consultant rewards are all yours!

Why hold events?
Earn 32% of everything you sell. AU Consultant events in 2025 averaged $860 in sales* – that's $275.20 cash earned.

NZ Consultant events in 2025 averaged $736.00* in sales – that's $235.52 cash earned.



Subtotal A sales

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Inviting guests to your Launch Party

Think of your Launch Parties as a fun "grand opening" for your new gig.

Intro

"Hey! I just discovered some non-toxic products that are helping me cut cleaning time in half. I just got some of the product in the mail and thought it would be fun to open together!"

What's in it for them

"I know you (hate cleaning/love clean products, have children, want to save time, want to reduce chemicals, care about the environment, etc.)."

Close

"I'm doing a demo for friends and family (details). Can I send you the information to join me? I would love your feedback!"

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Prep and Host Coaching

Think of your Host as your partner. Chances are, they have never done this before.

Invite

- Encourage them to create a guest list and over-invite
- Make invites personal:

  "Hi (name)! I'm having a Norwex Party on (date) and can't wait for you to see these amazing products that are safer for your home and save you time and money."
- Use digital invites if sharing online

Connect

- Check in to see how inviting is going
- Give your Host something simple to say:

  "Hey, I wanted to see if you'll make it tomorrow?"

Last-minute reminder

- Encourage Host to touch base with guests: *"Can't wait for tonight!"*

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Party Checklist

Whether it's meeting customers, Hosts or future team members, events are the key to your success. Use this checklist along with the cards in this deck for both in-person and online events.

Before the event

- ☐ Partner with your Host to prep for the event

Event demo

- ☐ Personalised welcome
- ☐ Educate on the products

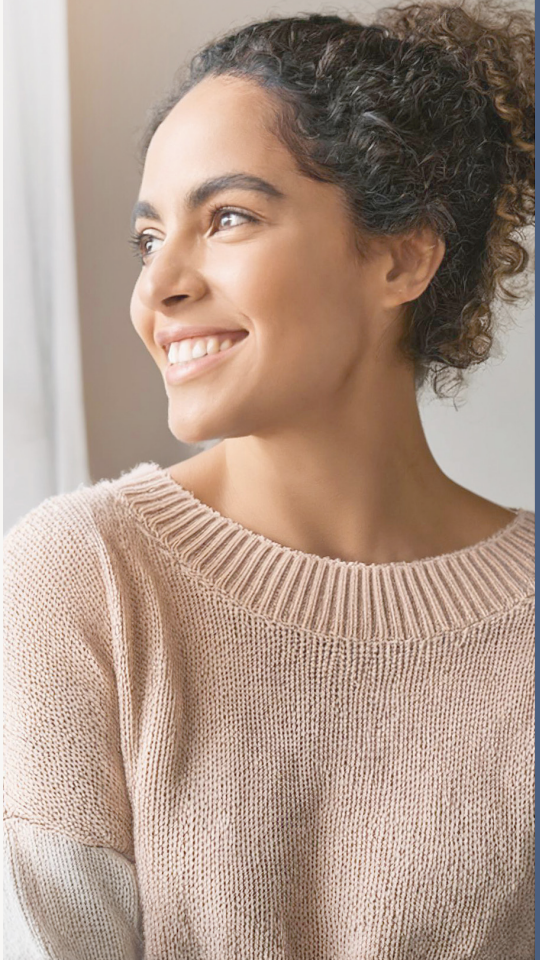
When you see this icon, it signals a booking or team-building seed. These are subtle mentions to make at your party to help guests gain interest in hosting or becoming a Norwex Consultant.

Personalised Welcome

Use these thought-starters to create your Norwex story:

1. I joined Norwex because . . .
2. What I love most about what I'm doing is . . .
3. The reason I'm excited about telling you is . . .

Tip: Sharing why you love Norwex is a great way to start your events. It helps your guests get to know you, and you never know who might need something like Norwex in their life too.



Share products with purpose

Start using, testing and practicing demonstrations with the products you received in your Starter Kit! It's a win-win. You're learning, practicing, gaining confidence AND you'll have a clean home!

As you share with others, these cards can help give you even more confidence and ideas to demo products either in person or online.



Tip: You don't have to share all the items in this deck; just share The Norwegian Way Home Essentials Set or pick your favourites!

The Norwegian Way Home Essentials

Every product in the collection and the conventional cleaners it replaces — replacing 15–19 chemical products and eliminating 30–50+ harmful chemicals.

Chemical Reduction

EnviroCloth™
→ Replaces 6–8 chemical cleaners (benches, stainless, bathrooms, general surfaces)

Window Cloth
→ Replaces ammonia-based glass cleaners and paper towels

Dusting Mitt
→ Replaces aerosol sprays and disposable dusting products

Cleaning Solution Consolidation

Multipurpose Everyday Cleaner
→ Replaces 3–5 surface sprays (kitchen, general, grease)

All-in-1-Bathroom Cleaner
→ Replaces 5–7 harsh bathroom chemicals (bath, tile, toilet,mildew)

Powerzyme™
→ Replaces enzyme boosters, degreasers, and odour eliminators

Ultrazyme™
→ Replaces traditional, chemical-heavy automatic dishwasher detergents and pods

Reuse & Waste Reduction

Forever Bottle Grey
→ Eliminates single-use plastic bottles + chemical residue buildup

Forever Bottle Sea Mist
→ Eliminates single-use plastic bottles + chemical residue buildup

Dusting Mitt
→ Replaces aerosol sprays and disposable dusting products

15-19	30-50+	20-40
Products Replaced	Chemicals avoided	minutes saved per week

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THE COMPLETE SWAP FOR EVERY ROOM

The Norwegian Way Home Essentials Plus

Everything in The Norwegian Way Home Essentials Set – plus additional essentials to swap out most of what you already use throughout your home for a cleaner, safer

Why you'll love it

- ✓ Clean your whole home with fewer products
- ✓ Reduce everyday chemical exposure
- ✓ Cut down on plastic and packaging waste
- ✓ Simplify routines across every room
- ✓ Swap most of what you already use for safer choices

EnviroCloth™
Cleans nearly every surface with just water.

Window Cloth
Streak-free windows without harmful sprays or paper towels.

Dusting Mitt
Traps dust and allergens without aerosol chemicals.

UltraZyme™ Dishwasher Powder
Sparkling dishes without extra chemical additives.

BioZyme™ Dish Soap Concentrate
Cuts grease and odours without chemical-laden additives.

Counter Cloths and House Set
Replaces paper towels, wipes, and disposable cleaning pads.

PowerZyme™ Laundry Detergent
Powerful enzyme cleaning with less clutter in your laundry room.

Mattress Cleaner
Freshens mattresses without chemical deodorisers.

Fluff and Tumble Dryer Balls
Softens laundry naturally in place of fabric softeners and dryer sheets.

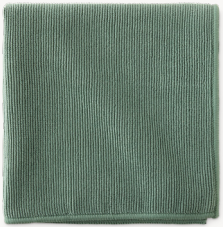
Multipurpose Everyday Cleaner Concentrate
One bottle for kitchens, benches and everyday messes – keeps working up to seven days.

All-in-1 Bathroom Cleaner Concentrate
A cleaner, safer way to tackle tubs, tile and toilets with one product.

Forever Bottles with Sprayers
Reuse again and again while reducing plastic waste.

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EnviroCloth™



What's currently your favourite cleaning product?
(Let guests respond)

I'm excited to share MY must-have products with you! In fact, you can earn everything I tell you about today just by partnering with me to share Norwex with your friends and family.

Ditch toxic cleaners and wasteful paper towels and clean your home using microfibre and water.

Densely woven, superfine Norwex Microfibre physically removes up to 99% of bacteria from a surface using only water when following proper care and use instructions.

Three things set Norwex Microfibre apart

1. Size of fibre: The fibres are 1/200th the thickness of a human hair (average microfibre is 1/6th the thickness).
2. Density of cloth: Unravelled, it would stretch from Brisbane to Sydney or Auckland to Wellington, giving you a better clean!
3. BacLock® technology: BacLock® is an antimicrobial agent solely intended to protect and self-clean the cloth by inhibiting growth of odour-causing bacteria, mould and mildew. BacLock® does not protect people from disease-causing pathogens.

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EnviroCloth™: “E for everything” cloth!

Ways to use

- Sinks
- Toilets and baths
- Walls and windows
- Benches
- Kitchen appliances
- So much more!



Did you know? Around the world, used paper towels create 254 million tons of rubbish every year.

MICROFIBRE 2 YEAR WARRANTY

All Norwex Microfibre products carry a two-year warranty.

https://nrwx.info/EnviroCloth

Recycle Nation bit.ly/3BD3TBS

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Window Cloth: the EnviroCloth's BFF



Anyone struggle with still-streaky windows and mirrors AFTER you clean them? (Let guests respond)

Give your windows, stainless steel appliances and mirrors a streak-free shine – with only water!

Pair it with its BFF, the EnviroCloth™, to get a chemical-free clean throughout your home. I was truly shocked by how well this cloth works.

Mechanical vs. Chemical Cleaning

To best understand how Norwex works, let's break it down!

- Mechanical: Norwex physically removes dirt and grime from the surface.
- Chemical: Chemical-based cleaners spray, wipe and coat surfaces with potentially harmful chemicals, leaving behind a residue.

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Window Cloth: the EnviroCloth's BFF

Ways to use

Windows, stainless steel appliances, mirrors and more

Tip: Share your favourite use for products to give real-life examples to your customers.

Butter demo on a shiny surface:



Rub butter or another greasy substance on a shiny surface. Use your wet EnviroCloth™ folded.



Wipe off with wet EnviroCloth™.



Polish with dry Window Cloth.

https://nrwx.info/WindowCloth

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Dusting Mitt

Does anyone else dislike dusting as much as I do?
Tell me what you hate about dusting the most . . .
(Let guests respond)

I always felt like dust re-collected (insert your spot) in my house as soon as I finished!

Our Dusting Mitt has a powerful static charge that captures dust like a magnet, so your home stays dust-free longer! Ideal for quick, eco-friendly dusting throughout the house, including blinds, screens and other hard-to-clean areas. Can be used dry or wet.



Did you know?
45 different chemicals have been identified in household dust.

Source: Natural Resources Defense Council
on.nrdc.org/3BBSm67

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Dusting Mitt

Ways to use

Dry: All surfaces, lamps, plants, blinds, vents, hard-to-clean areas and more!

Wet: Blinds, screens and other hard-to-clean areas.



Dust table – show how quickly it picks up dust.



Dust window screens, sill or shelf.

https://nrwx.info/DustingMitt

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Multipurpose Everyday Cleaner Concentrate



How to use

Use this every day on hard surfaces to quickly clean with probiotics that continue cleaning, even after you're done, without harsh chemical residue. Use on benchtops, floors and most hard surfaces to remove set-in soils, spills, stains, grease, grime and other daily messes! Simply dilute to use with a Norwex Forever Bottle and our Mop Kit with Spray Mop Attachment.



Did you know?

Probiotics create enzymes that start working immediately to loosen soils from surfaces. They break down visible and hidden soils and stains everywhere – even in cracks and crevices! This powerful probiotic blend continues working for up to seven days!

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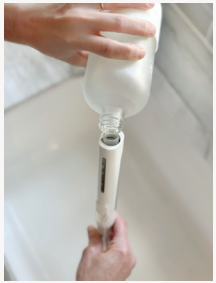
All-in-1 Bathroom Cleaner Concentrate

How to use

This highly concentrated formula quickly cleans and descales showers, baths, toilets, sinks and most other hard surfaces in just one application. Powerfully shine and descale most bathroom surfaces without chemicals going down the drain. Simply add the concentrated formula to a Forever Bottle and water and spray surfaces. You can also add to the Cleaner-Dispensing Toilet Brush or spray directly into toilet bowl.







Did you know?

A study from the University of Bergen found that cleaning with spray cleaners may be equivelant to smoking 20 cigarettes a day. Bathrooms tend to be small areas with less ventilation, which leads to increased exposure to these toxic fumes. Our ultra-concentrated formula with descaler does the work of several cleaners, without caustic fumes or harsh chemicals.

University of Bergen 3.18.24 | bit.ly/4pstRRV

UltraZyme™ Dishwasher Powder

How to use

Use UltraZyme™ in your automatic dishwasher to help remove everyday food soils, grease and residue from dishes, glassware and utensils.

Eliminates residue and leaves dishes, glassware, cutlery, plasticware, pots and pans squeaky clean, even in hard water. One small scoop cleans an entire load. Up to 45 loads per jar. Hard-water friendly.





Did you know?

Many dishwasher products leave behind a chemical residue on the plates, glasses and utensils that touch your food and drinks each day. UltraZyme™ uses enzyme-powered performance to help break down proteins, fats, starches and other food soils so they can rinse away cleanly. It's a smarter, safer alternative for families who want sparkling dishes, powerful performance and more peace of mind with every load.

Pair UltraZyme™ with Rinse Aid Plus, a natural citric acid that combats spots and film and gets your dishes and glassware sparkling. It thoroughly rinses away residual mineral deposits. Dishes dry more effectively and come out gleaming.

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BioZyme™ Dish Soap Concentrate



How to use

Dilute BioZyme™ Dish Soap Concentrate in a Norwex Forever Bottle. Spray onto dishes, cookware or utensils, then wash and rinse as usual. It is a great everyday option for greasy pans, baked-on food and quick dish cleanups.



Did you know?

This plant- and enzyme-based concentrate's targeted pump or spray application easily powers away baked-on food, grease and stains while treating your hands and the environment with care. It supports a more intentional dish routine by helping reduce the need for harsher dish-cleaning products while offering strong performance for everyday kitchen messes. More sustainable packaging saves on resources, reducing plastic.

USDA certified 100% biobased content from plants and other renewable sources. Aloe vera gently moisturises hands.

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Mattress Cleaner



How to use

Lightly spray this enzyme cleaner to provide a deep clean for non-washable soft surfaces – including mattresses, upholstery, doonas, cushions, curtains, sofas, stuffed toys and more. The enzymes and biodegradable ingredients work quickly to break down organic waste like dead skin cells, body oils and pet dander while helping to reduce unwanted odours.



Did you know?

Mattress Cleaner is a simple solution for refreshing the soft surfaces families use every day, helping support a cleaner, safer home routine without using harmful chemicals. Safely remove organic materials, contaminants and allergens from your home without using any harmful chemicals. Allergy sufferers can breathe easier using this natural enzyme-based mattress cleaner, benefitting from its effectiveness to clean and freshen hard-to-clean materials. Supports a cleaner and fresher sleeping environment.

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Counter Cloths + Counter Cloth House

How to use

Keep Counter Cloths handy in the kitchen, bathroom or anywhere quick wipe-ups happen. Use them to pick up spills, wipe benches, clean food-prep areas and tackle everyday messes. These reusable cloths replace paper towels and feature a unique, super-absorbent weave to quickly pick up spills and messes.





Did you know?

Counter Cloths help replace single-use paper towels, napkins and disposable wipes. Their super-absorbent, quick-drying microfibre is designed for repeated use. Save money and protect the environment by reducing paper towel consumption.

Densely woven, superfine Norwex Microfibre physically removes up to 99% of bacteria from a surface with water alone when following proper care and use instructions.

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Mop Kit

Ways to use

On all floor types, walls and windows.

Baseboards – simply place pads off-centre on the base.

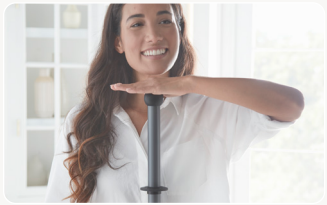
There are three ways customers can get our mop:

- Purchase it – it's worth every penny
- Host your own event and get it for free or at a significant discount
- Become a Consultant – upgrade your Starter Kit to include the Household Upgrade Kit

https://nrwx.info/Mop



Show how the Mop Pads attach/remove via Velcro®.



Show how to adjust the handle.



Use Rubber Brush Mop Attachment to clean Dry Mop Pad.

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Forever Bottles



How to use

Our refillable, frosted glass bottle is ideal for diluting Norwex products. Or simply fill with water to use with our microfibre cloths, cleaning systems and more. Colour-code for different rooms or cleaning products with your choice of silicone sleeve.



Did you know?

Forever Bottles help reduce reliance on single-use plastic bottles by making it easy to dilute and reuse our concentrated formulas at home. They support a cleaner, safer, better routine by simplifying refills and reducing waste.

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Power Cleaning Paste



Do you dread giving your sink a good clean, or are you unsure of how to get stuck-on grime off your glass cooktops? (Let guests respond)

Power Cleaning Paste is perfect for more stubborn jobs like these. One jar, hundreds of uses to tackle tough grime! I found this best to work on (insert your spot) in my home. I was amazed at the power this little paste packs. In fact, it's known as our "elbow grease in a jar."

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Power Cleaning Paste

Ways to use

- Outdoor furniture
- Floors and walls (yes, even removes permanent marker)
- Glass and foodware
- Glass stovetops
- Rubber banding on sneakers
- Oven doors



Write on tile with a permanent marker.



Wipe a damp EnviroCloth™ onto Power Cleaning Paste.



Remove mark from tile.

https://nrwx.info/PowerCleaningPaste

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Laundry Detergents

What's important to you when it comes to laundry detergent?
Price, ingredients, effectiveness?
(Let guests respond)

I always found myself wondering what brand of detergent to buy.
Does anyone else ever struggle with this?
(Let guests respond)

When you know better, you do better. A Norwex laundry detergent is safe and effective and lasts (insert how long) in our house.







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Laundry Detergents

Three options:

PowerZyme™
Enzymes provide superior stain-, oil- and odour-fighting power.



PowerZyme™ is included in The Norwegian Way Home Essentials

Ultra Power Plus™ (UPP)
Our most popular everyday detergent.



Eco-Wash Strips
Plant-based formula, lightweight and great on the go.



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Body and Face Pack



Who has a skin care routine?
How are you currently cleansing your face?
(Let guests respond)

Did you know . . .
Women use an average of 168 different chemical ingredients in their personal care products every day.

Ways to use

- Cleans from head to toe
- Great for delicate and children's skin

The Body and Face Cloth gently cleanses skin with just water.

These super-soft cloths contain BacLock®*, which keeps the cloth fresher longer.

*BacLock® is an antimicrobial agent solely intended to protect and self-clean the cloth by inhibiting growth of odour-causing bacteria, mould and mildew. BacLock® does not protect people from disease-causing pathogens.

Environmental Working Group, PDF bit.ly/3x40QiN

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Mop Kit

How would you rate the current state of your floors?
(Let guests respond)



Did you know . . .
Up to 85% of outdoor contaminants are brought indoors in the first four steps.

The floors of your home can harbour pollutants, chemicals, dust and bacteria – but pushing around a heavy bucket and mop is too much work, and single-use pads are costly.

Clean your floors with the Mop Kit and just water or a Norwex cleaner – no harmful chemicals where kids and pets play.

If you're ready to ditch your old-school mop, let's discuss how you can get this at a great discount or even free!

Made with densely woven, superfine microfibre yarn, the Mop Kit physically removes up to 99% of bacteria from a surface with only water when following proper care and use instructions.

University of Georgia College of Family and Consumer Sciences | bit.ly/3i6hDO9

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Fluff and Tumble Dryer Balls



Anyone here have a long-term relationship with dryer sheets?
(Let guests respond)

Personally, I loved the way they made my clothes feel and smell . . .

But did you ever notice that when you toss a dryer sheet into the dryer it's stiff and has a wax-like coating, but when you take it out it's soft, like a tissue. What happened?

Dryer sheets are coated in solid fabric softeners, which melt when heated in the dryer. As the sheet tumbles, it transfers these chemicals onto your laundry, leaving the sheet thin and soft. These chemicals can adhere to your laundry, which then touches your skin. (BTW: Your skin is your largest organ.)

Fluff and Tumble Dryer Balls are made from 100% New Zealand wool and can be safely used over and over again. They create space between clothes to help reduce drying time, static and wrinkles.

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Share products with purpose: Skin care at a glance

Norwex Skin Care products are:

- Cleaner. Safer. Better.
- Cleaner formulas
- Safer ingredients
- Better results

With Nordic ingredients and refillable options, our Skin Care line is second to none. And our 360° Product Safety Review helps ensure only the safest, best ingredients for your skin.

Tip: Let customers know sustainably packaged refills are available. Help them save 10% on future orders with AutoSave. Share that the entire line has a 60-day guarantee.





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EWG Verified® was created to make it easier for everyone, everywhere to find safer, healthier consumer products. The EWG Verified program ensures that brands formulate products using ingredients that have been tested for safety, are free from chemicals of concern and are manufactured according to the strictest criteria for transparency.

Ingredients that make Norwex Skin Care unique



Nordic antioxidants
Cloudberry, lingonberry, sea buckthorn, bilberry, red algae, black oat

Benefits
- Help fight free radicals
- Support skin's natural moisture barrier
- Reduce moisture loss, lock in hydration
- Reduce appearance of fine lines and wrinkles
- Soften and soothe
- Energise and brighten



Glacial water
Naturally filtered in the mountains. The rocky riverbed filters and preserves the water, making it microbiologically pure.

Benefits
- Intensely hydrating
- Rich in mineral trace elements



Prebiotics and probiotics
The skin houses organisms known as the microbiome, which shield against pollution and harsh cleansers. When it's compromised, dryness and irritation can occur. Pre- and probiotics help keep the microbiome balanced and protected.

Benefits
- Balance skin's unique microbiome
- Help protect from external stressors

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A streamlined routine

1

Cleanse



2

Treat



3

Moisturise



Products work together for optimal results.

Tip: To remember the order of application, use products from thinnest to thickest.

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Cleansing Facial Powder

1

Cleanse

Traditional cleansers can strip your skin, leaving it irritated and dry. Plus, typical cleansers contain water and need larger packaging to transport that water weight.

Just add water to our Cleansing Facial Powder to create a light foam that safely whisks away the day's layer of makeup to reveal smoother, healthier-looking skin.



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Rejuvenating Serum

2

Treat

As we get older, fine lines and wrinkles can start to form, and skin can become dry. Embrace age with confidence!

Rejuvenating Serum is designed to reduce visible signs of aging while helping to brighten skin and improve elasticity, making your skin look and feel younger. Plus it comes in refillable packaging to help reduce environmental waste.



Renewing Eye Cream

2

Treat

The under-eye area can be prone to dark, puffy circles. Ultra-rich Renewing Eye Cream is designed to brighten the delicate skin around the eye, so you look more rested, relaxed and beautiful.



Hydrating Moisturiser

3

Moisturise

Dry, dull skin leaving you frustrated? Our Hydrating Moisturiser brings back your natural glow. Glacial water provides intense hydration, and potent probiotics strengthen the skin's natural moisture barrier.



Illuminating Oil

3

Moisturise

Need an extra boost of hydration now and then? Illuminating Oil is formulated with pure, plant-derived ingredients to nourish and restore skin while providing intense hydration.



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How much do Norwex Consultants earn?

Earn 32% on all your Personal Subtotal A sales starting day one![1]

Personal Subtotal A Sales	@32%	Potential income[2]
$1,000	x 32% =	$320
$2,000	x 32% =	$640
$3,000	x 32% =	$960

[1]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 our Success Builder for details.

[2]Your potential income is calculated at your Subtotal A sales x .32. Example = Sell $1,000 x .32 = $320 earned (Subtotal A sales - Retail Sales less GST, Host Discount and Sales Material).



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