




Preservation of the Line of Sponsorship

As an Independent Business Owner (IBO), you have the right to purchase products through Amway™ at IBO cost for resale, the right to sponsor others to become IBOs (if eligibility requirements have been met), the right to qualify for bonuses under the Amway IBO Compensation Plan and access to a variety of support. IBOs can only use Amway's goodwill and LOS Information for the purposes permitted under the IBO Contract and must maintain Line of Sponsorship (LOS) Information in strictest confidence.

Do

-  Carefully review Rule 4.18, Enticement to Change Position in the LOS ([U.S.](#) | [Canada](#) | [Dominican Republic](#)).
-  If you encounter IBOs at different places in the LOS, wish them well in their business endeavors to build their businesses.
-  If an IBO in another LOS approaches you about changing sponsors or positions in the LOS, notify your upline.


Rule 4.18:

Under no circumstances shall an IBO, directly or indirectly, solicit, assist, attempt to induce or encourage another IBO to request a change in position in the Line of Sponsorship.

Why?

- Amway is exclusive owner of all LOS Information.
- All IBOs must honor and help preserve the LOS.
- Protecting the LOS is essential for all IBOs – your business and others'.

Don't

-  Attempt to convince an IBO in another portion of the LOS that your group would be better for them.

Why not?

Protecting the LOS is essential, as it allows you to focus on building and growing your balanced business in a sustainable way.

Resources:

Amway Business Reference Guide: amway.com/brg | amway.ca/brg | amway.com.do/brg.

Amway Business Conduct and Rules Department: bcr@amway.com.

Amway Business Support Materials Administration: wwbsm@amway.com.

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