

The Global Citizenship of the Direct Selling Industry

Direct Selling Companies and Direct Sellers Giving Back to Communities and People Around the World

World Federation of Direct Selling Associations

May 27, 2015

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Executive Summary

The direct selling industry markets consumer products and services in over 100 countries on six continents through 100 million independent direct sellers that generated retail sales of \$183 billion in 2014. As a successful global industry, it is our privilege and pleasure, through corporate social responsibility (CSR) activities, to give back to people around the world and to the communities where we live and work. More than four in five direct selling companies (83 percent) have corporate social responsibility activities, based on a WFDSA survey of 54 companies

The Origins of Our Giving

- How direct selling companies began their involvement in corporate social responsibility is as diverse as the companies in the industry.
- One in five direct selling companies with CSR activities (23 percent) has had such activities since the foundings of their companies.
- CSR activities are often rooted in the values of company founders, or the experiences and beliefs of company employees and direct sellers.

How We Give

- Supporting and partnering with charities and non-governmental organizations (NGOs) play a central role in the CSR activities of direct selling companies. Thirty-seven percent support or partner with one or two charities or non-governmental organizations; 26 percent, with three to ten charities or NGOs; and 37 percent, with 11 or more charities or NGOs.
- The top three criteria of direct selling companies in determining financial contributions to organizations are (1) the organization having the same values and goals as the company, (2) the impact and effectiveness of the organization and (3) the reputation and legal status of the organization. The top three criteria of direct selling companies in determining non-financial contributions to organizations are (1) the organization having the same values and goals as the company, (2) the interest of employees in volunteering for the organization and (3) the needs of the organization.
- The contributions of direct selling companies take many forms. Nearly all (91 percent) make cash donations, 56 percent donate a portion of the sale proceeds of certain products to charity, 53 percent make in-kind services donations, 49 percent donate the time of their employees or

direct sellers, 40 percent sponsor charitable events and 27 percent match to a pre-set percentage the donations of their employees or direct sellers.

What We Give

- Twenty-six companies reported giving \$24 million to charitable causes inside the United States. Among 23 companies that reported donations in the U.S. for both 2013 and 2014, reported giving fell 39 percent in 2014.
- Thirty-three companies reported giving \$33 million to charitable causes outside the United States in 2014. Among 31 companies that reported donations for both 2013 and 2014, reported giving increased 7 percent in 2014.
- Twenty-four companies reported that their direct sellers, the independent salespeople of the direct selling companies, made financial donations of \$17 million in 2014. For 23 companies that reported data for both 2013 and 2014, financial contributions by direct sellers rose 21 percent in 2014.

Who Benefits from Our Giving

- Causes, communities, and people around the world benefit from the CSR activities of the direct selling industry.
- Ninety-one percent of direct selling companies with CSR activities support health and human services through financial donations or volunteer participation. Education is supported by 69 percent, economic development by 36 percent, environmental protection by 31 percent and art and culture by 20 percent.
- The philanthropy of the direct selling industry benefits many types of people, but particularly children and women. Forty-seven percent focus or give special attention to children and 17 percent to women.
- Twenty-two companies reported that 4.8 million people benefited from their corporate support to charitable/philanthropic causes in 2014. Nine companies reported that 126,000 people benefited in 2014 from the charitable/philanthropic causes supported by their direct sellers.

1. Introduction

As a worldwide industry existing in more than 150 countries with retail sales of \$183 billion in 2014 and with 100 million independent direct sellers, the direct selling industry takes its responsibility for good citizenship very seriously (Exhibit 1-1). Our commitment to good citizenship is expressed in our giving back to people around the world and to the communities where we live and work.

This report tells the story about the global citizenship of the direct selling industry and the impacts of its corporate social responsibility activities on communities and people worldwide. It describes the beginnings our CSR activities (Chapter 2), how we give (Chapter 3), what we give (Chapter 4) and who benefits from our giving (Chapter 5).

The report is based on the WFDSA 2015 Industry Corporate Social Responsibility Survey, a survey of direct selling companies that was conducted the World Federation of Direct Selling Associations (WFDSA) in April 2015. The survey collected information on how their CSR activities began, their support of and partnerships with charities and non-governmental organizations (NGOs), their criteria for contributing to charities and philanthropic organizations, the forms of the contributions and more. The survey not only collected information on the corporate contributions of direct selling companies, but also on the contributions of direct sellers, the independent salespeople associated with direct selling companies.

A total of 54 direct selling companies submitted usable responses. Forty-five (83 percent) of the companies indicated they sponsor or support corporate social responsibility activities (Figure 1-1). These forty-five companies are listed in the appendix.

Exhibit 1-1

What is Direct Selling

Direct selling is a dynamic and expanding method of marketing goods and services to consumers in-person away from retail stores. In direct selling, salespeople usually personally explain and demonstrate products to consumers, generally in homes and workplaces.

Direct selling companies predominantly use this method of marketing to consumers instead of retail stores, telemarketing, mail solicitation and other techniques. They use salespeople, who we will call direct sellers, to market to consumers. The direct sellers are usually independent of the companies, and companies call them by various titles, including consultants, representatives and distributors.

Direct sellers have an opportunity to earn an income

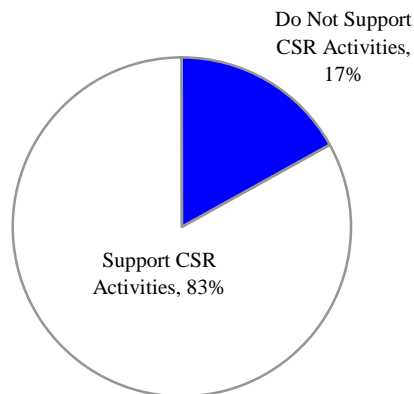
and build a business. They have the flexibility to put in the time and effort they want, be their own boss and determine their own goals. They can work part-time, perhaps supplementing their family income, or work full-time, perhaps building a new career.

Through direct selling, consumers benefit from having an alternative to department stores, shopping centers, malls and other retail stores. Direct selling offers consumers convenience and service, including personal explanation and demonstration of products and home delivery.

The World Federation of Direct Selling Associations (WFDSA) estimates that in 2014 the direct selling industry had 100 million direct sellers and \$183 billion in retail sales worldwide.

Figure 1-1

Over Four in Five Direct Selling Companies Sponsor or Support CSR Activities



SOURCE: WFDSA 2015 Industry Corporate Social Responsibility Survey.

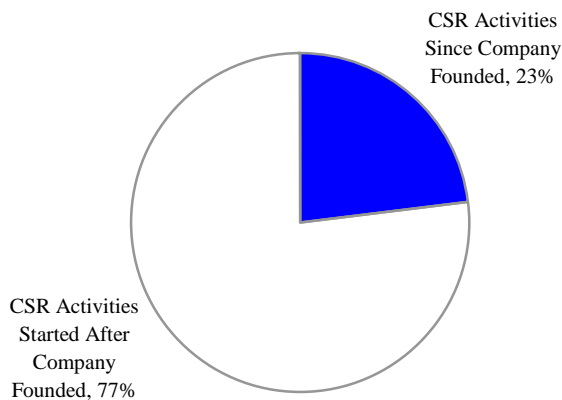
2. The Origins of Our Giving

The beginnings of corporate CSR activities in the direct selling industry are as diverse as the companies in the industry. Some had CSR activities from the founding of their companies and others from when they determined they wanted to start giving back. Some giving reflects the values of company founders and some results from the personal experiences of people working at direct selling companies.

Of the 45 survey participants with CSR activities, one in five (23 percent) of them have had CSR activities since the founding of their companies (Figure 2-1). For example,

- CNI Enterprise started CSR activities when it was established in 1989 and formed a foundation as an NGO in 1998 to formalize its CSR activities locally and globally.
- Natura has from the inception of the company “sought to undertake actions capable of promoting social transformation.”

Figure 2-1
Over One in Five Direct Selling Companies Has Had CSR Activities Since Their Founding



SOURCE: WFDSA 2015 Industry Corporate Social Responsibility Survey.

Companies have started their CSR activities in a variety of ways. For example,

- Essen Alumino began its CSR activities in 2006 when it created the Essen Foundation.
- The Reliv Kalogris Foundation was established in 1995 by Reliv and provides its nutritional products to those in need - free of charge.
- In 2012, Thirty-One Gifts launched Thirty-One Gives. This initiative was launched to provide a strategic approach to corporate citizenship tied to three pillars of giving: girls, women and families.
- USANA has partnered with Children's Hunger Fund since 2001 to help provide nutritional products and meals to malnourished children in 15 countries.

The CSR activities of a company may reflect the values of its founders, executives and employees, as illustrated below.

- 4Life founders created Foundation 4Life in 2006 and 4Life Fortify program in 2010, which allows employees and direct sellers to purchase and donate meal packs that help fight malnutrition around the world.
- The CSR activities of Advocare began in 2011 and were driven by executive interests.
- "Our corporate giving is a testament to our founding families' belief that we need to share our resources with the communities where we do business," says Amway, which was founded in 1959.
- A principle on which Avon was founded in 1886 is "contributing to the well-being of society."
- Employees voluntarily organized and started philanthropic activities at Chungho Nais in 2000.
- Charitable giving began at Herbalife in 1994 when company founder Mark Hughes created the Herbalife Family Foundation. The definition of CSR expanded in 2003 under CEO Michael O. Johnson's leadership to include corporate governance, business ethics, employee policies and environmental responsibility.
- "Mary Kay Ash founded her Company [Mary Kay Inc.] on the Golden Rule and emphasized the importance of giving back to others."¹

¹ <http://www.marykay.com/en-US/About-Mary-Kay/SocialResponsibility> as of May 25, 2015.

3. How We Give

Direct selling companies give in many ways and manners. This chapter describes the supporting and partnering of direct selling companies with charities and non-governmental organizations (NGOs), the criteria they use to determine contributions and the forms of those contributions.

SUPPORTING AND PARTNERING WITH CHARITIES AND NGOS

Supporting and partnering with charities and non-governmental organizations play a central role in the philanthropy of direct selling companies. Essentially all the survey respondents with philanthropy activities volunteered that they support or partner with such organizations.

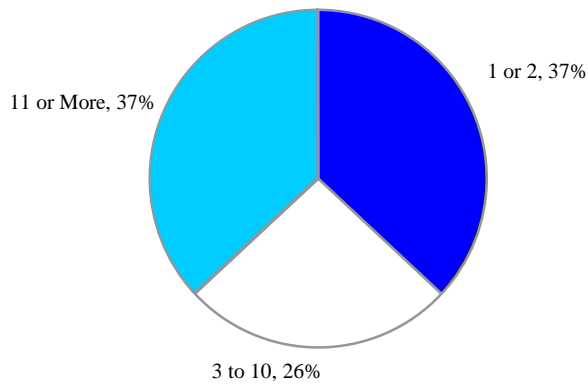
Of the 38 companies that provided the names or number of charities and NGOs they support or partner with, 37 percent support or partner with one or two charities or NGOs (Figure 3-1). Energetix, for example, provides support to the Hugo Templeman Foundation in Berlin, Germany, and Lulu Avenue provides support to Dress for Success and Women's Survivor Alliance. Touchstone Crystal supports the American Cancer Society.

Another 26 percent sponsor or support three to 10 organizations. Infinitus Hong Kong, for example, supports the Hong Kong Asthma Society, the Modernized Chinese Medicine International Association Foundation, the Pusat Darah Negara Malaysia, the China Charity Federation, the Foundation for Heroic Policeman Martyr, the SOS Children's Village in Fujian, the Jilin China Youth Development Foundation and the Kaiming Charity Foundation. Perfect supports the China Youth Development Foundation, the China Women's Development Foundation, the China Narcotics Control Foundation, China Foundation for Chinese Education Charity, Zhongshan City Charity Foundation, Guangdong Province Charity Foundation and the Sun Yat-Sen Charity Foundation.

Finally, 37 percent support or partner with 11 or more organizations. Amway supports organizations "too many to name," but highlights its partnerships with CARE, United Way, World Vision, Glasswing International and the Global Alliance for Improved Education. Shaklee supports 28 organizations in the U.S., 2 in China, 3 in Canada, 5 in Malaysia and 3 in Taiwan.

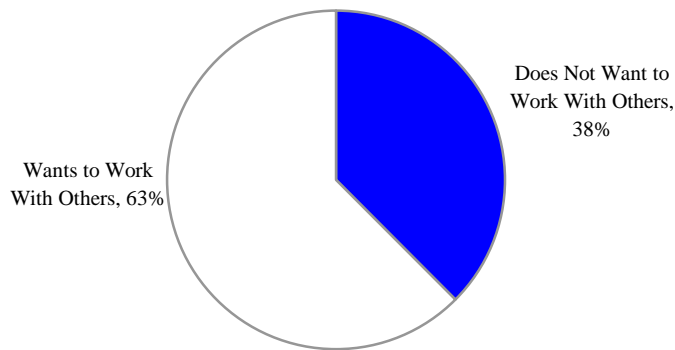
Among the 40 survey respondents who volunteered whether or not they are interested in working with other charitable organizations or other direct selling companies on causes of mutual interest, three in five companies (63 percent) volunteered that they did (Figure 3-2).

Figure 3-1
Number of Charities or NGOs Sponsored or Supported by Direct Selling Companies with CSR Activities



SOURCE: WFDSA 2015 Industry Corporate Social Responsibility Survey.

Figure 3-2
Most Companies Want to Work with Other DSA Members or Organizations on Philanthropy Activities



NOTE: Percentages do not sum to 100 percent because of rounding.

SOURCE: WFDSA 2015 Industry Corporate Social Responsibility Survey.

CRITERIA FOR GIVING

Direct selling companies use varied criteria in deciding to whom to give and on how much to give. Some have rigorous criteria, while others have no fixed criteria.

Forty-five survey respondents with CSR activities volunteered what criteria they use in making financial contributions. Among these survey respondents, the criterion most volunteered was that the charity or philanthropic organization had to have the same goals and values as the company

(73 percent) (Figure 3-3). The next two most important criteria — the impact and effectiveness of the organization and the reputation and legal status of the organization — were tied with 58 percent each. These criteria were followed by the efficiency of the organization and the needs of the organization with 42 percent each. Twenty-nine percent reported the performance of the company (29 percent) as a criterion for making financial contributions, followed by to whom employees and direct sellers are contributing (27 percent), opportunity for voluntarism (24 percent), no contributions to individuals (18 percent), high demand for the organization’s services (13 percent) and inter-organization collaboration (11 percent). Eleven percent reported they have no fixed criteria, and 2 percent volunteered that they do not make financial contributions.

Figure 3-3
Criteria of Direct Selling Companies for Financial Contributions

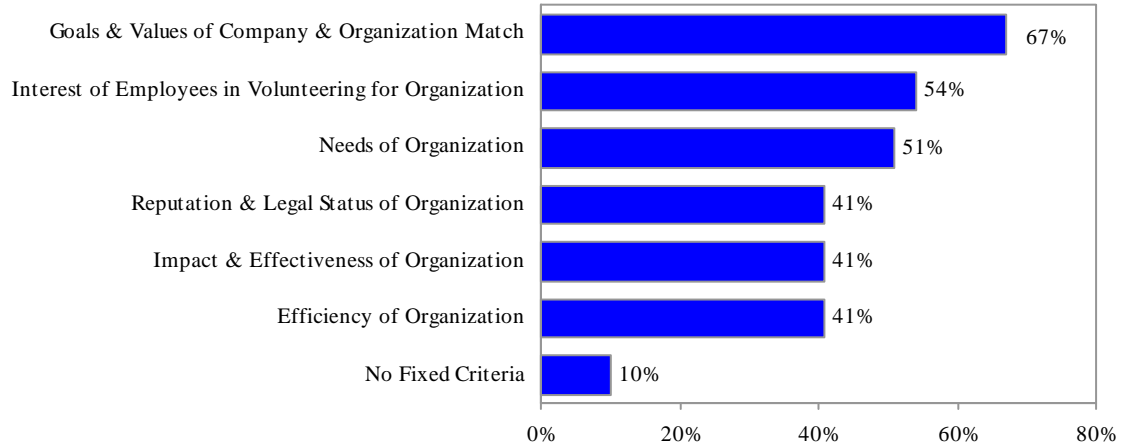


NOTE: Percentages do not sum to 100 percent because more than one criterion could be volunteered.

SOURCE: WFDSA 2015 Industry Corporate Social Responsibility Survey.

Thirty-nine survey respondents with CSR activities volunteered what criteria they use in making non-financial contributions, such as voluntarism. The most volunteered criterion for non-financial contributions was that the goals and values of the company and organization match (67 percent) (Figure 3-4), followed by the interest of employees in volunteering for the organization (54 percent) and the needs of the organization (51 percent). Forty-one percent volunteered that they used the following three criteria in making non-financial contributions: (1) reputation and legal status of the organization, (2) the impact and effectiveness of the organization and (3) the efficiency of the organization. Ten percent reported they have no fixed criteria and 15 percent volunteered they do not make non-financial contributions.

Figure 3-4
Criteria of Direct Selling Companies for Non-Financial Contributions



NOTE: Percentages do not sum to 100 percent because more than one criterion could be volunteered.

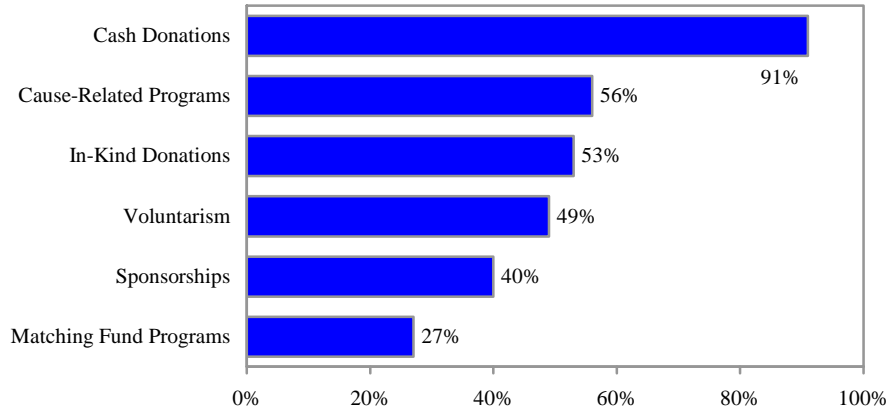
SOURCE: WFDSA 2015 Industry Corporate Social Responsibility Survey.

FORMS OF GIVING

Forty-five respondents with CSR activities volunteered what forms of giving they use. Nine in 10 (91 percent) make cash donations (Figure 3-5). Fifty-six percent contribute through cause-related marketing, such as selling products with a portion of the proceeds benefiting a charity. Just over one-half make in-kind donations, and 49 percent contribute through voluntarism, where company employees and/or direct sellers donate time to charitable and philanthropic organizations. Two in five companies (40 percent) contribute through sponsorships, such as funding a golfing event that benefits charity. Finally, 27 percent contribute through matching fund programs, where a company will match a pre-set percentage of the donation of employees and/or direct sellers.

Some direct selling companies use just one form of contribution, while others use several. Seven percent of the survey respondents with CSR activities volunteered that they use all six contribution methods discussed in the prior paragraph (Figure 3-6). One in four companies (24 percent) use five methods, 11 percent use four, 16 percent use three, 22 percent use two and 18 percent use one. One company (2 percent) indicated it did not give in any form.

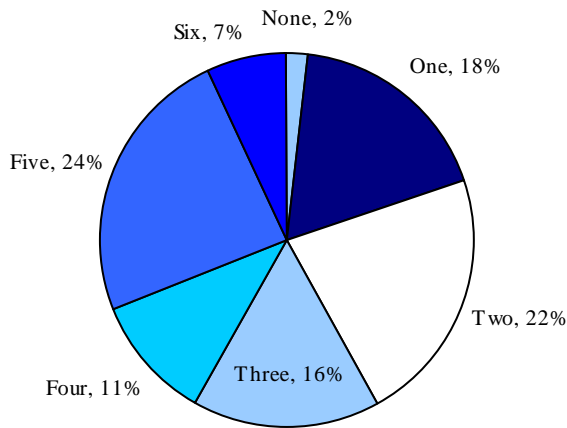
Figure 3-5
Types of Contribution Methods Used by Direct Selling Companies with CSR Activities



NOTE: Percentages do not sum to 100 percent because more than one method could be volunteered.

SOURCE: WFDSA 2015 Industry Corporate Social Responsibility Survey.

Figure 3-6
Number of Types of Contribution Methods Used by Direct Selling Companies with CSR Activities



SOURCE: WFDSA 2015 Industry Corporate Social Responsibility Survey.

4. What We Give

Direct selling companies and their direct sellers make financial contributions to charitable and philanthropic causes worldwide. This chapter presents information about financial contributions in 2014.

TOTAL FINANCIAL CONTRIBUTIONS

Forty-two survey respondents volunteered that their company or their direct sellers made financial contributions to charitable and philanthropic causes in 2014. These reported financial contributions totaled \$74.2 million, for an average contribution of \$1.8 million. Contributions fell an estimated 12 percent in 2014.

CORPORATE FINANCIAL CONTRIBUTIONS

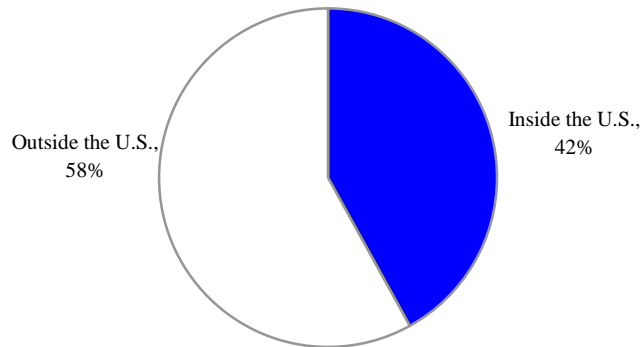
Forty-two companies reported giving \$56.8 million to charitable causes in 2014, for an average corporate contribution of \$1.4 million. Corporate contributions fell an estimated 19 percent in 2014.

Twenty-six companies reported giving \$23.8 million to charitable causes inside the United States, for an average contribution of \$0.9 million. Among 23 companies that reported donations in the U.S. for both 2013 and 2014, reported giving fell 39 percent in 2014.

Thirty-three companies reported giving \$33.0 million to charitable causes outside the United States in 2014, for an average contribution of \$1.0 million. Among 31 companies that reported donations for both 2013 and 2014, reported giving increased 7 percent in 2014.

Corporate 2014 financial contributions to charitable causes inside the United States accounted for 42 percent of total corporate contributions (Figure 4-1).

Figure 4-1
Corporate Financial Contributions Inside the U.S. Versus Outside the U.S.



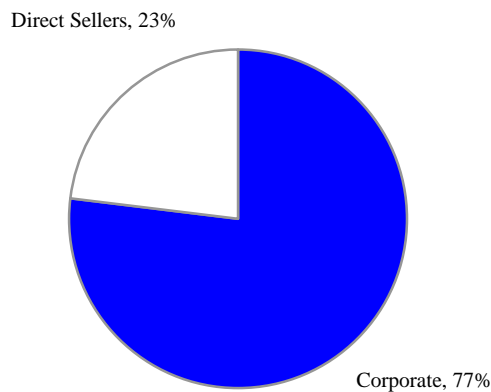
SOURCE: WFDSA 2015 Industry Corporate Social Responsibility Survey.

DIRECT SELLER FINANCIAL CONTRIBUTIONS

Twenty-four companies reported that their direct sellers, the independent salespeople of the direct selling companies, made financial donations of \$17.4 million in 2014. For 23 companies that reported data for both 2013 and 2014, financial contributions by direct sellers rose 21 percent in 2014.

Direct seller contributions accounted for 23 percent of total contributions (Figure 4-2).

Figure 4-2
Financial Contributions in 2014, Corporate Versus Direct Sellers



SOURCE: WFDSA 2015 Industry Corporate Social Responsibility Survey.

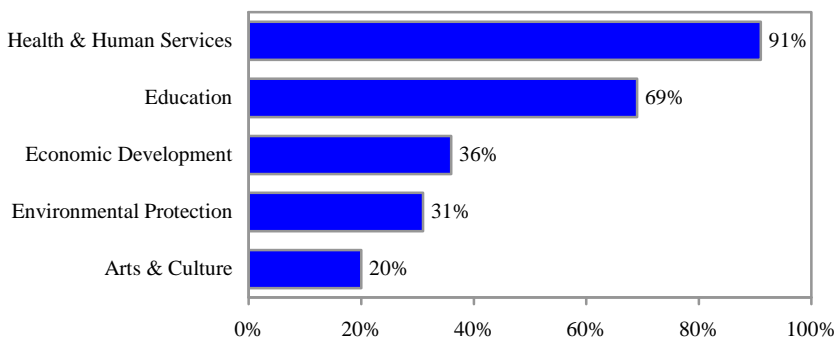
5. Who Benefits from Our Giving

Causes, communities, and people around the world benefit from the philanthropy of the direct selling industry. This chapter describes the people and types of causes that are beneficiaries of the industry's giving.

THE CAUSES THAT BENEFIT

Financial donations and voluntary participation from direct selling companies support many types of philanthropy activities (Figure 5-1). Nine in 10 (91 percent) survey participants with CSR activities reported that they support health and human services activities. The area next most supported is education (69 percent), followed by economic development (36 percent), environmental protection (31 percent), and arts and culture (20 percent).

Figure 5-1
Areas Supported by Financial Donations or Volunteer Participation

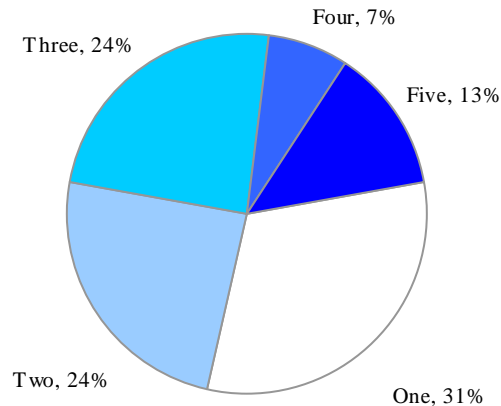


NOTE: Percentages do not sum to 100 percent because more than one area could be volunteered.

SOURCE: WFDSA 2015 Industry Corporate Social Responsibility Survey.

Direct selling companies may support one type of cause or several (Figure 5-2). Three in 10 survey participants with CSR activities (31 percent) support only one area through financial donations or voluntary participation. Twenty-four percent support two areas; 24 percent, three; 7 percent, four and 13 percent, five.

Figure 5-2
Number of Areas Supported by Direct Selling Companies



NOTE: Percentages do not sum to 100 percent because of rounding.

SOURCE: WFDSA 2015 Industry Corporate Social Responsibility Survey.

THE PEOPLE WHO BENEFIT

Many people benefit from the philanthropy of the direct selling industry. Twenty-two companies reported that 4.8 million people benefited from their corporate support to charitable/philanthropic causes in 2014. Nine companies reported that 126,000 people benefited in 2014 from the charitable/philanthropic causes supported by their direct sellers.

The philanthropy of the direct selling industry benefits many types of people, but particularly children and women. Forty-seven percent focus or give special attention to children and 17 percent to women.

Here are examples of company philanthropy that benefits children.

- Amway set a Guinness World Record for company and direct seller efforts to fight childhood malnutrition.
- The direct sellers and employees of Arbonne volunteer their time and talent to further support funded programs and interact directly with teenagers participating to boost their confidence and encourage at risk teens to believe in themselves and reach for their dreams.
- Best World in Singapore brings 30 children each year to Singapore from Sichuan, China for a 10-day exchange program.
- Energetix supports a mother and child clinic in Elandsdorn, South Africa.

- The Casa program of Herbalife provides over \$2.3 million in funding and volunteer assistance each year to more than 120 organizations worldwide. These funds bring nutrition to more than 100,000 children in over 50 countries on a daily basis.²
- Most of the sales teams of Le Reve Pty Ltd sponsor a World Vision child.
- The employees of LR Health & Beauty founded a children's aid organization (NPO) with charitable status.
- In China, thousands of children have access to education because of the 13 Spring Bud Schools that have been funded by Mary Kay.
- Mannatech's goal is to donate a percentage of all finished product sales to its partner foundation for the distribution of PhytoBlend powder to malnourished children all over the world.
- Morinda supports an orphanage in Tahiti.
- The primary CSR goal of New Earth is to feed as many children as possible with food product donations.
- In 2014, more than 58 million meals, providing nearly 160,000 children relief every day, were distributed by Nu Skin with the assistance of its charity partners.
- Oriflame is a corporate sponsor of the World Childhood Foundation, which is under the patronage of Queen Silvia of Sweden, and supports child initiatives in various markets where it operates.³
- Through its foundation, Rodan & Fields "supports students in need on their journey to becoming a prescription for change in their communities by fostering belief in themselves."
- Shaklee has benefited more than 50,000 children in Malaysia by providing their nutritional needs to live a healthier life.
- The CSR goal of SimplyFun is "to help children in need, and to promote the importance of play in child development, learning and socialization."
- Through corporate and employee participation in a bicycle ride, Silpada Designs supports a local charity that funds young adult cancer patients making the transition from pediatric care to adult care.
- The direct sellers of Thirty-One Gifts serve meals at Ronald McDonald House on the 31st of every month with a 31st, and they have started more than 140 new Girl Talk chapters across the U.S.

² <http://www.herbalifefamilyfoundation.org/?nd=casa> as of May 25, 2015.

³ <http://ke.oriflame.com/about-oriflame/show.jhtml%3Ftag%3Dapp> as of May 25, 2015.

Below are some examples of direct selling companies that give special attention to women.

- Avon created the Avon Foundation for Women in 1955 with the fundamental mission of promoting or aiding charitable, scientific, educational, and humanitarian activities, with a special emphasis on those activities that improve the lives of women and their families.
- In the United States, Mary Kay advocates for laws and funding supporting survivors of domestic violence. In partnership with the United Nations Development program, The Mary Kay Women's small business fund was co-founded by Mary Kay China to help women start their own companies through small business loans.
- Intimo Lingerie facilitates education and dialogue about domestic violence with over 150,000 conversations at Intimo Styling Sessions each year and promotes breast examinations by having produced 600,000 Intimo bras with Breast Check reminder cards for placement on mirrors.

Below are more examples of companies benefiting various peoples and causes.

- Celadon Road, for each party held, donates a tree to Trees for the Future and a pair of shoes to Soles 4 Souls.
- Cutco/Vector established a foundation to help the communities its employees work in for education, betterment of services that support its community and the welfare of its employees.
- Dupree sponsors an organization named "Breaking Chains" that supports indigent people.
- H2O at Home provides funding to promote cancer awareness.
- The Lifepius Foundation focuses on clean water, hunger initiatives, education programs, emergency relief and overall well-being.⁴
- Natura began investing in projects to improve the quality of education in 1995 and created the Natura Institute in 2010 to further its contribution to the cause of education.
- The CSR goal of Nu Life is to provide support to the community to help those in need to achieve a better life and better health.
- Perfect supports the areas of health and human services, environmental protection and conservation, and education.
- Regal Ware awards J.O. Reigle Scholarships to one or more graduating high school seniors in Kewaskum, Wisconsin — the location of the company's headquarters.⁵

⁴ <http://lifepiusfoundation.com/what-we-do> as of May 25, 2015

⁵ http://www.regalware.com/files/3714/2868/0228/Press_Release_-_JO_Reigle_Scholarship_-_4-10-15.pdf as of May 25, 2015

- Stella Ivy Cosmetic focuses on improving education and blood donation.
- The CSR goal of Traci Lynn is “to increase our community involvement and outreach, and expand what we are currently doing.”

6. Conclusion

This report reveals through numbers and stories the global citizenship of the direct selling industry. It shows an industry stepping up to help those who are less fortunate and to touch with enduring impact the lives of others by supporting education, arts and culture, environmental protection, economic development and other causes. The origins of our giving, how we give, what we give and who benefits from our giving differ by direct selling company and individual direct seller. Behind this diversity, however, is a common commitment to give back to people around the world and to the communities where we live and work.

Appendix

List of Participating Companies

2015 WFDSA Industry Corporate Social Responsibility Survey

List of Participating Companies
WFDSA 2015 Industry Corporate Social Responsibility Survey

4Life Research
AdvoCare
Amway Corporation
Arbonne
Avon Products, Inc.
Best World International Ltd
Celadon Road, Inc.
Chungho Nais
CNI Enterprise (M) Sdn Bhd
CUTCO/Vector
Dolce SAS
Dupree
Energetix GmbH& Co. KG
Essen Aluminio S.A.
H2O at Home Inc
Herbalife
Herbalife Products Malaysia
Infinitus Hong Kong Limited
Le Reve Pty Ltd
Lifeplus Foundation
LR Health & Beauty Systems GmbH
Lulu Avenue
Mannatech

Mary Kay Inc.
MIRRA company
Morinda
Natura Cosméticos
New Earth
Nu Life International (Asia) Ltd.
Nu Skin Enterprises
Oriflame
Perfect (China) Co., Ltd.
Quality Garments Pty Ltd T/A Intimo Lingerie
Regal Ware, Inc.
Reliv International
Rodan + Fields® Prescription for Change™
Foundation
Saladmaster
Shaklee Corporation
Silpada Designs
SimplyFun
Stella Ivy Cosmetic LTD
Thirty-One Gifts
Touchstone Crystal
Traci Lynn Inc
USANA Health Sciences, Inc.