



DIRECT SELLING ASSOCIATION

A State-by-State Listing of DSA Member Companies

ALABAMA

Initial Outfitters

ARIZONA

FreeLife International
Gold Canyon
Isagenix International
Orenda International, LLC
TriVita, Inc.
Vemma Nutrition Company

ARKANSAS

Mary & Martha

CALIFORNIA

Arbonne International, LLC
Beautycounter
Become International, Inc.
Beijo, Inc.
Belcorp USA
Cookie Lee, Inc.
Enagic USA Inc.
Gano Excel USA, Inc.
Global Domains
International, Inc.
GNLD International
Herbalife
JAFRA Cosmetics
International, Inc.
Jusuru International, Inc.
LifeWave, Inc.
Nefful U.S.A., Inc.
Nikken, Inc.
Noevir USA, Inc.
Pink Papaya, LLC
Rodan + Fields
SeneGence International
Shaklee Corporation
Stella & Dot
Stemtech HealthSciences, Inc.
Sunrider International
Team Beachbody
WineShop At Home
YOR Health

COLORADO

Tomboy Tools, Inc.

CONNECTICUT

North American Power
Viridian Energy

FLORIDA

Carico International
Jeunesse Global
The Limu Company, LLC
SwissJust
Talk Fusion
Team National
Traci Lynn Fashion Jewelry
Vorwerk USA Co., L.P.

GEORGIA

2 Cutie Patooties
Aloette Cosmetics, Inc.
Compelling Creations, Inc.
Initials, Inc.
Primerica, Inc.

IDAHO

Kyani
Life Shotz
Melaleuca, Inc.
Scentsy, Inc.

ILLINOIS

John Amico Haircare Products
lia sophia
The Pampered Chef
Paperly
Signature HomeStyles
Votre Vu
World Book, Inc.

IOWA

Simply Said, LLC

KANSAS

Silpada Designs

KENTUCKY

Jillian Chase

MARYLAND

Take Shape for Life, Inc.-
Medifast

MASSACHUSETTS

Barefoot Books
Celadon Road, Inc.
NYR Organic
PartyLite
Princess House, Inc.
The Traveling Vineyard
Vantel Pearls

MICHIGAN

Amway
Clever Container
Demarle At Home, Inc.
Essential Bodywear
Rexair LLC

MINNESOTA

Ahni & Zoe
Conklin Company, Inc.
Daisy Blue Naturals
Enzacta USA
Tastefully Simple, Inc.

MISSOURI

jBloom
Jordan Essentials
Reliv International, Inc.

NEW HAMPSHIRE

Soul Purpose Lifestyle, Inc.

NEW JERSEY

Dove Chocolate Discoveries

NEW YORK

5LINX Enterprises, Inc.
All Dazzle
Ava Gray
Avon Products, Inc.
CUTCO/Vector
Marketing Corporation
HTE USA
Tealightful Inc.

NORTH CAROLINA

ACN, Inc.
AZULI SKYE
Dudley Beauty Corp, LLC

OHIO

All'asta
The Kirby Company
The Longaberger Company
Thirty-One Gifts

OKLAHOMA

LegalShield
Usborne Books & More

OREGON

New Earth

PENNSYLVANIA

H2O at Home
PM-International Nutrition and
Cosmetics
Sabika, Inc.

RHODE ISLAND

Ava Anderson Non-Toxic
Touchstone Crystal, Inc.
Wildtree

SOUTH DAKOTA

Fifth Avenue Collection, Inc.

TENNESSEE

The Juice Plus+ Company, LLC
Southwestern Advantage

TEXAS

AdvoCare International, LP
Ambit Energy
Celebrating Home
iWowWe.com
Kitchen Fair (Regal Ware, Inc.)
Mannatech, Inc.
Mary Kay Inc.
Mia Mariu
NHT Global, Inc.

TEXAS (CONT'D.)

Premier Designs, Inc.
RBC Life
Saladmaster, Inc.
(Regal Ware, Inc.)
Sozo Global, LLC
Stream Energy
Tristar Enterprises, LLC
Vollara, LLC
Zermat International, LLC

UTAH

4Life Research, LLC
Agel Enterprises, LLC
Bellaroma
Big Planet (Division of Nu
Skin Enterprises)
Jewel Kade
LifeVantage Corporation
Morinda, Inc.
Nature's Sunshine
Products, Inc.
Neways USA, Inc.
Nu Skin Enterprises
Pharmanex (Division of Nu
Skin Enterprises)
Send Out Cards
Stampin' Up!
Symmetry Corp.
Synergy WorldWide
Unicity International, Inc.
USANA Health Sciences, Inc.
XANGO LLC
Zrii

VIRGINIA

Aerus LLC (formerly
Electrolux LLC)
Kilambe Coffee

WASHINGTON

Rena Ware International, Inc.
SimplyFun, LLC
Univera

WISCONSIN

Hy Cite Corporation
Jockey Person To Person
L'Bri Pure N' Natural
Regal Ware, Inc.

Almost 17 million Americans have one thing in common: they are direct sellers. Many of them also live in your state. Look inside to find out more about the economic and social impact of direct selling.

Create a Better Life

Demonstration
Lifestyle
Skills
Genuine
Diverse
GenY
Products
Trustworthy
Success
Opportunity
Business
Value
Direct
Goals
Selling
Empowering
Connection
People
Social
Career
Innovative
Entrepreneurial



DIRECT SELLING ASSOCIATION



Direct Selling: Providing Opportunity and Empowerment

What is Direct Selling?

In direct selling, products or services are marketed to customers by independent salespeople in a person-to-person manner away from a fixed retail location. Depending on the company, the salespeople may be called distributors, representatives, consultants or various other titles. Products are sold primarily through in-home demonstrations, parties or one-to-one selling.

Who is Involved in Direct Selling?

Nearly 17 million people are involved in direct selling in the U.S., and about 91 million participate worldwide. A vast majority of U.S. direct sellers are women. Direct sellers are independent contractors—micro-entrepreneurs whose purpose is to sell the products and/or services of the company they voluntarily choose to represent. Almost 90 percent of all direct sellers operate their businesses part time.

Benefits of Direct Selling

Individuals from all walks of life, and with a wide variety of goals and motivations, become direct sellers. While some direct sellers pursue their businesses as a full-time career, most work less than 20 hours per week; they enjoy the flexibility of direct selling and the ability to earn supplemental income. And the benefits go far beyond financial—many direct sellers value the social contact and recognition they gain from their direct selling efforts.

Products and Services

Virtually every consumer product or service can be purchased through direct selling. People who purchase through direct selling cite product quality, uniqueness and money-back guarantees as the top reasons for shopping through direct selling. Consumers particularly enjoy the personal service they receive when shopping this way.

There are nearly 17 million direct sellers in the United States—about 12 million of them are women.



Direct Sellers are Independent Contractors Committed to Sound Business Practices

- **Direct sellers are independent contractors**, not employees, who decide how to manage their own time and businesses, and have been consistently treated as such under the law.
- In 1983 Congress provided direct sellers with statutory status and **recognition as non-employees** in the Internal Revenue Code to ensure direct sellers are treated as independent contractors.
- Direct sellers are **diligent about paying their taxes** and the Direct Selling Association works with the Internal Revenue Service to provide direct sellers with tax-related information that is unique to the direct sales channel.
- **Direct sellers primarily sell their products through neighbors, friends and relatives**—individuals with whom they already have a relationship and who trust them to be honest and transparent in their business transactions.
- Through a commitment to self-regulation and a vigorous enforcement of a membership-wide Code of Ethics, a **culture of consumer protection and high ethical standards** has been established for the direct sales channel and has been embraced by the DSA membership.
- **Direct sellers are guests** in people's homes, schools and offices. They take their responsibilities seriously and apply the highest professional and ethical standards to their business relationships.

Affiliated Organizations

DSOF The **Direct Selling Education Foundation** is a not-for-profit public foundation dedicated to serving the public interest by advancing the direct selling industry's support of consumer rights and protection, education about the industry, ethical leadership and individual economic empowerment.
www.dsef.org

WFD SA The **World Federation of Direct Selling Associations** is a non-governmental, voluntary organization globally representing the direct selling industry as a federation of national direct selling associations. www.wfdsa.org

Key Statistics

- Approximate number of direct sellers per Congressional District: **38,600**
- Approximate annual retail sales per Congressional District: **\$75 million**
- U.S. sales in 2013 were **\$32.7 billion**
- Estimated federal/state/local tax revenue generated by direct selling companies: **\$6.6 billion**
- **13.8%** of U.S. households have a direct seller in residence.
- **58%** of direct sellers work another job
- More than **73%** of the American public has purchased goods or services through direct selling

Retail sales and congressional district data from the DSA Growth & Outlook Survey: Direct Selling in 2013. Salesforce data from the 2013 National Salesforce Survey (representing "active-engaged" sellers). Other statistics from the 2004 Socio-Economic Impact Study conducted for DSA by Ernst & Young.

Interested in learning more about direct selling?

Direct Selling Association
www.dsa.org
www.directselling411.com
www.directsellingfacts.com

or contact our offices at (202) 452-8866

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