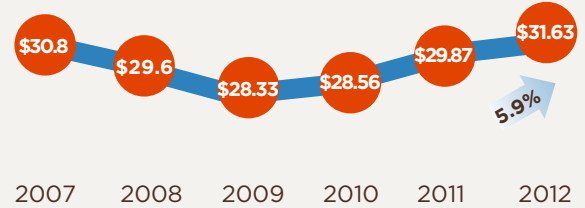


Direct Selling in 2012: An Overview

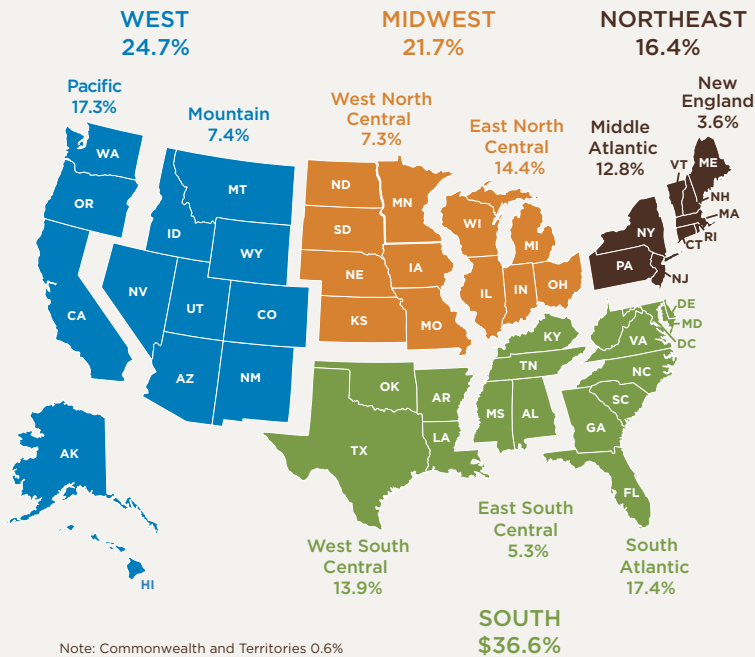


Nearly 16 million people were involved in direct selling in the United States in 2013, with estimated retail sales reaching \$31.63 billion.

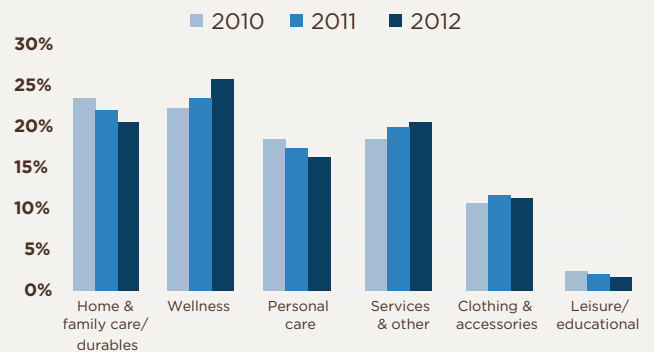
U.S. Retail Sales
(in billions)



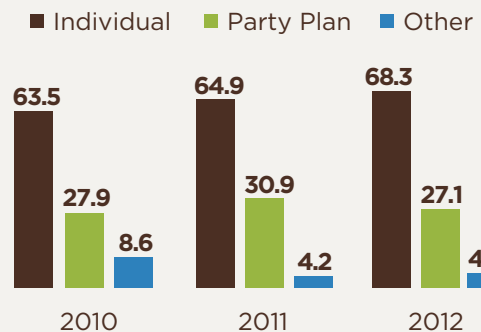
Sales by Census Region



Sales by Major Product Group



Sales by Sales Strategy



People Involved in Direct Selling
(in millions)



Representatives
by Gender

