

## MLM Company Profile: Avalla



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### Avalla

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#### Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at [www.mlmllegal.com](http://www.mlmllegal.com). Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.\*

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#### Founding Story

Pam Dean is the Founder and President of the Company. Avalla has roots in the Himalayan Mountains but is now located in Houston. Avalla was built on the success of Nutrimetics, which is the number one direct selling Company in Australia. In 2004, Pam acquired the rights to distribute Nutimetics in the US and in Canada. She named the Company after her mother, Avalla.

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#### Impact on the Industry

Avalla is a member of the Direct Selling Association.

#### Discussion of Products

This Company sells a collection of natural ([www.mlmllegal.com](http://www.mlmllegal.com)) beauty and wellness products. The Company also offers skincare, bodycare, color and wellness products for men and women, and more. The products are naturally derived. Avalla also sells makeup, including eye shadow, blush, and mascara.

## **Discussion of Opportunity**

Avalla offers the opportunity for representatives to control their income, time, and life. Representatives can join with the Company by purchasing a New Avalla Opportunity Kit.

The Avalla Consultant Kit includes:

- *Small Kit Bag*
- *5 Product Catalogues*
- *10 Monthly Features Flyer*
- *Opportunity Flyer*
- *Retail Sales Order Book ([www.mllegal.com](http://www.mllegal.com))(50) with new shipping schedule*
- *Skin Analysis Pad*
- *Infuse Magazine*
- *Workshop Training DVDs*
- *Fast Start*
- *Nutri-Care Flyer*
- *Skin Clean OR Foaming Facial Cleanser*
- *Skin Fresh*
- *Nutri-Moist OR Nutri-Moist EL*
- *Mini Honey & Almond Scrub*
- *Mini Mineral Masque*
- *Mini Nutri-Rich Oil*
- *Vanity Bag*

Representatives begin earning immediate commissions on orders of \$500 or more. The Avalla Distributor Kit includes:

- *1-year subscription to the Personal Web Page Program*
- *Share Trax Training*
- *Enhanced Kit Bag*
- *20 Product Catalogues*
- *10 Monthly Features Flyers*
- *Workshop Theme Binder*
- *Opportunity Flyer*
- *Retail Sales Order Book (50) with new shipping schedule*
- *Skin Analysis Pad*
- *Infuse Magazine*
- *Workshop Training DVDs*
- *Fast Start brochure*
- *Nutri-Care Flyer*
- *Skin Clean OR Foaming Facial Cleanser*
- *Skin Fresh*
- *Nutri-Moist OR Nutri-Moist EL*

- Honey & Almond Scrub
- Mineral Masque
- Nutri-Rich Oil
- Loofah Shower Gel
- Nutri-Rich Body Lotion
- Nutri-Eyes Eye Crème
- Rooibos Tea
- Nutri-Care
- Botanicals Foam Fresh Cleanser Toner in Melon and Cucumber Mist
- 1L Nutri-Clean OLC
- Sun Days Sunscreen Cream SPF 15
- Sun Days After Sun Moisturiser
- Classics Eye Palette in Neutral
- Classics Eye Pencil in Mahogany
- Classics Lip Pencil in Fudge
- Glossy Shine Lip Lacquer in Translucent
- Perfect Radiance Oil-Free Foundation in Honey
- Infinite lash Lengthening Mascara in Black

Other income and incentives come from achieving sales goals. There is an opportunity to earn the Avalla Car Bonus if a representative earns the senior level in sales. Avalla also offers all expense paid trips to hotels and ([www.mlmlegal.com](http://www.mlmlegal.com)) resorts across North America, earn free products, and earn free jewelry.

Avalla offers the following Personal Product Sales Discount:

<b>PERSONAL PRODUCT SALES DISCOUNT</b>			
ORDER BV	% DISCOUNT AT TIME OF ORDER	MONTHLY ACCUMULATED BV	TOTAL MONTHLY DISCOUNT ENTITLEMENT
\$0 - 99.99	10%	\$0 - 99.99	10%
\$100 - 299.99	20%	\$100 - 299.99	20%
\$300 or more	30% for Consultants	\$300 or more	30% for Consultants
\$300 - 499.99	30% for Distributors and Leaders	\$300 - 499.99	30% for Distributors and Leaders
\$500 or more	30% for Consultants 40% for Distributors and Leaders	\$500 or more	30% for Consultants 40% for Distributors and Leaders

Business Bonuses are illustrated as follows:

## NEW BUSINESS BONUS

ACCUMULATED BV SALES OF INDIVIDUAL NEW CONSULTANT OR NEW DISTRIBUTOR OVER 6 CALENDAR MONTHS	SPONSOR'S NEW BUSINESS BONUS
\$500 - 999.99	\$25
\$1000 - 1499.99	\$50
\$1500 - 1999.99	\$75
\$2000 - 2499.99	\$100
\$2500 - 2999.99	\$125
\$3000 - 3499.99	\$150
\$3500 - 3999.99	\$175
\$4000 - 4499.99	\$200
\$4500 - 4999.99	\$225
\$5000 and above	\$250

Earning Opportunities are presented as follows:



**EARNING OPPORTUNITIES:** As a Consultant, you will earn:

- Personal Sales Discount *Earn up to 30% on your monthly Personal Sales as described.*
- 10% on accumulative monthly BV sales from \$1 to \$99.99
- 20% on accumulative monthly BV sales from \$100 to \$299.99
- 30% on accumulative BV sales of \$300 or more

*Plus Sponsoring Bonuses and New Business Bonuses as outlined*

### Distributor (DIS)

**QUALIFYING:** *How do I become an Avalla Distributor?*

As a Consultant you are eligible to elevate from Consultant to Distributor when you accumulate \$1000 BV Sales in 2 consecutive calendar months combined.



**EARNING OPPORTUNITIES:** As a Distributor, you will earn the following Personal Sales Discount :

- 10% on accumulative monthly BV sales from \$1 to \$99.99
- 20% on accumulative monthly BV sales from \$100 to \$299.99
- 30% on accumulative monthly BV sales from \$300 to \$499.99
- 40% on accumulative monthly BV sales of \$500 or more

*Sponsoring and New Business Bonuses as outlined*

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## Group Leader (GL)

**QUALIFYING:** *How do I become an Avalla Group Leader?*

To be eligible to become a Group Leader, you must first be a Distributor. Once you are a Distributor, to elevate to Group Leader you must achieve:

1. 3500 or more BV Personal Group Sales in one calendar month of which a minimum of 500 BV and no more than 1/2 is personal sales.
2. Personally sponsor a minimum of 3 New Qualified Consultants in the past 3 calendar months from the elevation date, of which a minimum of 1 is sponsored in the month of qualification.



**EARNING OPPORTUNITIES:** As a Group Leader (GL) you will earn:

- Personal Sales Discount *Earn up to 40% on your monthly Personal Sales as described*
- 10% on accumulative monthly BV sales from \$50 to \$99.99
- 20% on accumulative monthly BV sales from \$100 to \$299.99
- 30% on accumulative monthly BV sales from \$300 to \$499.99
- 40% on accumulative monthly BV sales of \$500 or more
- Sponsoring and New Business Bonuses *(as previously described on Pages 4 & 5)*
- Personal Group Bonus *A Bonus Eligible Group Leader earns 4% of the BV Personal Group Sales for that calendar month. (See Bonus Eligibility Requirements below)*
- Downline Bonus *A Bonus Eligible Group Leader earns 4% on the Personal Group/GLship of any 1st Generation GLship developed.*



## Sales Leader (SL)

**QUALIFYING:** To become an Avalla Sales Leader you must be a Distributor and must have held the Group Leader title for a minimum of 1 month. Once you are a Group Leader, you may begin qualifying for Sales Leader.

The elevation qualification period is two consecutive months. To qualify, the Group Leader must achieve the following in each of the qualifying months:

1. 5500 or more BV Total Group Sales of which a minimum is 500 personal BV and no more than 1/2 is personal BV sales.
2. Personally sponsor two (2) or more New Qualified Consultants in each of the qualifying months.
3. Must be Bonus Eligible as a Group Leader in each of the qualifying months to be elevated.

To achieve elevation, the Group Leader must have personally sponsored a minimum of 5 New Qualified Consultants within the most recent 3 months including the 4 sponsored during the qualification months.

*Elevation to Sales Leader is subject to acceptance of the Confirmation of Status Terms.*



**EARNING OPPORTUNITIES:** As a Sales Leader you will earn:

- Personal Sales Discount *Earn up to 40% on your monthly Personal Sales as described*
- Sponsoring and New Business Bonuses as described
- Personal Group Bonus *A Bonus Eligible Sales Leader earns 5% on the monthly Personal Group/SLship BV sales*
- Downline Bonus *Earn 5% on the BV sales of the Personal Group/SLship of any Bonus Eligible 1st Generation Sales Leader*

### Bonus Eligibility Requirements

1. Achieve Personal Sales of \$100 BV or more.
2. Achieve Personal Group/SLship Sales of \$5500 BV or more.

**Bonus Eligibility Requirements**

- 1. Achieve Personal Sales of \$100 BV or more.
- 2. Achieve Personal Group/SLship Sales of \$5500 BV or more.

*What if I miss my Bonus Eligible Requirements?*



A reduced bonus is earned when the Personal Sales requirement of 100 BV is achieved and the Personal Group has produced a minimum of 2000 BV.

*if the personal sales requirement of 100 BV is missed in any given month, no bonus is earned for that month.*

**SALES LEADER** Bonus Schedule

PERSONAL SALES	PERSONAL GROUP SALES	BE ?	EARNED BONUS
\$100 BV or >	\$5500 BV or >	YES	5% on Group BV
\$100 BV or >	< \$5500 BV > \$2000	NO	2% on Group BV
\$100 BV or >	< \$2000 BV	NO	NO



## Executive Sales Leader (ESL)

**QUALIFYING:** To begin elevation qualification, you must be a Distributor, and Sales Leader, and be enrolled in the Personal Web Page Program. The qualification period to elevate is two consecutive months.

To elevate to Executive Sales Leader:

- i. You must maintain Bonus Eligibility requirements in each of the months of qualifying at the title of Sales Leader.
2. Achieve \$500 or more BV in Personal Group Sales in each of the qualification months with a minimum of \$500 BV in sales, but no more than 1/2 from Personal Sales.
3. Personally Sponsor a minimum of 10 New Qualified Consultants in the past 6 calendar months from the date of elevation, of which 2 have been sponsored in each of the 2 months of the qualification period.
4. Leader must agree to accept the terms of leadership responsibility as outlined in the Confirmation of Status Agreement.



**EARNING OPPORTUNITIES:** As an Executive Sales Leader you will be eligible to earn:

- Personal Sales Discount *Earn up to 40% on your monthly Personal Sales as described*
- Sponsoring and New Business Bonuses as described
- Personal Group Bonus *A Bonus Eligible Executive Sales Leader Earns 6% of the Personal Group (ESLship) BV sales achieved in a calendar month*
- Car Bonuses
- Activity Bonuses

### Bonus Eligibility Requirements

1. Personal Sales of \$100 BV or more
2. Achieve Personal Group (ESLship) BV Sales of \$500.

*What if I miss my Bonus Eligible Requirements?*



A reduced bonus is earned when the Personal Sales requirement of 100 BV in the month has been achieved. If the Personal Sales BV requirement is missed in any given month, no bonus is earned for that month.

When the Personal Sales requirement of a minimum of 100 BV is met, the following schedule applies for Non- BE Executive Sales Leaders:

### EXECUTIVE SALES LEADER Bonus Schedule

PERSONAL SALES (\$100 REQUIRED FOR BE)	ESLSHIP SALES (\$8500 REQUIRED FOR BE)	BE ?	EARNINGS (BE EARNS 6%)
\$100 BV or >	\$8500 BV or more	YES	6% on Personal Group
\$100 BV or >	< \$8500 BV but > \$2000 BV	NO	2% on Personal Group
< \$100 BV	< \$8500 BV but > \$2000 BV	NO	No bonus earned

A full compensation plan is available on the company's website.

### Discussion of Distributor Base and Sales Volume in U.S.

Avalla operates in many countries, including Australia, ([www.mlmllegal.com](http://www.mlmllegal.com)) Canada, France, Greece, Ireland, Malaysia, Netherlands, New Zealand, Thailand, the United States, and the UK.

Company Website: [www.myavalla.com](http://www.myavalla.com)

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*Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.*

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