

## MLM Company Profile: For Every Body the fragrance company



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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

Under the leadership of Chairman Becky Anderson, CEO Paul Anderson, and President Scott Lunceford, the company has grown from a small home-based business into a large North American corporation.

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Becky Anderson began the company in 1995 over her concerns of the quality of bath and body products. Since she has studied chemistry in college, she was aware of the chemicals contained in bath soaps.

She then enlisted the help of a few chemists to help her develop chemically-safe bath products.

For Every Body, LLC has grown into an international business since its launch. In 2000, the company became one of the first in the country to produce soy-based candles. In 2007, the company launched a direct selling business model.

For Every Body, LLC is located in Provo, Utah.

## **Impact on the Industry**

The company states that it is one of the largest privately held, woman-owned candle companies in North America.

For Every Body, LLC has earned multiple awards that it presents as follows:

- *Named on the MountainWest Capital Network's 100 Fastest Growing Companies list for the past five consecutive years.*
- *Becky Anderson was named Entrepreneur of the Year by Ernst and Young in 2006*
- *Becky was named one of the top 30 "Women to Watch" in Utah by Utah Business Magazine*
- *BusinessQ magazine voted For Every Body as one of the top three best companies to work for in Utah in 2005*
- *Becky was a guest speaker on Healthy Wealthy Wow's radio show*
- *Becky has spoken at Utah Valley State ([www.mlmllegal.com](http://www.mlmllegal.com)) College and Brigham Young University several times to young entrepreneurs*

## **Discussion of Products**

For Every Body, LLC sells home décor, scrapbook supplies, air fresheners, pet products and candles.

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## **Discussion of Opportunity**

For Every Body, LLC offers fundraising programs in which to earn income. The company offers the following benefits and profit programs:

### *Fundraiser Benefits*

- *Profits begin at 40% up to 100 candles and 50% thereafter.*
- *Free shipping.*
- *No set up fees.*
- *We provide all necessary brochures and order forms.*

### *Profit Program*

- *Sell one to 100 candles, receive 40% profit.*
- *Sell over 100 candles, receive 50% profit*

For additional information, one must contact the company.

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

For Every Body, LLC has thousands of representatives ([www.mlmlegal.com](http://www.mlmlegal.com)) internationally and its products can be found in over 80 retail chain stores, which includes Home Depot, Hallmark, Lowe's, and Kohl's.

Company Website: <http://www.foreverybody.com/>

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***MLMLegal.Com** typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a good starting point for research on Company products, services and opportunities. It should be clearly understood that such information may need updating in a dynamic and changing business marketplace. In addition, the information is gathered and presented in good faith for educational purposes, and if errors in information become apparent, **MLMLegal.Com** will attempt to correct the information, or if necessary, delete the Profile altogether. A reading of a Company Profile is properly followed up with visits to the Company website, research on major internet search engines, discussions with industry professionals and experts and feedback from those acquaintances who have had direct experience with the Companies. In addition, a wealth of information on MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan will be found at [www.mlmlegal.com](http://www.mlmlegal.com), including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.*

*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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