

MLM Company Profile: Art and Soul, Inc.



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Art and Soul, Inc.

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Welcome to **MLMLegal.Com Company Profiles** at 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.*

Founding Story

Gay Martha Zurich creates cartoons and homemade candles. She has been selling her handmade art since she was seven years old. She earned her Education and Art Degree from the University of Wisconsin at Whitewater. She began her teaching career as a fifth-grade teacher and has taught art to all ages. Her art business is not the only job that she has, she also teaches business classes at a local college, she helps other artisans market their work, and she does personalized consulting services for other entrepreneurs.

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In 1970, she created a drawing of her mother, which her mother enjoyed so much that she has been selling to the public ever since.

Impact on the Industry

Gay's art has been featured on TODAY show, CNN, National Public Television, and *PM Magazine*. She has done custom illustrations for Coca-Cola, Wisconsin Bell Telephone, Marshall Fields, AT&T, Sycam Industries, the California (www.mlmllegal.com) based COPCO Kitchen Company, and the Oregon Popcorn Company. Her "Good Cook" picture was commissioned as a cover design for an International Cookbook. The Art & Soul logo was featured in the Land's End Corporate Catalog. People watching situation comedies on television have noticed

her artwork hanging on the walls of the TV sets. And, recipients of her personalized art have included Ross Perot, Richard Simmons, a former Miss America, and a pilot of Air Force One.

Discussion of Products

Art and Soul, Inc. sells personalized cartoons, magnets, and homemade candles.

Discussion of Opportunity

Consultants can start with Art and Soul, Inc. selling Gay's art by purchasing a startup kit, which comes with teaching materials, display materials, sales and promotional material, and illustrated assembly and personalized materials. (www.mlmllegal.com) Consultants can also join the business as a candle consultant.

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

Art and Soul, Inc. has thousands of independent consultants that have sold millions of dollars worth of her work at art fairs around the world. Art and Soul, Inc. operates out of the United States, Canada, Germany, France, England, and Japan.

Company Website: <http://www.artandsoulinc.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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