

MLM Company Profile: ForMor International



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ForMor International

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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

ForMor International was founded in 1996 by Stan Goss. The company is located in Conway, Arkansas.

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Mr. Goss originally called the company Advanced Products, Inc. The company grew from a local company to a regional company with distributors primarily in Arkansas, Oklahoma, Tennessee and North Carolina. By 1996, three of Stan's four children were actively involved in the company operations.

Stan Goss was named the Chief Executive Officer, and Michael Goss, Stan son, was named President.

Within a few days of the company's launch, it had spread all over the United States and into Canada. By the fall of 1997, ForMor International began to spread its message overseas by commencing shipping in Japan.

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Impact on the Industry

NA

Discussion of Products

ForMor International sells nutritional beverages such as the cardiococktail and jointcocktail.

Discussion of Opportunity

There are five ways (www.mlmlegal.com) to earn income with ForMore International, 1) retail sales, 2) first month bonuses, 3) residual income, 4) shared leadership bonuses, and 5) diamond generational bonuses.

ForMor International's compensation plan is presented as follows:

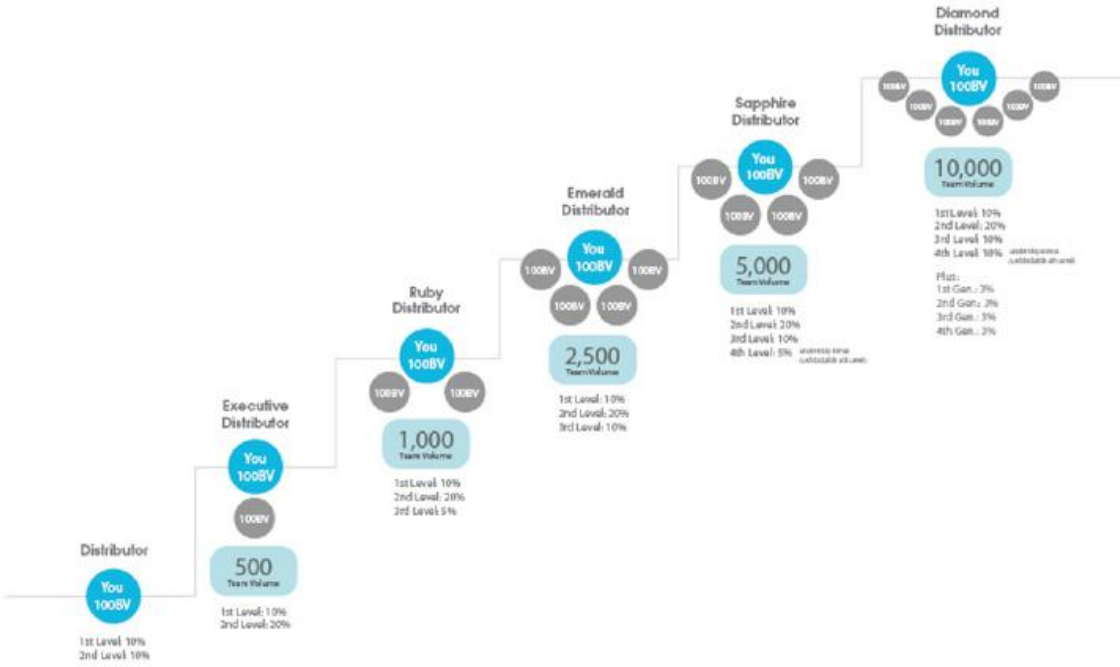
2. First Month Bonus

The First Month Bonus is designed to quickly infuse cash into the hands of anyone who is sponsoring new distributors into the business. This cash helps promote more growth in the business. Twenty percent (20%) is paid to the personal sponsor and ten percent (10%) is paid to the upline of the personal sponsor on all volume purchased the first month by a new Distributor. The balance of the commissions are paid based on the Residual Bonus beginning on the third level.

The First Month Bonus is paid on all volume purchased by a new Distributor within the first calendar month. All volume created in subsequent months is paid according to the Residual Income Bonus.

1st Level	20%
2nd Level	10%
3rd Level & Beyond	Up to 10%

Rank Level Qualifications (THE FIRST SIX OF SIXTEEN LEVELS)



4. Shared Leadership Bonus

The Shared Leadership Bonus begins on the fourth level. Depending on the Rank Level, it pays:

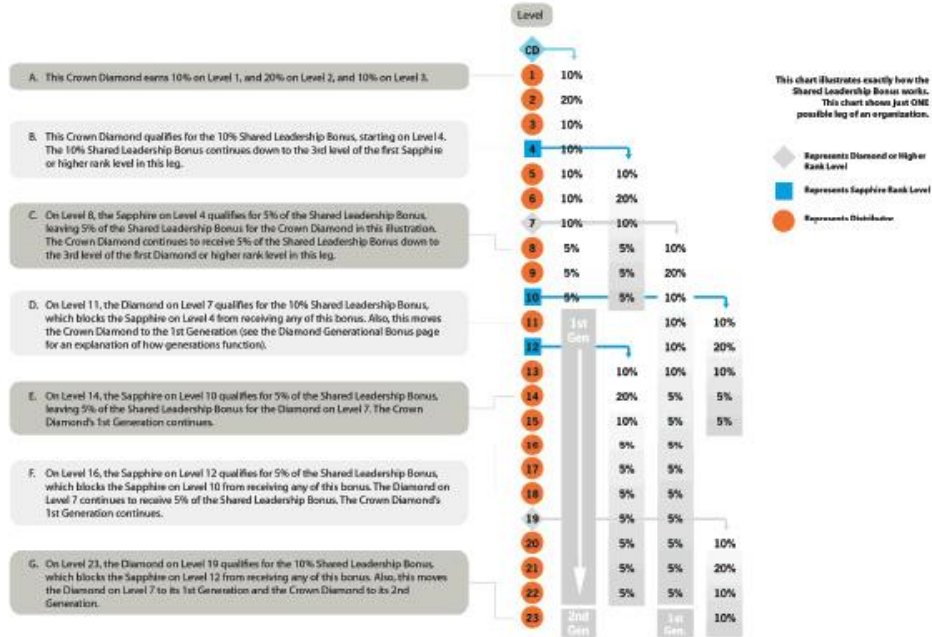
Sapphire - 5%

A Sapphire qualifies for 5% of this bonus through the 3rd level of the first Sapphire or higher rank level in that leg.

Diamond - up to 10%

A Diamond, or higher, qualifies for the full 10% of this bonus through the 3rd level of the first Sapphire in that leg, then the Diamond shares 5% of the bonus with that Sapphire, leaving the Diamond with 5%. This 5% continues through the 3rd level of a Diamond or higher in that leg.

Or, through the 3rd level of the first Diamond in that leg.

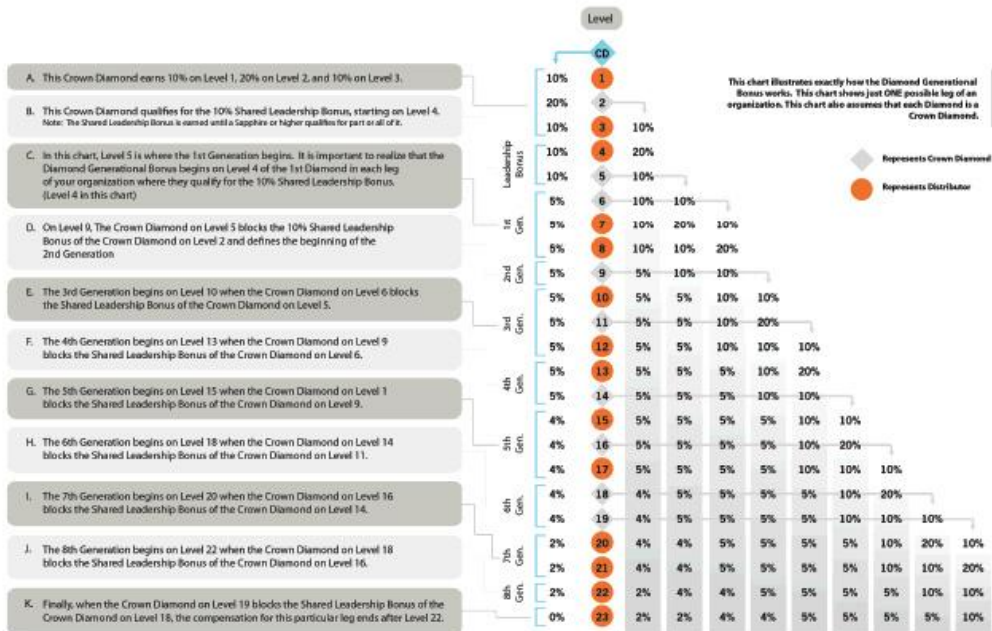


5. Diamond Generational Bonus

As leaders are cultivated in an organization, the Diamond Generational Bonus takes advantage of geometric progression.

This pays very deep into the organization, creating powerful residual bonuses to reward leaders. The Diamond Generational Bonus pays a total of 32% through eight generations of Diamonds. The first generation begins on the fourth level of the first Diamond in each leg of your organization. The Bonus can continue through the third level of the ninth Diamond in each leg.

Please remember, a generation is not limited to a single level. A generation is simply the number of levels between one Diamond or higher in a leg and the next Diamond or higher in that leg. A generation is at least one level, but there is no limit to how many levels constitute a generation.



ForMor International Financial Plan Illustrated

Qualify monthly for first and second level commissions with 100BV in personal volume.

Level 1	10%
Level 2	up to 20%
Level 3	up to 10%
Shared Leadership Bonus	up to 10%

- Qualify as Sapphire to earn 5%
- Qualify as Diamond to earn 10%

Starting on your 4th level, you earn 10% of BV until a Sapphire or higher rank qualifies for some or all of the 10% Shared Infinity Bonus.

Note: When an upline qualifies for a higher percentage of the bonus, that upline receives the available differential!

In this illustration, the Crown Diamond on Level 2 earns the 10% Shared Leadership Bonus starting on Level 6. The original Crown Diamond moves to the 1st Generation of the Diamond Generational Bonus and receives 5% down thru the 3rd Level of the next Diamond or above in the leg.

The Diamond on Level 7 qualifies to receive the 10% Shared Leadership Bonus on Level 11, moving the Crown Diamond on Level 2 to the 1st generation of the Diamond Generational Bonus! This begins the 2nd generation of the Diamond Generational Bonus!

The Sapphire on Level 4 qualifies for 5% of the 10% Shared Leadership Bonus on level 8, and the original Crown Diamond receives the 5% difference.

The Diamond on level 9 qualifies to receive all of the 10% Shared Leadership Bonus on level 13, blocking the upline Sapphire's bonus. The original Crown Diamond earns 5% from the 1st generation of the Diamond Generational Bonus.

Diamond Generational Bonus 32%

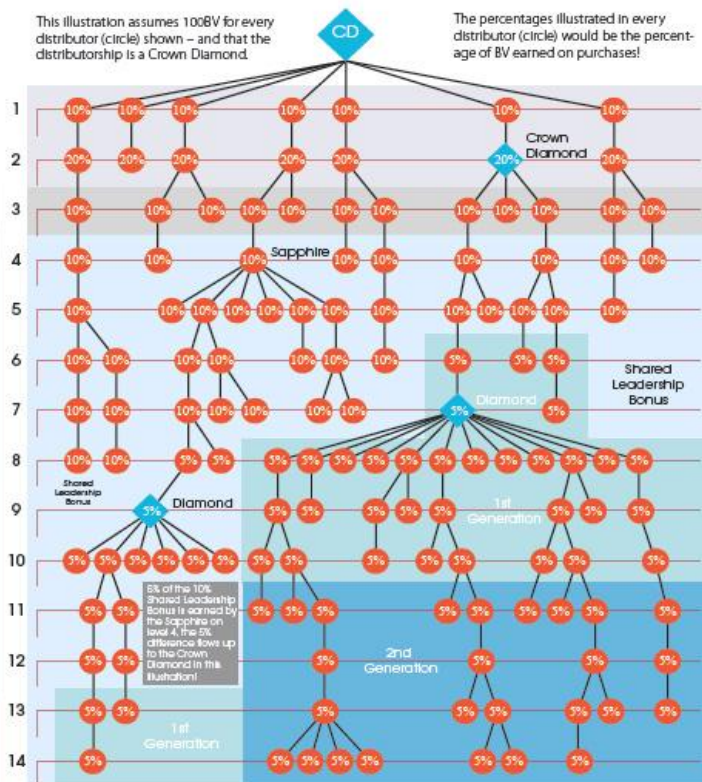
Diamonds can earn up to 5% on every level, down through as many as eight generations of Diamonds.

Your first generation begins on the fourth level of the first Diamond in every leg. (Level 10 in this illustration.)

A generation is potentially more than a level.

This illustration assumes 100BV for every distributor (circle) shown – and that the distributorship is a Crown Diamond.

The percentages illustrated in every distributor (circle) would be the percentage of BV earned on purchases!



The Crown Diamond on the 2nd level qualifies for the 10% Shared Leadership Bonus starting on Level 6, this is where the Diamond Generational Bonus begins! The Diamond on Level 7, qualifies for the 10% Shared Leadership Bonus starting on Level 11, moving to the 2nd generation. A Crown Diamond qualifies to earn through 8 generations.

This illustration is for educational purposes only. Every distributor's downline organization is unique.

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

With an expanding distributor force that spans over 40 countries, ForMor International offers a global business opportunity. ForMor International leads the industry with an actual commission payout of over 60% since 1996. They've paid out more than \$35 million in commissions with several distributors earning in excess of \$1 million.

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