

## MLM Company Profile: Amkey, Inc.



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### Amkey, Inc.

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#### Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at [www.mlmlegal.com](http://www.mlmlegal.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

Amkey, Inc. is located in Los Angeles County, California. Amkey was formed in June of 2003 and is capitalized ([www.mlmlegal.com](http://www.mlmlegal.com)) by Alliance Financial Group, an investment institution.

#### Impact on the Industry

This company is a member of the Direct Selling Association.

#### Discussion of Products

Amkey, Inc. specializes in research and development, manufacturing, and marketing of natural, high-tech healthcare products. The products are based on 21st century concepts and cutting-edge technologies such as biotechnology and nanotechnology. Some of the Company's products include CELLGEN (for brain function), NutriGen (stress relief, energy boost, slow aging), Biolin (cleaner and detoxifier), P2H (natural extract of 10 green plants), and Fem Essence (product that relieves the symptoms of menopause and menstrual dysfunction).

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#### Discussion of Opportunity

Amkey, Inc. uses a compensation plan called the Binary with Single Track System or BSTS for short. With this

plan, representatives can earn commissions on retail profits. The Development Bonus allows representatives to earn \$25 every time they have accumulated 100 BV (Business Volume) each to their left and right organization-paid weekly. A Guaranteed Global Bonus is offered, which every distributor qualifies for who meets sales requirements. There are unlimited worldwide pay levels as long a representative maintains a minimum qualification. The maximum payout is 65-percent of the Company's worldwide business revenue. Distributors can get an online office and their personal website for an annual fee.

A Supervisory Distributor is entitled to receive free second and third business centers their first year.

There are three ways to earn income, which Amkey, Inc. presents as follows:

*Retail profit, Organization ([www.mlmlegal.com](http://www.mlmlegal.com)) Development Bonus in which a qualified distributor personally refers two distributors (one on each organization) and orders 50 BV of products every four weeks (starting the fourth week of signing with the Company), and the Global Bonus (income on 100,000 down-line distributors). With the Global Bonus, eight percent of the Company's monthly global gross autoship revenue is set aside for those who qualify on the 15th of every month. Distributors must maintain their rank for 120 days in order to qualify. The ranks go as shown:*

*Qualified Distributor: Join Company with 100 BV product purchase, sponsor two distributors (one on each, left and right side), participate in 50 BV monthly order auto-ship for three consecutive months. (Global Bonus Pool is 1-percent).*

*Manager: Join Company with 100 BV product purchase, sponsor five distributors, participate in 100 BV monthly order auto-ship for three consecutive months. (Global Bonus Pool is 2-percent).*

*Senior Manager: Join Company with 100 BV product purchase, develop three managers from personally sponsored distributors, participate in 150 BV monthly order auto-ship for three consecutive months. (Global Bonus Pool is 3-percent).*

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

Amkey, Inc. utilizes a multi-level compensation ([www.mlmlegal.com](http://www.mlmlegal.com)) plan and a party plan and person-to-person sales strategy. The Company is not publically traded.

Company Website: [www.amkey.net](http://www.amkey.net)

*\*At **MLMLegal.Com** the intent of **MLM Company Profiles** is strictly educational, and, to provide insight into the broad array of Company offerings from an industry that spans the globe in upwards of 150 countries with sales volume exceeding \$100 billion and distributor involvement in the tens of millions. **MLMLegal.Com** does not promote or endorse any Company. **MLMLegal.Com** offers no value judgments, either pro or con, regarding the Companies. In most instances, descriptive material comes from self description by the Companies themselves. In all presentations, the names and logos of the Companies are obviously the trademarks owned by the Companies and are presented for the express purposes of informing the public about the Companies; and no product or opportunity offered by the Companies is offered in this presentation.*

**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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