

## MLM Company Profile: Close to My Heart



\*\*\*\* Trademark of Close to My Heart

### Close to My Heart

Copyright Jeffrey Babener [www.mlmllegal.com](http://www.mlmllegal.com)

---

#### 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.\*

---

#### Founding Story

Jeanette Lynton is the founder of Close to my Heart. She started her first direct selling, decorative stamp business in 1984. She eventually redirected her success to D.O.T.S. and in 1996 she introduced an exclusive line of scrapbooking products under the name "Close To My Heart". In 2000, the stamping and scrapbooking lines were combined under the same name.

[www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com) [www.mlmllegal.com](http://www.mlmllegal.com)

Close to My Heart's website states:

*The company has grown tremendously, including an international expansion into Canada in 2003. Powered by thousands of successful sales Consultants and a broad customer base, Close To My Heart is committed to helping each and every individual express their own personal creativity while celebrating the special relationships in their lives.*

*New Product Innovations from Close To My Heart*

- 1994 8 ½" x 11" Background & Texture papers
- 1997 True 12" x 12" scrapbook ([www.mlmllegal.com](http://www.mlmllegal.com)) products including My Legacy® Albums, B&T papers, and Memory Protectors®.
- 1998 Reflections Scrapbook Program
- 1998 Exclusive colors in matching papers, stamps pads, and markers
- 1999 6" x 6" scrapbook albums
- 2002 Originals Card Confidence Program
- 2003 My Creations™ Scrapbooking Kits
- 2004 My Acrylix® stamps  
9" x 9" scrapbook albums  
My Reflections® Scrapbooking Kits  
My Child's Reflections™ Scrapbooking Kits  
Close To My Heart partnership with Operation Kids®
- 2005 Patented Exclusive Inks™ stamp pads and markers; Cherish™ released

### **Impact on the Industry**

NA

### **Discussion of Products**

Close to My Heart sells stamps, scrapbooks, scrapbook idea books, and scrapbook supplies.

### **Discussion of Opportunity**

Representatives can start with the Company by purchasing a start up kit.

Consultants also have the opportunity to accomplish the following:

- *Unlimited Earning Potential*
- *Being Your Own Boss*
- *Flexible Hours*
- *An Unparalleled Line of Exclusive Products*
- *The Backing of an ([www.mlmllegal.com](http://www.mlmllegal.com)) Established Company*
- *Leadership Development*
- *Travel Opportunities*

- *Recognition of Accomplishments*
- *Product Discounts*

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

Close To My Heart operates within the United States and Canada.

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

*\*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.*

[www.mlmlegal.com](http://www.mlmlegal.com)