

## MLM Company Profile: Forever Living Products



\*\*\*\* Trademark of Forever Living Products

### Forever Living Products

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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**

Forever Living.com, LLC (otherwise called Forever Living Products) was founded in 1978. The company was started by Rex Maughan who wanted to provide quality products at affordable prices. He did this by eliminating third-party vendors by securing his own aloe plantations, manufacturing plants, and packaging plants. Rex graduated from the Arizona State University's School of Business and has held several executive positions at large companies.

He began the company because he wanted to find a way to be successful and also get to spend time with his family and maintain his energy. He started with a meeting in Scottsdale, Arizona amongst 43 people who heard his customized business plan. The company still operates out of Scottsdale, Arizona today.

#### **Impact on the Industry**

NA

#### **Discussion of Products**

Forever Living.com, LLC offers health and wellness products based on the health benefits of aloe. ( [www.mlmllegal.com](http://www.mlmllegal.com) ) Some of these products include nutritional drinks, bee products, weight management products, personal and skin care, among others.

## Discussion of Opportunity

Prospective distributors can begin with the company without having to pay membership fees, monthly fees, or being required to buy.

Forever Living.com, LLC offers informational videos and presentations online for prospective distributors.

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

Forever Living.com, LLC is a multi-billion dollar company and operates in 145 countries. The company has over 9.5 million distributors.

Company Website: <https://www.foreverliving.com/marketing/Home.do>

*\*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.*

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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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