

MLM Company Profile: Dudley Beauty Corp., LLC



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Dudley Beauty Corp., LLC

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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

Dudley Beauty Corp., LLC is located in Kernersville, North Carolina. When Joe L. Dudley, Sr. invested ten dollars in a Fuller Products Sales Kit in 1957, the company began to emerge. He began selling his products door-to-door in Brooklyn, NY in 1957. Joe met his business partner and wife in 1960. Her name was Eunice D. Mosley. She also happened to be selling Fuller products in order to afford her tuition costs. In 1961, they married. After that they decided to concentrate on selling Fuller products on a full-time basis. They worked (www.mlmllegal.com) with Mr. S. B. Fuller, one of the giants in African-American entrepreneurship. In 1967, the Dudley's opened a Fuller Products Distributionship in Greensboro, North Carolina. Not soon after, their product supply couldn't sustain their clientele, and this is when they decided to move into product manufacturing.

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In 1976, the company had developed a sales force of over 400.

Impact on the Industry

Dudley Beauty Corp., LLC is a member of the Direct Selling Association and the American Health & Beauty Aids Institute.

Discussion of Products

Dudley Beauty Corp., LLC sells makeup for cheeks, eyes, lips, foundations, hair care, and also sells cosmetic sets, gift baskets, accessories, nail lacquers, skin care products, spa and body care products, makeup DVDs, men's products, women's fragrances and powders. Dudley also has salon locations, a beauty school and a cosmetology university.

Discussion of Opportunity

Distributors sell products to cosmetologists, barbers, and salon owners. Prospective distributors are suggested to enjoy meeting and interacting with customers, and have the mental strength and aptitude to overcome challenges, the financial ability to invest in their business and inventory, and enjoy working on commission.

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For additional information, one must contact the company.

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

Dudley Beauty Corp., LLC utilizes a person-to-person sales strategy (www.mlmlegal.com) and it operates in the United States, the Bahamas, Brazil, Canada, and Zimbabwe.

Company Website: www.dudleyq.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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