

# Do Different Compensation Plans and Products Receive Different Legal Regulation?

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The Direct Selling/MLM/Network Marketing industry encompasses person to person sales of consumer products and services. As a channel of distribution, the industry involves more than 15 million individual salespersons in the U.S. who sell upwards of \$30 billion in products and services. Globally, more than 50 million individuals are involved in sales that exceed \$100 billion. Market leaders in this area include household recognized names such as Mary Kay and Pampered chef and NYSE traded companies such as Avon, Tupperware, Herbalife, Primerica or publicly traded parent companies such as Berkshire Hathaway.

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