MLM Company Profile: The Broccoli Company





**** Trademark of The Broccoli Company

The Broccoli Company

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Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at <u>www.mlmlegal.com</u>. 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

The Broccoli Company is based in Molndal, Sweden, near Gothenburg, and was founded in 1994. Nature's of Scandinavia's name was officially trademarked in 2005 due to expansion into new market and company growth.

Sven Mattsson became the co-owner of The Broccoli Company in 2007. He is the former CEO of Oriflame Cosmetics. Magnus Ahlen is the co-owner. Entrepreneurs (www.mlmlegal.com) Lars Murbeck and Magnus Ahlen founded the company in 1993.

The Broccoli Company's previous name was Nature's of Scandinavia.

Impact on the Industry

The Broccoli Company has been awarded with a AAA rating from Dun & Bradstreet for financial stability and credit worthiness for the past six years. Svenska Dagbladet's and Ahren's Growth list placed The Broccoli Company at number one in the year 2001. These institutions give credit to companies that have proven their financial stability, profit, and excellent growth.

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The Broccoli Company is the leading Scandinavian direct selling company. It is a member of the FEDSA (Federation of European Direct Selling Associations) and the DSA.

Discussion of Products

The Broccoli Company makes an effort to sell products that are environmentally friendly and organic. Some of the products include health products, make-up, skin and body care, cleaning and care, and product packages.

The Broccoli Company sells health care products, which include (www.mlmlegal.com) Elite Pac, Elite, Nutrition Pac, and Nutrition products.

The Broccoli Company also sells dietary supplements, sports formulas, vitamins, and tanning creams.

Discussion of Opportunity

The Broccoli Company offers the following reasons one should consider joining the company:

- Make money by selling products and subscriptions to your customers
- Build your business by sharing a prosperous opportunity
- Participate in generous rewarding programs
- Offer service friendly subscriptions to your Customers
- Receive weekly commission payments
- Work from home supported by a superior e-business platform
- Be part of a strong corporate culture and community
- Enjoy a free and rewarding entrepreneurship

There are two ways in which to earn income with the company, through sales commissions and educational commissions.

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

The Broccoli Company operates in the United Kingdom, (<u>www.mlmlegal.com</u>) Croatia, Denmark, Finland, Iceland, Norway, Sweden, and the United States.

Company website: http://shop.thebroccoli.com

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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, 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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