

MLM Company Profile: Beyond Organic



**** Trademark of Beyond Organic

Beyond Organic

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Editor's Note:

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

Beyond Organic (www.mlmllegal.com) has a goal of enabling all people to have access to healthy food. Located on over 9,000 acres in Northern Georgia, the company strives to provide healthy, accessible food for all people. The founder is Jordan Rubin. Mr. Rubin is a natural health expert who is a New York Times Bestselling author. He began Beyond Organic in 2009 and resides in Palm Beach Gardens, Florida.

Impact on the Industry

Beyond Organic is a pending member of the Direct Selling Association.

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Discussion of Products

Beyond Organic offers healthy foods, including healthy beverages, chemical and hormone-free beef, cheese made from grass-fed cows, organic chocolate, and food packages.

Discussion of Opportunity

The company offers the following compensation plan:

beyond organic Compensation Program						
	Independent Mission Marketer (MM)	Manager (M)	VP (VP)	Senior VP (SVP)	Executive VP (EVP)	Global VP (GVP)
<p>You begin as an Independent Mission Marketer by purchasing a Beyond Organic Mission Marketer Starter Kit for \$39.95 ... or ... purchase our Business Builder Pack for \$199.95 (includes \$39.95 Starter Kit).</p> <p>You can advance in rank and become eligible to earn more by achieving specific qualifications.</p>	Register for \$39.95 Or Purchase Business Builder Pack for \$199.95					
	Active	Active	Active	Active	Active	Active
<p>You maintain your rank by achieving specific monthly maintenance qualifications</p> <p>You can only take 60% of the TTP from one leg for qualification and maintenance</p>	1,000 TTP (Total Team Points)					
	Active (100 Points in Auto Ship)	Active	Active	Active	Active	Active
<p>Earn 20% commissions on the sales of your retail customers</p> <p>Earn 7% Enroller Bonuses from sales of those you personally enroll (E1s) and their enrollees (E2s).</p> <p>As a manager earn a 3% Level Bonus on sales of those enrolled on your first level (Level 1).</p> <p>Deep & Wide Rule: To get paid at the 2nd,3rd, and/or 4th Generations you need to be as wide as you are deep. For example, if you are a Vice President and have a 2nd Generation Vice President, you need to have two Vice Presidents at the 1st Generation level. To get paid on a 3rd Generation, you must be three wide, and to get paid on a 4th Generation you must be four wide.</p>	750 TTP (150 PPV monthly without Auto Ship)					
	3,000 TTP *60% Rule Applies					
12,000 TTP *60% Rule Applies						
48,000 TTP *40% Rule Applies						
192,000 TTP *40% Rule Applies						
20%						
E1 - 7% E2 - 7%						
L1-3% with Compression						
4%						
+3%						
+3%						
+1%						
5%						
4%						
3%						
1%						
2%						
2%						
1%						
1%						
1%						

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The company provides online training to distributors as well as product education.

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

NA

Company Website: <http://www.livebeyondorganic.com/Web/ww/en/index.dhtml>

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.mlmllegal.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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