

MLM Company Profile: L' Bri Pure N' Natural



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L' Bri Pure N' Natural

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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

L' Bri Pure N' Natural was founded by Linda and Brian Kaminski in 1998.

Linda was the daughter of immigrants and Brian was born in poverty. The two mortgaged their home, collected their savings, borrowed from credit cards, and sold their possessions to begin L' Bri Pure N' Natural. Brian peddled around on a bike while Linda handed out sample products in the Wal-Mart parking lot. The entire Kaminski story is available in the book *Dare to Dream*.

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Today, L' Bri Pure N' Natural is located in Mukwonago, Wisconsin.

Impact on the Industry

L' Bri Pure N' Natural is a member of the Better Business (www.mlmllegal.com) Bureau Online. L' Bri Pure N' Natural is also a member of the Direct Selling Association and the Direct Selling Women's Association.

Discussion of Products

L' Bri Pure N' Natural sells aloe-based skin care, beauty, and nutritional products. Many of the company's products are made from Aloe and all-natural ingredients.

The company states the following regarding the quality of its products:

- *Never use (SLS) sodium laurel sulfate or propylene glycol*
- *Never use mineral oil, lanolins, or waxes*
- *Never use artificial colors or fragrances*
- *Are never tested on animals*
- *Effective for all skin types: normal, oily, dry, men, and women.*
- *Backed by the L'BRI Pure n Natural 100% Satisfaction Guarantee.*

Discussion of Opportunity

L' Bri Pure N' Natural offers the following compensation plan:

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Qualified Consultants & Roll Up

Only Qualified Consultants are eligible to receive monthly bonus checks. To be qualified, a Consultant must have at least \$200 in retail sales volume (accumulative) during the month.

Roll Up occurs when a Consultant is not qualified (\$200 in retail sales volume) in a particular month. Consultants they sponsored Roll Up to the next Qualified Consultant, who then receives any bonuses accordingly.

Weekly & Monthly Bonus Checks. You will receive the weekly commission for product sales and Consultant discount according to your title (Consultant, Supervisor, Manager, Executive Manager), you will be paid the monthly bonus based on the title you fully qualify for in the corresponding month. Example, Supervisor is 4 or more personally sponsored qualified Consultants and \$3,000 in total group retail sales. If you are not fully qualified at your title you will be paid the monthly bonuses at the level you achieved.

Retail Sales Value

All figures are based on the RETAIL SALES VALUE.

Qualified is \$200 in retail sales volume (accumulative) in a month.

Fully qualified is having the appropriate number of qualified personally (www.mlmlegal.com) sponsored Consultants and group retail sales volume in the month for your position/title.

L'BRI CONSULTANTS EARN

- *Earn \$100 or more for every Show* you hold (based on \$500 Show average)*

- 20% - 23% on Internet Customer Orders, new and repeat orders
- 30% discount on Consultant Orders. (Orders you place with the company)
- 3% Retailing Bonus. When you accumulate \$1,000 or more in retail sales in a particular month
- 3% Sponsoring Bonus. On Consultants you sponsored
- Earn Quick Start Bonuses in your first 90 days.
- Get started for FREE. L'BRI pays for your \$325 business starter kit. See free Showcase info.
- Keep all your profits. Company supplies FREE gift choices with customer orders \$60 or greater and new customer information packs with customer first orders.

Qualification: Consultants must have at least \$200 in total retail sales volume (accumulative) in the month.

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L'BRI SENIOR CONSULTANTS EARN

- Earn \$100 or more for every Show* you hold (based on \$500 Show average)
- 20% - 23% on Internet Customer Orders, new and repeat orders
- 30% discount on Consultant Orders. (Orders you place with the company)
- 3% Retailing Bonus. When you accumulate \$1,000 or more in retail sales in a particular month
- 3% Sponsoring Bonus. On Consultants you sponsored

To Qualify as a Senior Consultant:

1. Have \$200 or more in personal retail sales volume (accumulative) in the particular month.
2. Have 2 or more personally sponsored * Qualified Consultants.
3. Have total retail sales volume of \$1,500 or more. (Includes your personal retail sales volume and retail sales volume of all Consultants, Supervisors and Managers in your personal group.)

Do the above in one month and you are a Senior Consultant. PLUS, once you achieve Senior Consultant you will keep your position indefinitely!

L'BRI SUPERVISORS EARN

- Earn \$150 or more for every Show* you hold (based on \$500 Show average)
- 26% - 30% on Internet Customer Orders, new and repeat orders

- 36% discount on Consultant Orders. (Orders you place with the company)
- 4% Retailing Bonus. When you accumulate \$1,000 or more in retail sales in a particular month
- 4% Sponsoring Bonus. On Consultants you sponsored
- 1% Bonus on 2nd level consultants
- Bank On It Savings Plan. Earn up to \$600 by remaining fully qualified at your position.
- Promotion Bonus. When a Consultant in your organization promotes to Supervisor you will earn the \$100 Promotion Bonus, you must be fully qualified as a Supervisor in the same month your Consultant promotes.

To Qualify as a Supervisor (in a calendar month)

1. Have \$200 or more in personal retail sales volume (accumulative) in the particular month
2. Have 4 or more personally sponsored * Qualified Consultants
3. Have total retail sales volume of \$3,000 or more. (Includes your personal retail sales volume and retail sales volume of all Consultants, Supervisors and Managers in your personal group)
4. Do the above in one month and you are a Supervisor. PLUS, once you achieve Supervisor you will keep your position indefinitely!

L'BRI MANAGERS EARN

- Earn \$175 or more for every Show* you hold (based on \$500 Show average)
- 30% - 35% on Internet Customer Orders, new and repeat orders
- 40% discount on Consultant Orders. (Orders you place with the (www.mlmllegal.com) company)
- 5% Retailing Bonus. When you accumulate \$1,000 or more in retail sales in a particular month
- 5% Sponsoring Bonus. On Consultants you sponsored
- 1% on all downline Consultants in your personal group
- Bank On It Savings Plan. Earn up to \$1,200 by remaining fully qualified at your position.
- Promotion Bonus. When a Consultant promotes to the next level you are eligible to earn \$100 - \$250.

To Qualify as a Manager (three months in a row)

1. Have \$200 or more in personal retail sales volume (accumulative) in the particular month.
2. Have 8 or more personally sponsored * Qualified Consultants.

3. *Have a total retail sales volume of \$6,000 or more. (Includes your personal retail sales volume and retail sales volume of all Consultants, Supervisors and Managers in your personal group).*
4. *Do the above for three months in a row.*

L'BRI EXECUTIVE MANAGERS EARN - Here is where the big money begins!!

- *Earn \$200 or more for every Show* you hold (based on \$500 Show average)*
- *35% - 40% on Internet Customer Orders, new and repeat orders*
- *45% discount on Consultant Orders. (Orders you place with the company)*
- *5% Sponsoring Bonus. On Consultants you sponsored*
- *2% - 5% Personal Group Bonus includes your personal retail sales volume and retail sales volume of all Consultants, Supervisors and Managers in your personal group. See 2% -5% chart below*
- *5.25 Executive Manager Spin Off Bonus 1st level*
- *1% Executive Manager Spin Off Bonus 2nd level*
- *Bank On It Savings Plan. Earn up to \$1,800 by remaining fully qualified at your position.*
- *Promotion Bonus. When a Consultant promotes to the next level you are eligible to earn \$100 - \$1,000.*
- ** Eligible to earn a FREE Nissan (\$400 monthly value) and car insurance*

\$9,000 retail sales volume = 2% Personal Group Bonus

\$11,000 retail sales volume = 3% Personal Group Bonus

\$14,000 retail sales volume = 4% Personal Group Bonus

\$17,000 retail sales volume = 5% Personal Group Bonus

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To Qualify as an Executive Manager (three months in a row)

1. *Have \$200 or more in personal retail sales volume (accumulative) in the particular month.*
2. *Have 12 or more personally sponsored * Qualified Consultants.*
3. *Have total retail sales volume of \$9,000 or more. (Includes your personal retail sales volume and all retail sales of Consultants, Supervisors and Managers in your personal group).*
4. *Do the above for three months in a row.*
 - * To earn the free car have personal group sales volume of \$13,000 or more. To earn your car insurance have personal group sales volume of \$26,000 or more.*

An extensive compensation plan is available on the company's website.

Distributors also have the opportunity to earn bonuses and a free car.

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

L' Bri Pure N' Natural states that it has become a million-dollar company.

Company Website: <http://www.lbri.com/DesktopDefault.aspx>

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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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