MLM Company Profile: Jordan Essentials

**** Trademark of Jordan Essentials

Jordan Essentials

Copyright Jeffrey Babener www.mlmlegal.com

Editor's Note:
*Welcome to **MLMLegal.Com Company Profiles** at www.mlmlegal.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
Jordan Essentials is located in Nixa, MO. The original name of Jordan Essentials was Country Bunny Bath & Body, which originated from a woman named (www.mlmlegal.com) Nancy who ran a craft fair booth in order to make some extra cash for her family during the holidays. The new company name came from months of prayer, research and counsel. Nancy wanted the name to stand the test of time. The "Jordan" aspect of the name was after the Jordan River in the bible. The second reason for Jordan was because the Jordan River is the life-giving river to the Dead Sea. One of Jordan's products is the Salt of the Earth, which are Dead Sea salts in a new product line.

www.mlmlegal.com www.mlmlegal.com www.mlmlegal.com www.mlmlegal.com www.mlmlegal.com

The company began in 2000 by Nancy, a stay-at-home mom. The company began direct selling in February of 2000.

Impact on the Industry
Jordan Essentials is a member of the Direct Selling Association.

Discussion of Products
Jordan Essentials sells aromatherapy, a country bunny face collection, body products, bath products, relaxation products, product sets, country bunny baby, (www.mlmlegal.com) country bunny kids, hip hop for teens, products for men, sun care products, and gift sets. Products offered by Jordan Essentials are made in America.

Discussion of Opportunity
Representatives can start with the company for a modest investment. The kit comes with the following:

- *Training Manual on CD-Rom*
- *Beautiful Product Catalogs*
- *Independent Representative Forms*
- *Sales Tools and Sample Size Products*
- *Full Size Products*
- *Latest Flyers and Promotional Material*
- *Success Training Sessions*
- *E-Commerce* (www.mlmlegal.com) *Website for 1 Year*
- *Free E-mail for 1 Year*
- *Access for 1 Year to Bunnymart- your online training center*

For more information, one must contact the company.

www.mlmlegal.com www.mlmlegal.com www.mlmlegal.com www.mlmlegal.com www.mlmlegal.com

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

Company Website: http://jordanessentials.com/

***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.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.

www.mlmlegal.com