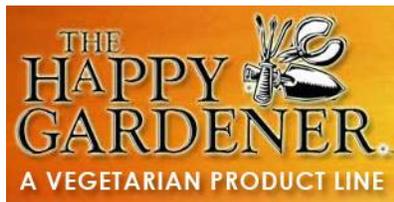


MLM Company Profile: The Happy Gardener



**** Trademark of The Happy Gardener

The Happy Gardener

Copyright Jeffrey Babener www.mlmllegal.com

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

The Happy Gardener is a direct sales organization that is committed to helping homeowners and the communities learn about alternatives to conventional gardening and lawn care.

Annette Pelliccio is a third-generation garden business owner. She began her small, home-based business in Ashland, VA in 2003 and it has now evolved into (www.mlmllegal.com) a nationwide garden resource network. At the time that she began formulating her business, she was a stay-at-home mom, raising her two daughters.

Prior to the spring of 2003, she was an elementary teaching/reading specialist and after having her children, she did not want to return to what she was doing. She wanted a job where she could be close to her family where she would have flexible hours, financial security, social interaction, community service, professional growth opportunities, and the ability to work in the garden.

www.mlmllegal.com www.mlmllegal.com www.mlmllegal.com www.mlmllegal.com www.mlmllegal.com

Lori Braxton is the GC Manager and Founding Leader of the company.

Impact on the Industry

The Happy Gardener is a member of the Virginia Green Industry Council. The Happy Gardener is one of the country's fastest growing professions in network marketing and the gardening profession.

In 2006, the company earned the Vision for Tomorrow Award from the Direct Selling Association.

The Happy Gardener, Inc. is a Bronze Sponsor of a Plant a Row for the Hungry. Members of the community plant an extra row. Happy Gardener (www.mlmlegal.com) is the first organic company to use the direct selling model with independent distributors.

Discussion of Products

The Happy Gardener provides services that include earth friendly services, educational demonstrations, organic garden products, THG Club Membership Programs, community service projects, and business opportunities.

Some of their products include Happy Naturals, Container Gardening, Lawn Care, Composting, Birding, Garden Tools, Indoor Gardening, Specialty Items, Seasonal Items, and Fund Raising Programs.

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

Discussion of Opportunity

The Happy Gardener offers the Independent Garden Consultant the following program benefits:

- *Provide homeowners and retail customers with THG products and exclusive line of Happy Naturals™ organic garden and lawn care*
- *Market THG products through in-home demos, educational presentations, farmer's markets, fundraisers, e-commerce and community events*
- *Leadership opportunities available for those seeking team building business benefits*
- *Be your own boss by starting a business in the booming organic industry! THG provides you with the tools, products and training needed for your independent business success*

The company offers ongoing training, available 24/7, live team meetings, monthly newsletters, online chat rooms, and an online resource center.

To join the company, one must take four steps: first, you must download the THG Consultant Application, then select the start-up kit option, purchase a kit, print and mail the form to the company.

The Happy Naturals Sampler Kit includes three Drop n' Feed Packets, a 5lb Pour n' Feed Soil Conditioner, two packets of (www.mlmlegal.com) Pour n' Feed Potted Plant Packets, SeaResults Micronutrient Solution, Lawn Conditioner Hose End Sprayer, Outdoor Foliar Feed Plus, Beg Repellent Spray, 50 business cards, five catalogs, and 30 Customer Order Forms.

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

NA

Company website: www.thehappygardener.info

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.

www.mlmllegal.com