

MLM Company Profile: Alex and Von



alex+von

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Alex and Von

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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

Alex and Von (www.mlmllegal.com) launched in 2010. The company was started by Sonia Wong and Silvia Doundakova, who are both former technology executives. They held leadership roles at eBay, AOL, and Salesforce.com. The company is located in the San Francisco Bay area.

Impact on the Industry

Alex and Von is a pending member of the Direct Selling Association.

Alex and Von state that it is the only company to offer a home-based unique boutique business.

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Discussion of Products

Alex and Von offers an e-commerce, social selling boutique that offers brand name products, such as Suki, Wee Décor, and 100% Pure. The company currently offers products in the areas of beauty, skincare, bath and body, hair, makeup, and baby and children's.

Discussion of Opportunity

Alex and Von offers the following compensation plan (www.mlmlegal.com) information:

Personal Sales

1. Up to 40% commission on sales made for the brand(s) you represent
2. Up to 15% residual commission on every other brand your customers buy from alex+von

Leadership

If you choose to develop and build a team:

1. One-time referral bonus for each new person that becomes an active Consultant
2. Up to 10% commission on the retail sales of your first line plus additional downline commission
3. Up to 10% additional commission on your first line for senior leaders who receive exceptional leadership ratings from their team

There are five ways to earn income with the company. To begin, one must purchase a starter kit.

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

Alex and Von operates in the United (www.mlmlegal.com) States.

Company Website: <http://www.alexandvon.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.

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