

MLM Company Profile: FirstFitness



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FirstFitness

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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

FirstFitness International, Inc. is headquartered in Carrollton, Texas. The company was founded in 1989 by Lee Causey and Nigel Branson. FirstFitness International, Inc. has been in business since 1989. Mr. Causey is one of the founding fathers of the health and wellness industry (according to the company's website). He has developed over 300 nutritional and wellness products and was the first to develop the world's first "diet shake". Mr. Causey has over 37 years of direct sales experience.

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Headquartered in Dallas, the company's in-house capabilities include: distribution support, marketing and communications, computer/internet technologies, accounting, and shipping and distribution.

Impact on the Industry

FirstFitness International, Inc. is a member of the Direct Selling Association and supports the Special Olympics.

Discussion of Products

FirstFitness International, Inc. sells a line of nutritional products through independent distributors. The general

product categories include weight loss, wellness, herbal cleansing, sports performance, and personal care. The company offers a 100-percent money-back guarantee.

The weight loss product line includes a line of products called Suddenly Slim!, which includes a 10 Day Program (Phase 1), a Weight Control Bar, Suddenly Slim Forever (Phase 2), Slim 'N Up! herbal formula, Body FX (shake), Suddenly Slim Coffee FX, and Trimboldic.

The sports performance product line includes a line of SPN products. The list includes SPN SuperPro (a protein blend), SPN Cool FX (a sports drink), SPN Motiv8 (an energy drink), and Bionic Tonic which is a potassium and magnesium formula.

The wellness line includes Biomega (liquid formula), First Essentials (multi-vitamin and mineral complex), Delta State (homeopathic medicines for sleep), Vital Green *PLUS* (concentrated food with over 50 vegetables and fruits), and Cardio 1st (cardiovascular support).

The herbal cleansing line includes Reneu (detoxify internal system), www.mlmllegal.com FiberFirst (fiber supplement), and Fit to a Tea! (herbal tea).

The personal care product line includes a line of Regenesi(TM) products like wrinkle and stretch mark creme, natural progesterone crème, exfoliating herbal cleanser, and a seven-in-one moisturizing crème.

FirstFitness International, Inc. offers the Ono1 program that helps distributors get out of debt. The company also offers products in the categories of weight loss, wellness, skin care and herbal cleansing.

Discussion of Opportunity

Distributors are offered the following compensation plan:

7 WAYS TO EARN INCOME WITH FIRSTFITNESS

- **Immediate Retail Profits**
- **Mercedes-Benz Car Bonus**
- **Weekly FastStart Bonuses**
- **Incentives, Dream Vacations and Special Rewards**
- **Monthly Bonuses**

Getting Started – Choose your profit level

Your **20%–40% profit level** determines:

- Your product discount
- Your retail profit

Two ways to qualify:

1. Accumulate volume
2. Purchase a Pak at 50%-67% less than the regular required volume

<p>Associate 20%</p> <p>Purchase a Distributor Kit \$39 and place a Product Order</p>	<p>Senior Associate 25%</p> <p>Purchase a Starter Pak \$249</p> <p>— OR —</p> <p>Accumulate \$500 PGV in 1 month</p>	<p>Supervisor 30%</p> <p>Accumulate \$1,500 PGV in 1 month</p>	<p>Director 40%</p> <p><i>Limited Time Offer!</i> 67% Less than Required Volume</p> <p>NEW Purchase a Director Pak \$999 and be ANO Active</p> <p>— OR —</p> <p>Accumulate \$3,000 PGV within 2 consecutive months with \$300 Open Volume**</p>
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**Certain qualifications apply. Please refer to the FirstFitness Compensation Plan for details.

1 Retail Sales

- When you retail product, you earn an immediate **20% - 40% retail profit**.

2 SRM Bonus (Special Rewards Member Bonus)

- Earn up to **\$800 per month** in SRM Bonuses when your retail customers purchase at **least \$40** of FirstFitness products at a **15% discount** on a monthly AutoShip.

3 FastStart Bonus

- Every time you enroll a new Distributor you earn a **20% FastStart Bonus** on their first product purchase.
- Plus**
- You earn a **20% FastStart Bonus** on your new Distributors Personal Volume for 60 days from their date of enrollment.



4 100% Check Match

Help your new Distributors enroll new Distributors in their first 60 days and the company pays you 100% of their FastStart Bonus earnings.



5 Override Commissions

After your new Distributors have completed their 60 Day FastStart Period, you earn Override Bonuses on their Personal Volume.

Earn up to **20% Override Bonus** on what your personal team of Distributors order every month.



6 Royalty Bonuses

When you help your Distributors become Directors (**40% Discount level**) you earn Royalty Bonuses on up to **six generations** of downline Directors.

Plus

		Director 40%	Bronze 40%	Silver 40%	Gold 40%	Presidential 40%	Diamond 40%	Crown 40%
Monthly Requirements	Must be Active Personal Volume (PV)	\$100	\$100	\$100	\$100	\$100	\$100	\$100
	Personal Group Volume (POV)	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
	# of Qualified Director legs	0	1	2	3	4	5	6
Monthly Organizational Volume (OV) Requirement						\$50k	\$100k	\$200k
Benefits	1st Generation Royalty Bonus	0%	0%	0%	0%	0%	0%	0%
	2nd Generation Royalty Bonus		3%	0%	0%	0%	0%	0%
	3rd Generation Royalty Bonus		3%	4%	0%	0%	0%	0%
	4th Generation Royalty Bonus			3%	4%	0%	0%	0%
	5th Generation Royalty Bonus				4%	0%	0%	0%
	6th Generation Royalty Bonus					4%	0%	0%
						Presidential Infinity Bonus Starts on the 1st level	1%	1.2%

6 Presidential Infinity Bonus

When you achieve the rank of Presidential Director, you can earn up to **2% Infinity Bonuses** that pay you for extreme depth in your organization.

7 Mercedes-Benz Car Bonus

You can qualify to drive a new Mercedes-Benz paid for by FirstFitness!



1-STAR BONUS
\$600

2-STAR BONUS
\$800

3-STAR BONUS
\$1200

PLUS

Qualify for **Incentives, DreamVacations, and Special Rewards!**

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

FirstFitness's website states that they have (www.mlmllegal.com) thousands of distributors.

Company Website: www.firstfitness.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*

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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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