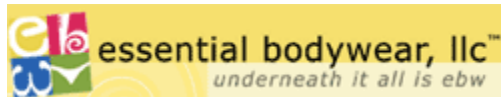


## MLM Company Profile: Essential Bodywear, LLC



\*\*\*\* Trademark of Essential Bodywear, LLC

### Essential Bodywear, LLC

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#### **Editor's Note:**

Welcome to **MLMLegal.Com Company Profiles** at [www.mlmllegal.com](http://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.\*

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#### **Founding Story**

Essential Bodywear was founded in 2003 by Carrie Charlick ([www.mlmllegal.com](http://www.mlmllegal.com)) and Marcia Negro. The company is headquartered in Commerce, Michigan.

The business was initially conducted out of Marcia's home and shipping was conducted out of Marcia's basement. This continued until 2004 when the company moved to an official office space and warehouse.

#### **Impact on the Industry**

Essential is a member of the Direct Selling Association. Essential Bodywear has been featured in *The Oprah Magazine* and Nat'l TV.

#### **Discussion of Products**

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Essential Bodywear sells bras, panties, and shapewear. The bras include the Carina Bra, the Dream Shameless Bra, The Dream Tisha Bra, the Shameless Bra, The Essential Bra, The Flity Bra, among others. The panty collection includes the Control Panty, the Cotton Man Boxer Brief, the Cotton Man Brief, the French Cut Panty,

Microfiber Panties, among others. The shapewear includes the High Waisted Long Leg Bodywrap, and the Exclusive EBW Bodywrap in Extended Sizes. The company also sells loungewear and thongs.

### Discussion of Opportunity

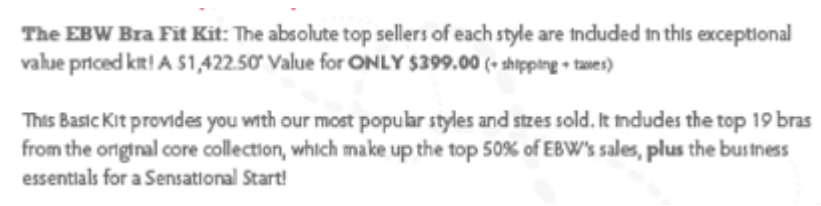
Distributors are offered the following incentives for ([www.mlmllegal.com](http://www.mlmllegal.com)) joining the company:



**As an Essential Bodywear Representative, you can:**

1. Help women **look and feel their best.**
2. Enjoy a **fulfilling career** that is tailored to your family and schedule.
3. **Earn 25% or more in commissions.** An average event will earn you \$150.
4. Participate in a unique **ground-floor opportunity** with a **rapidly growing company** that is run by and caters to women.
5. Essential Bodywear is growing but due to the demand of our fantastic product line, we need more reps! **You can be the first rep in your area.**
6. Essential Bodywear offers a **competitive career and compensation plan, plus cash bonuses.**
7. Earn **recognition** for your **efforts.**
8. Receive your **products at cost** or below.
9. Bra Parties are **fun!** Most women have bra issues.
10. Earn reward **travel and jewelry.**

Distributors must purchase the following kit to become an active distributor with the company:



**The EBW Bra Fit Kit:** The absolute top sellers of each style are included in this exceptional value priced kit! A \$1,422.50\* Value for **ONLY \$399.00** (+ shipping + taxes)

This Basic Kit provides you with our most popular styles and sizes sold. It includes the top 19 bras from the original core collection, which make up the top 50% of EBW's sales, **plus** the business essentials for a Sensational Start!

Distributors are also offered incentive trips, free products and prizes for outstanding sales.

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

Essential Bodywear utilizes a multi-level compensation plan and a party-plan sales strategy. The company is not publically ([www.mlmllegal.com](http://www.mlmllegal.com)) traded. The company has nearly 300 representatives in 34 states and 12 home office employees.

Company Website: [www.essentialbodywear.com](http://www.essentialbodywear.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.mlmllegal.com](http://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.

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