

MLM Company Profile: E. Excel International



**** Trademark of E. Excel International

E. Excel International

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

E. Excel International's corporate entity is located in Sandy, Utah. Dr. Jau-Fei Chen is the Founder of the company.

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

E. Excel International offers the following extensive history beginning in 1987:

2008

Nanyang Siang Pau, Malaysia's premier Chinese news corporation, honored Dr. Jau-Fei Chen as one of the most distinguished businesspersons in Malaysia, highlighting her achievements in a new book, Nanyang Salutes: The Vision and the Way. Among the twelve business people in the book, Dr. Chen is the only woman and non-Malaysian, a significant honor.

2007

Dr. Chen honored with a commemorative stamp set by the People's Republic of China; the first person from Shanghai and the first woman to be so honored.

2006

“Symphony of Excellence” won the prestigious “Top 10 Most Competitive Health Care Products” award at the Third Global System Leader Summit.

Dr. Chen invited by China’s State Council and Tsinghua University to present a lecture on Nutritional Immunology.

2005

Dr. Chen invited to meet Chinese President Hu Jintao and other senior officials.

Dr. Chen invited by China’s Ministry of Civil Affairs and the Party School of the CPC Central Committee to present a health seminar on Nutritional Immunology.

E. Excel won the prestigious New Millennium Award at the 30th Golden Award for the Best Trade Name and the Food Safety Excellence Award.

2004

Dr. Chen invited by the All-China Women’s Federation to be the special speaker at the launch of Walking In Health, a national initiative aimed at improving women’s health.

Dr. Chen invited to share the science of Nutritional Immunology on China Central Television’s Road To Health program and China Beijing Television Station’s TV Clinic program.

2003

New products launched: EverNew®-D, Nutrifresh®-D, Ginberry®, and new packaging for Millennium®.

E. Excel Global launched.

Convention in Las Vegas.

Patents for cactus fruit drinks, food products, and Ginseng Berry topical products.

Dr. Jau-Fei Chen’s “Knowledge Is Power” seminar is presented throughout North America.

2002

New products launched: The Essence of Play™, The Essence of Simplicity™ and POLY5™ Complex Celebrated Fifteen Years of Excellence at Convention 2002.

2001

New products launched: The Essence of Knowledge™ and The Essence of Time™

The Essence of Knowledge™ won Taiwan’s Biotech Medical (www.mlmlegal.com) Product Quality Award

US patent obtained for using ginseng berry and cactus fruit as ingredients in nutritional products, and for freeze-dried ginseng berry tea.

Singapore office opened in September.

2000

Malaysia hosted largest event in E. Excel history—EE2000 Elemente® cosmetic line launched.

1999

Korea office opened in May.

1998

New products launched: Duet™ and Millennium® Red.

1997

Dr. Chen named one of the “Ten Outstanding Young Americans” by the United States Junior Chamber of Commerce.

Hong Kong and China offices opened in March and May, respectively.

New products launched: Vision™, Nutrifresh® and EverNew®.

1996

Dr. Chen named “Outstanding Woman of the Year” by Chinese Women Association of America.

Plant Foods and Immunology: A Scientific Approach by Dr. Chen published.

Dr. Chen won 1st place at Conference of World Traditional Medicine for Millennium®

Nutritional Immunology video won Telly Award.

New products launched: VegiWash™, HandyGel® and Cactus Milk™

Philippines office opened in February.

1995

Dr. Chen named “One of the Most Influential Chinese in America” by World Daily News.

Nutritional Immunology by Dr. Chen published.

Nutritional Immunology video introduced.

1994

Award-winning beverage, Millennium® launched.

1993

Dr. Chen received the Annual Model of Overseas Chinese Youth Entrepreneur Award.

1992

Dr. Chen named “Outstanding Person of the Year” by the Federation of Overseas Chinese Association.

Dr. Chen received the Martin De La Cruz Award for service in the area of traditional/alternative medicine.

Luxembourg office opened in March.

1991

E. Excel’s first Convention held.

Malaysia office opened in November.

1990

Taiwan office opened in August New products launched: Refresh™, Enjoi™ and Dew Drops®
Club of Excellence introduced in September.

1987

Dr. Jau-Fei Chen founded E. Excel International.

Impact on the Industry

Millennium, one of E. Excel International's signature (www.mlmlegal.com) products formulated by D. Jau-Fei Chen, won first place in the product category at the Conference of World Traditional Medicine in 1996.

Impact on the Industry

E. Excel International states that it is the leader in today's Nutritional Immunology technology industry.

Discussion of Products

E. Excel International offers nutritional products that help support the immune system through the use of health foods and whole foods supplements. The company's signature products include 1) *Millennium*, which is made from cactus, cold pressed and filtered, then combined with royal jelly and wild honey, 2) *Ginberry*, which is a blend of ginseng berry, mulberry leaf and other herbs formulated to help maintain healthy blood glucose levels and body weight, and 3) *POLYS Complex*, made from five mushroom varieties formulated to stimulate and fortify the immune system.

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

Laboratory technicians test every batch of product to ensure strict standards are maintained. Several tests are performed to guarantee every product is free of impurities.

Discussion of Opportunity

E. Excel International offers the following compensation plan:

20%

The **Distributor Development Bonus** is equal to 5 % on the Personal Sales Volume (PSV) of his or her personally sponsored first, second, third and fourth level Distributors, regardless of rank. That's a combined 20 % bonus! (5 % on each of your first four levels!)

10%

E. Excel's **Qualified Master Bonus** is equal to 10 % on a qualified Master's Personal Group Sales Volume (PGSV). Every qualified Master Distributor is eligible to receive the Qualified Master Bonus on his or her own PGSV.

30%

The **Master Leadership Bonus** program is a 5 % bonus on the Group Sales Volume (GSV) of first, second, third, fourth, fifth and sixth-generation Downline Masters. The number of generations on which a Master will be paid is determined by the rank that they have achieved in the specific bonus month. That's a possible 30 % bonus! (5 % on each of your first six generations of Masters!)

3%

E. Excel International maintains a **Promotional Fund**, equal to 3 % of E. Excel's total Sales Volume, which provides additional incentives and benefits for Distributors and supports its marketing plan. Such things as company conventions, product incentives, awards, prizes and incentive travel promotions are paid for through the Promotional Fund.

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

E. Excel International offers products in (www.mlmllegal.com) over twenty countries and sells to thousands of customers worldwide.

Company Website: <http://www.eexcel.net/>

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