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Direct Selling News

June 01, 2012

Cover Story

DSN Global 100: The Top Direct Selling Companies in the World

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Bravo Awards

Bravo Humanitarian Award: Nu Skin • Bravo Growth Award: ViSalus • Bravo Leadership Award: Doug DeVos

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1. Avon Products, Inc.

2011 Net Sales: \$11.3 billion
Country: USA

Avon is the founder of modern direct selling and the acknowledged world leader in cosmetics, fragrances and toiletries. Avon's well-known product lines include Avon Color, Anew, Skin So Soft™, Advance Techniques Hair Care and Avon Naturals and mark™.

2010 Rank: 1
2010 Net Sales: \$10.9 billion
Sales Method: Person-to-person
Compensation Structure: Single-level and multi-level
Products: Beauty, fashion jewelry, apparel
Markets: 100
Salespeople: 6.5 million
Employees: 42,000
Headquarters: New York, N.Y.
Executive: Sheri McCoy
Year Founded: 1886
Stock Symbol: AVN—NYSE
www.avon.com

2. Amway

2011 Net Sales: \$10.9 billion
Country: USA

Amway offers consumer products and business opportunities in more than 3 million distributors. Top-selling brands for Amway are NUTRILITE vitamins and color cosmetics, and eSpring water treatment systems. Allcor is the

2010 Rank: 2
2010 Net Sales: \$9.2 billion
Sales Method: Person-to-person
Compensation Structure: Multi-level
Products: Cosmetics, personal care, food and beverage, home care
Markets: 90
Salespeople: 3 million
Employees: 20,000
Headquarters: Ada, Mich.
Executive: Steve Van Andel and Doug DeVos
Year Founded: 1959
www.amway.com

3. Herbalife Ltd.

2011 Net Sales: \$3.5 billion
Country: USA

Herbalife is a global nutrition company that sells nutrition products have been developed by scientists, physicians and Ph.D.

2010 Rank: 5
2010 Net Sales: \$2.7 billion
Sales Method: Person-to-person
Compensation Structure: Multi-level
Products: Cosmetics and personal care
Markets: 79
Salespeople: 2.7 million
Employees: 5,000
Headquarters: Los Angeles, Calif.
Executive: Michael O. Johnson
Year Founded: 1980
Stock Symbol: HLF—NYSE
www.herbalife.com

15. Ambit Energy, L.P.

2011 Net Sales: \$664 million
Country: USA

Ambit Energy is a Dallas-based energy provider of electrical and natural gas services in deregulated markets across the United States, including regions of Texas, Illinois, New York, Pennsylvania, New Jersey and Maryland.

2010 Rank: 31
2010 Net Sales: \$415 million
Sales Method: Person-to-person
Compensation Structure: Multi-level
Products: Energy
Markets: 1
Salespeople: 140,000
Employees: 445
Headquarters: Dallas, Texas
Executive: Jere W. Thompson, Jr.
Year Founded: 2006
www2.ambitenergy.com

16. AMOREPACIFIC

2011 Net Sales: \$600 million
Country: South Korea

AMOREPACIFIC combines Asian culture and Western technologies in perfect harmony. From its first hit brand ABC Pomade to its unparalleled oriental medicine-based Sulwhasoo and AMOREPACIFIC, a global brand that captures the essence of Asian values, AMOREPACIFIC's spirit of challenge and creativity has reshaped Asia's beauty.

2010 Rank: 22
2010 Net Sales: \$539 million
Sales Method: Person-to-person
Compensation Structure: Not available
Products: Cosmetics, personal care, wellness, beverage
Markets: 3
Salespeople: Not available
Employees: Not available
Headquarters: Seoul, South Korea
Executive: Kyung-Bae Suh
Year Founded: 1945
Stock Symbol: 060430 (Korea Stock Exchange)
www.amorepacific.com

17. USANA Health Sciences Inc.

2011 Net Sales: \$582 million
Country: USA

USANA Health Sciences develops and provides the highest-quality, science-based health products, distributed internationally through network marketing, creating a rewarding, financial opportunity for independent Associates, shareholders and employees.

2010 Rank: 24
2010 Net Sales: \$517 million
Sales Method: Person-to-person
Compensation Structure: Multi-level
Products: Wellness
Markets: 18
Salespeople: 222,000
Employees: 632
Headquarters: Salt Lake City, Utah
Executive: David Wentz
Year Founded: 1992
Stock Symbol: USNA—NASDAQ
www.usana.com

Ambit Energy's Direct Selling Association Ranking

#15 for 2012

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