

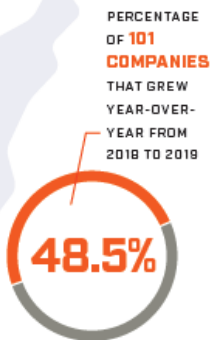
By the Numbers

NOW IN OUR ELEVENTH YEAR of compiling research for the DSN Global 100 list, we are always fascinated by the many insights into the depth and breadth of the direct selling channel. The companies on the list each year represent such a variety of development, from fast-growing newcomers to the pioneering giants. The breadth of products and services represented includes nearly every category imaginable, such as health and wellness, clothing, beauty and skin care, travel and leisure, food and beverage, energy, financial services, housewares and CBD/hemp products.

Below we have created graphic representations of a few insights into our tremendous channel of distribution that this year's list reveals.

TOP 20 U.S.

Amway	\$8.40B
Herbalife Nutrition	\$4.90B
Nu Skin Enterprises	\$2.40B
Tupperware Brand Corp.	\$1.80B
Ambit Energy	\$1.32B
Jeunesse Global	\$1.10B
USANA Health Sciences	\$1.06B
Medifast, Inc./OPTAVIA	\$714M
Arbonne International	\$672M
Team National	\$651M
Scentsy, Inc.	\$472M
Plexus Worldwide	\$467M
MDNAT Global	\$368M
Nature's Sunshine Products	\$362M
WorldVentures	\$335M
Hy Cite Enterprises, LLC	\$306M
ARIIX	\$230M
LifeVantage	\$228M
Pure Romance	\$225M
Color Street	\$220M



LIST REVENUE

TOTAL LIST	\$54.2B
Companies 1 - 10	\$35.5B
Companies 11 - 20	\$11.0B
Remaining 30 Companies	\$7.74B

16 = NUMBER OF COMPANIES OVER \$1 BILLION

TOP \$100 MILLION GROWTH CLUB

PM-International	\$276M
Medifast, Inc./OPTAVIA	\$213M
Atomy	\$160M
Coway	\$129M
Arbonne International	\$126M
Vestige Marketing	\$107M
Color Street	\$101M

NUMBER OF MID-MARKET COMPANIES = 14

(\$300 MILLION TO \$999 MILLION)

Yanbal International	\$885M
Medifast, Inc./OPTAVIA	\$713.7M
Arbonne International	\$672.4M
Team National	\$651M
Miki Corp.	\$504.6M
Scentsy, Inc.	\$472M
Plexus Worldwide	\$467.5M
MDNAT Global	\$387.6M
Faberlic	\$384.6M
Nature's Sunshine	\$362.2M
WorldVentures	\$334.9M
Fordays	\$308.6M
Hy Cite Enterprises, LLC	\$306M
Vestige Marketing	\$301.6M

\$100M = 2019 REVENUE

TOP 10 HIGHEST GROWTH PERCENT

Color Street	84.61%
MyDailyChoice/Hempworx	70.00%
Vestige Marketing	65.30%
Immunotec	49.37%
Medifast, Inc./OPTAVIA	42.45%
ASEA	41.77%
PM-International	33.12%
Arbonne International	23.59%
Atomy	13.90%
Hy Cite Enterprises, LLC	11.39%

\$100 MILLION + 2019 REVENUE

(NON-REPORTING U.S.-BASED DIRECT SELLING COMPANIES)

- ▶ 4Life
- ▶ ACN
- ▶ Beachbody
- ▶ Beautycounter
- ▶ Bemer
- ▶ Cabi
- ▶ doTERRA
- ▶ Forever Living
- ▶ Isagenix
- ▶ It Works!
- ▶ JuicePlus+
- ▶ Kyani
- ▶ Kynect (Sream)
- ▶ LegalShield
- ▶ Le-Vel
- ▶ LuLaRoe
- ▶ Market America
- ▶ Mary Kay
- ▶ Melaleuca
- ▶ Neora
- ▶ New Avon
- ▶ New U Life
- ▶ Norwex
- ▶ Pampered Chef
- ▶ Paparazzi
- ▶ Prūvit
- ▶ Rodan+Fields
- ▶ SeneGence
- ▶ Shaklee
- ▶ Sunrider
- ▶ Thirty-One Gifts
- ▶ Unicity
- ▶ Vida Divina
- ▶ Youngevity
- ▶ Younique
- ▶ Young Living



TOP BILLION DOLLAR CLUB

1	Amway	USA	\$8,400,000,000
2	Herbalife Nutrition	USA	\$4,900,000,000
3	Avon Products, Inc.	UK	\$4,780,000,000
4	Vowork & Co. KG	Germany	\$4,230,889,000
5	Natura SCo	Brazil	\$3,660,000,000
6	Coway	South Korea	\$2,569,774,384
7	Nu Skin Enterprises	USA	\$2,400,000,000
8	Tupperware Brand Corp.	USA	\$1,600,639,000
9	Oriflame Cosmetics	Switzerland	\$1,474,463,000
10	Ambit Energy	USA	\$1,314,888,000
11	Atomy	South Korea	\$1,307,154,966
12	Pola, Inc.	Japan	\$1,240,000,000
13	Belcorp Corp.	Peru	\$1,170,000,000
14	PM-International	Germany	\$1,110,105,000
15	Jeunesse Global	USA	\$1,100,000,000
16	Telecom Plus Plc	UK	\$1,084,983,806
17	USANA Health Sciences	USA	\$1,060,000,000













Direct Selling News
GLOBAL
 ONE HUNDRED

**The 2020
 DSN Global 100**

Ranked by net sales in 2019

Top 10

				Net sales in U.S. dollars	± percent from 2018
1	Amway		USA	\$8.40B	-4.5%
2	Herbalife Nutrition		USA	\$4.90B	—
3	Avon Products Inc.		UK	\$4.76B	-14.5%
4	Vorwerk & Co. KG		Germany	\$4.23B	-1.6%
5	Natura &Co		Brazil	\$3.66B	-0.2%
6	Coway		South Korea	\$2.59B	+3.6%
7	Nu Skin Enterprises		USA	\$2.40B	-10.4%
8	Tupperware Brand Corp.		USA	\$1.80B	-10.0%
9	Oriflame Cosmetics		Switzerland	\$1.47B	-5.1%
10	Ambit Energy		USA	\$1.31B	+0.7%

RANK	COMPANY	2019 NET SALES	COUNTRY
11	Atomy*	\$1.3B	South Korea
11	Pola Inc.	\$1.24B	Japan
12	Belcorp Ltd	\$1.17B	Peru
13	PM-International	\$1.11B	Germany
14	Jeunesse Global	\$1.10B	USA
15	Telecom Plus Plc	\$1.08B	UK
16	USANA Health Sciences	\$1.06B	USA
17	Yanbal International	\$885M	Peru
18	Medifast, Inc./OPTAVIA	\$714M	USA
19	Arbonne International	\$672M	USA
20	Team National	\$651M	USA
21	Miki Corp.	\$505M	Japan
22	Scentsy Inc.	\$472M	USA
23	Plexus Worldwide	\$467M	USA
24	MONAT Global	\$388M	USA
25	Faberlic	\$385M	Russia
26	Nature's Sunshine Products Inc.	\$362M	USA
27	WorldVentures	\$335M	USA
28	Fordays	\$308M	Japan
29	Hy Cite Enterprises, LLC	\$308M	USA
30	Vestige Marketing Pvt. Ltd	\$302M	India
31	Noevir Co. Ltd	\$286M	Japan
32	Farmasi	\$250M	Turkey

RANK	COMPANY	2019 NET SALES	COUNTRY
33	New Image Group	\$243M	New Zealand
34	Naturally Plus	\$242M	Japan
35	ARIIX	\$230M	USA
36	LifeVantage	\$226M	USA
37	Pure Romance	\$225M	USA
38	Color Street	\$220M	USA
38	Menard Cosmetics	\$220M	Japan
40	NONI by NewAge	\$200M	USA
41	Giffarine Skyline Utility Co.	\$198M	Thailand
42	KK Assuran	\$193M	Japan
43	ASEA	\$170M	USA
43	MyDailyChoice/HempWorx	\$170M	USA
44	Immunotec Research Ltd	\$162M	USA
46	Mannatech Inc.	\$158M	USA
47	Southwestern Advantage	\$138M	USA
48	Elepreneurs	\$135M	USA
49	Usborne Books & More	\$119M	USA
50	Xyngular	\$108M	USA

*NOTE: A submission from Atomy of South Korea was received after the DSN Global 100 video was filmed. Atomy would have come in at No. 11. While we are not renumbering the ranking presented on April 1, 2020, we are including Atomy as it was part of the Global 100 last year.

1 AMWAY

2019 NET SALES: \$8.40 billion
COUNTRY: USA

Amway is a direct selling business based in Ada, Michigan. Its top-selling brands are Nutrilite vitamin, mineral and dietary supplements, Artistry skincare and color cosmetics, eSpring water treatment systems and XS energy drinks, all sold exclusively by Amway Business Owners.

2018 RANK: 1
2019 NET SALES: \$8.80 billion
SALES METHOD: Person to Person
COMPENSATION PLAN: Multi-Level
PRODUCTS: Nutrition and Wellness; Skincare and Cosmetics; Energy Food and Beverage; Air and Water Treatment; Home Care
COUNTRIES: 100
PRIMARY MARKETS: China; USA; Korea; Japan; Thailand; Taiwan; India; Russia; Malaysia; Hong Kong
SALESPEOPLE: 1 million
EMPLOYEES: 15,000
HEADQUARTERS: Ada, Michigan
EXECUTIVES: Steve Van Andel; Doug DeVos; Millind Pant
YEAR FOUNDED: 1959
WEBSITE: www.amway.com

4 VORWERK & CO. KG

2019 NET SALES: \$4.23 billion
COUNTRY: Germany

Vorwerk's core business encompasses both the production and sale of high-quality household products and cosmetics (JAFRA Cosmetics). Vorwerk always seeks direct contact to the customer, be it through direct selling, via its own e-shops or its Vorwerk stores in good inner-city locations. The Vorwerk family also includes the alk bank, Vorwerk flooring and its sister group, HECTAS.

2018 RANK: 5
2019 NET SALES: \$4.30 billion
SALES METHOD: Party Plan
COMPENSATION PLAN: Single-Level
PRODUCTS: Appliances; Clothing and Accessories; Cosmetics; Home Decor; Kitchenware; Personal Care
COUNTRIES: 60
PRIMARY MARKETS: USA; Mexico; Europe; China
SALESPEOPLE: 589,073
EMPLOYEES: 12,320
HEADQUARTERS: Wuppertal, Germany
EXECUTIVE: Rainer Stracker
YEAR FOUNDED: 1883
WEBSITE: corporate.vorwerk.com/en/home

2 HERBALIFE NUTRITION

2019 NET SALES: \$4.90 billion
COUNTRY: USA

Herbalife Nutrition is a global company that has been changing people's lives with great nutrition products and a proven business opportunity for its independent distributors since 1980. The company offers high-quality, science-backed products, sold in over 90 countries by entrepreneurial distributors who provide one-on-one coaching and a supportive community that inspires their customers to embrace a healthier, more active lifestyle.

2018 RANK: 3
2019 NET SALES: \$4.90 billion
SALES METHOD: Person to Person
COMPENSATION PLAN: Multi-Level
PRODUCTS: Cosmetics; Food and Beverage; Personal Care; Wellness
COUNTRIES: 94
PRIMARY MARKET: USA
SALESPEOPLE: 735,000
EMPLOYEES: 9,500
HEADQUARTERS: Los Angeles, California
EXECUTIVE: John Agwunobi
YEAR FOUNDED: 1980
STOCK SYMBOL: HLF—NYSE
WEBSITE: www.herbalife.com

5 NATURA & CO

2019 NET SALES: \$3.66 billion
COUNTRY: Brazil

Natura & Co is a portfolio of global brands that includes Natura, Aesop, The Body Shop and, as of January 2020, Avon Products Inc. The company is purpose-driven, united to nurture beauty and relationships for a better way of living and doing business and committed to making positive social, economic and environmental impact.

2018 RANK: 6
2019 NET SALES: \$367 billion
SALES METHOD: Person to Person
COMPENSATION PLAN: Single-Level
PRODUCTS: Cosmetics; Personal Care
COUNTRIES: 100
PRIMARY MARKET: Brazil
SALESPEOPLE: 6.3 million
EMPLOYEES: 40,000
HEADQUARTERS: São Paulo, Brazil
EXECUTIVE: João Paulo Ferrreira
YEAR FOUNDED: 1989
STOCK SYMBOL: NTCQ3—São Paulo
WEBSITE: www.naturabco.com

3 AVON PRODUCTS INC.

2019 NET SALES: \$4.76 billion
COUNTRY: United Kingdom

Avon Products is the company that for more than 130 years has proudly stood for beauty, innovation, optimism and, above all, for women. Avon products include well-recognized and beloved brands such as ANEW, Avon Color, Avon Care, Skin-So-Soft, and Advance Techniques.

*Avon Products, Inc. was purchased by Natura & Co in January 2020.
2018 RANK: 2
2019 NET SALES: \$5.57 billion
SALES METHOD: Person to Person
COMPENSATION PLAN: Multi-Level
PRODUCTS: Cosmetics; Personal Care
COUNTRIES: 70
PRIMARY MARKET: Brazil
SALESPEOPLE: 5.5 million
EMPLOYEES: 25,000
HEADQUARTERS: Northamptonshire, England
EXECUTIVE: Angela Cretu
YEAR FOUNDED: 1888
WEBSITE: www.avon.com

6 COWAY

2019 NET SALES: \$2.59 billion
COUNTRY: South Korea

A leader in the life-care service sector, Coway products range from cosmetics and home care products to home wellness appliances, including water purifiers, air purifiers, bidets and water softeners.

2018 RANK: 8
2019 NET SALES: \$2.5 billion
SALES METHOD: Person to Person
COMPENSATION PLAN: Multi-Level
PRODUCTS: Home Appliances; Home Care; Cosmetics
COUNTRIES: 3
PRIMARY MARKET: Asia
SALESPEOPLE: Not available
EMPLOYEES: 4,700
HEADQUARTERS: Seoul, South Korea
EXECUTIVE: Hae-Sun Lee
YEAR FOUNDED: 1989
STOCK SYMBOL: 021240—SEO
WEBSITE: www.coway-usa.com

7 NU SKIN ENTERPRISES

2019 NET SALES: \$2.4 billion
COUNTRY: USA

Nu Skin develops and distributes innovative consumer products, offering a comprehensive line of premium-quality beauty and wellness solutions. The company builds upon its scientific expertise in both skin care and nutrition to continually develop innovative product brands that include the Nu Skin® personal care brand, the Pharmanex® nutrition brand, and the ageLOC® anti-aging brand.

2019 RANK: 7

2019 NET SALES: \$2.88 billion

SALES METHOD: Person to Person

COMPENSATION PLAN: Multi-Level

PRODUCTS: Cosmetics; Personal Care; Wellness

COUNTRIES: Asia, Americas, Europe, Africa, Pacific

PRIMARY MARKET: China

SALESPEOPLE: 54,780

EMPLOYEES: 4,900

HEADQUARTERS: Provo, Utah

EXECUTIVE: Ritch Wood

YEAR FOUNDED: 1984

STOCK SYMBOL: NUS—NYSE

WEBSITE: www.nuskin.com

10 AMBIT ENERGY

2019 NET SALES: \$1.31 billion
COUNTRY: USA

Ambit Energy is an international multi-level marketing company that provides electricity and natural gas services in energy markets in the USA, Japan and Canada that have been deregulated.

2019 RANK: 14

2019 NET SALES: \$1.3 billion

SALES METHOD: Person to Person

COMPENSATION PLAN: Multi-Level

PRODUCTS: Electricity and Natural Gas Services

COUNTRIES: 3

PRIMARY MARKET: USA

SALESPEOPLE: 558,989

EMPLOYEES: 450

HEADQUARTERS: Dallas, Texas

EXECUTIVE: Curt Morgan

YEAR FOUNDED: 2006

WEBSITE: www.ambitenergy.com

8 TUPPERWARE BRANDS CORP.

2019 NET SALES: \$1.80 billion
COUNTRY: USA

Tupperware is a global direct seller of innovative, premium products across multiple brands and categories through an independent sales force. Products include design-centric preparation, storage and serving solutions for the home.

2019 RANK: 9

2019 NET SALES: \$2.0 billion

SALES METHOD: Person to Person

COMPENSATION PLAN: Multi-Level

PRODUCTS: Beauty; Personal Care; Storage; Serving

COUNTRIES: 100

PRIMARY MARKET: Asia

SALESPEOPLE: 2.9 million

EMPLOYEES: 13,500

HEADQUARTERS: Orlando, Florida

EXECUTIVE: Miguel Fernandez

YEAR FOUNDED: 1946

STOCK SYMBOL: TUP—NYSE

WEBSITE: www.tupperware.com

11 ATOMY

2019 NET SALES: \$1.3 billion
COUNTRY: South Korea

Atomy is a Korean network marketing company that was founded in 2009. Its business motto is "Absolute Quality Absolute Price" and main products are health supplements, skincare products, cosmetics and diverse consumer goods.

2019 RANK: 20

2019 NET SALES: \$1.15 billion

SALES METHOD: Person to Person

COMPENSATION PLAN: Multi-Level

PRODUCTS: Clothing and Accessories, Cosmetics and Personal Care, Food and Beverage, Home Décor; Kitchenware and Appliances, Wellness

COUNTRIES: 14

PRIMARY MARKET: South Korea

SALESPEOPLE: 5 million

EMPLOYEES: 400

HEADQUARTERS: Gongju, South Korea

EXECUTIVE: Han-Gill Park

YEAR FOUNDED: 2009

WEBSITE: www.atomy.kr

9 ORIFLAME COSMETICS

2019 NET SALES: \$1.47 billion
COUNTRY: Switzerland

Oriflame is a beauty company selling direct in more than 60 countries. Its wide portfolio of Swedish, nature-inspired, innovative beauty products is marketed through approximately 3 million independent Oriflame Consultants. Respect for people and nature underlies Oriflame's operating principles and is reflected in its social and environmental policies. Oriflame supports numerous charities worldwide and is a co-founder of the World Childhood Foundation.

2019 RANK: 11

2019 NET SALES: \$1.55 billion

SALES METHOD: Person to Person

COMPENSATION PLAN: Multi-Level

PRODUCTS: Cosmetics; Personal Care, Wellness

COUNTRIES: 80

PRIMARY MARKET: Russia

SALESPEOPLE: 3 million

EMPLOYEES: 6,400

HEADQUARTERS: Schaffhausen, Switzerland

EXECUTIVE: Magnus Brännström

YEAR FOUNDED: 1967

WEBSITE: www.oriflame.com

11 POLA INC.

2019 NET SALES: \$1.3 billion
COUNTRY: Japan

Founded by Shinobu Suzuki, Pola has earned a global reputation for its high-quality skincare, hair-care and cosmetics products as well as its commitment to supporting women in their pursuit of more satisfying lifestyles.

2019 RANK: 18

2019 NET SALES: \$1.24 billion

SALES METHOD: Person to Person

COMPENSATION PLAN: Multi-Level

PRODUCTS: Cosmetics; Skincare; Personal Care; Nutrition

COUNTRIES: 13

PRIMARY MARKET: Not available

SALESPEOPLE: 150,000

EMPLOYEES: 1,328

HEADQUARTERS: Tokyo, Japan

EXECUTIVE: Hiroki Suzuki

YEAR FOUNDED: 1929

WEBSITE: www.pola.co.jp

12 BELCORP LTD.

2019 NET SALES: \$1.17 billion
COUNTRY: Peru

Belcorp is a multinational with more than 50 years of experience in the beauty industry. It operates under three channels: direct sales, retail and e-commerce. Thanks to direct sales, its main channel, more than 860,000 Latin American entrepreneurs achieve their economic independence through the sale of beauty and personal care products of the brands L'Bel, Ésika and Cyzone, from Belcorp.

2019 RANK: 19

2019 NET SALES: \$1.18 billion

SALES METHOD: Person to Person

COMPENSATION PLAN: Single-Level

PRODUCTS: Cosmetics; Personal Care

COUNTRIES: 14

PRIMARY MARKETS: Colombia, Peru and Ecuador

SALESPEOPLE: 888,000

EMPLOYEES: 7,209

HEADQUARTERS: Lima, Peru

EXECUTIVE: Erika Herrero Bettarel

YEAR FOUNDED: 1988

WEBSITE: www.belcorp.biz

15 TELECOM PLUS PLC

2019 NET SALES: \$1.08 billion
COUNTRY: United Kingdom

Telecom Plus, which owns and operates the Utility Warehouse brand, is the UK's only fully integrated provider of a wide range of competitively priced utility services spanning the communications, energy and insurance markets. Members benefit from the convenience of a single monthly statement, consistently good value across all their utilities and exceptional levels of service.

2019 RANK: 21

2019 NET SALES: \$1.09 billion

SALES METHOD: Person to Person

COMPENSATION PLAN: Multi-Level

PRODUCTS: Services

COUNTRIES: 1

PRIMARY MARKET: United Kingdom

SALESPEOPLE: 43,111

EMPLOYEES: 1,387

HEADQUARTERS: London, England

EXECUTIVE: Andrew Lindsay

YEAR FOUNDED: 1998

STOCK SYMBOL: TEP—London

WEBSITE: www.utilitywarehouse.co.uk

13 PM-INTERNATIONAL

2019 NET SALES: \$1.11 billion
COUNTRY: Luxembourg

PM-International develops and distributes premium, cutting-edge products for health, fitness and beauty through its brand FitLine®.

2019 RANK: 24

2019 NET SALES: \$834 million

SALES METHOD: Person to Person

COMPENSATION PLAN: Multi-Level

PRODUCTS: Cosmetics; Personal Care; Wellness

COUNTRIES: 40

PRIMARY MARKET: Germany

SALESPEOPLE: 31,578

EMPLOYEES: 670

HEADQUARTERS: Schengen, Luxembourg

EXECUTIVE: Rolf Sorg

YEAR FOUNDED: 1993

WEBSITE: www.pm-international.com

16 USANA HEALTH SCIENCES

2019 NET SALES: \$1.08 billion
COUNTRY: USA

USANA Health Sciences, Inc. is one of the largest publicly held direct-selling nutrition, personal health and wellness companies in the world. It was founded in 1992 by Myron W. Wentz, Ph.D. and since that time, has developed and manufactured high-quality, science-based nutritional and personal care products with a primary focus on promoting long-term health and wellness.

2019 RANK: 18

2019 NET SALES: \$1.19 billion

SALES METHOD: Person to Person

COMPENSATION PLAN: Multi-Level

PRODUCTS: Cosmetics and Personal Care; Food and Beverage; Wellness

COUNTRIES: 24

PRIMARY MARKET: Greater China

SALESPEOPLE: 291,000

EMPLOYEES: 1,914

HEADQUARTERS: Salt Lake City, Utah

EXECUTIVE: Kevin Guest

YEAR FOUNDED: 1992

STOCK SYMBOL: USNA—NYSE

WEBSITE: www.usana.com

14 JEUNESSE GLOBAL

2019 NET SALES: \$1.10 billion
COUNTRY: USA

Jeunesse® is a global youth enhancement company with a mission to positively impact the world by helping people look and feel young, while empowering them to unleash their potential. The company's exclusive skin care and nutritional products form a comprehensive Y.E.S. Youth Enhancement System™. Jeunesse utilizes a cutting-edge platform to share innovative products, training and support through 34 fully operational offices to markets in 146 countries.

2019 RANK: 13

2019 NET SALES: \$1.48 billion

SALES METHOD: Person to Person

COMPENSATION PLAN: Multi-Level

PRODUCTS: Cosmetics; Personal Care; Wellness

COUNTRIES: 148

PRIMARY MARKET: Asia Pacific

SALESPEOPLE: 674,419

EMPLOYEES: 735

HEADQUARTERS: Lake Mary, Florida

EXECUTIVES: Randy Ray and Wendy Lewis

YEAR FOUNDED: 2009

WEBSITE: www.jeunesseglobal.com

17 YANBAL INTERNATIONAL

2019 NET SALES: \$885 million
COUNTRY: Peru

Yanbal International is a beauty company with more than 52 years of successful experience offering premium-quality cosmetics and bijouterie products in 10 countries of America and Europe, inspiring thousands of women worldwide to discover their full potential to achieve their dreams. With a sustainable approach, Yanbal operates every day to generate a positive societal impact in the world.

2019 RANK: 22

2019 NET SALES: \$894 million

SALES METHOD: Party Plan

COMPENSATION PLAN: Multi-Level

PRODUCTS: Cosmetics; Personal Care

COUNTRIES: 10

PRIMARY MARKET: Peru

SALESPEOPLE: 400,000

EMPLOYEES: 4,552

HEADQUARTERS: Lima, Peru

EXECUTIVE: Janine Belmont

YEAR FOUNDED: 1987

WEBSITE: www.yanbal.com