

Full Members

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www.ancinc.com
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Amway
01908 629 500
www.amway.co.uk
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Avon Cosmetics Ltd
01604 232 425
www.avon.uk.com
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Betterware UK Ltd
08451 294 500
www.betterware.co.uk
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Cambridge Health & Weight Plan
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www.cambridge-diet.co.uk
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Captain Tortue UK Ltd
01403 754 040
www.captain-tortue.com
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Craftmatic UK Ltd
01865 823 400
www.craftmatic.co.uk
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Creative Memories
01635 294 700
www.creativememories.co.uk
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Demarle UK Ltd
www.demarle.com
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Energetix GmbH & Co
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www.energetix.tv
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Enjo Ltd
08709 006 600
www.enjo.co.uk
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Forever Living Products (UK) Ltd
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www.foreverliving.com
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GNLD International Ltd
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www.gnld.com
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Herbalife Europe Ltd
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www.herbalife.com
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Kleeneze Ltd
01254 303 330
www.kleeneze.co.uk
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Life Plus Europe Ltd
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Mary Kay Cosmetics (UK) Ltd
02077 584 900
www.marykay.co.uk
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Miglio Company Ltd
01460 279 960
www.miglio.co.uk
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ML Web Group Ltd
08452 793 133
www.mlinternational.com
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Nature's Sunshine Products Inc
01952 671 600
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Neways International (UK) Ltd
08081 012 221
www.neways.co.uk
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Nikken UK Ltd
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www.nikkenuk.com
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NSA (R.BE.NL.UK) Ltd
08450 848 890
www.juiceplus.co.uk
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Nu Skin UK & Ireland
00453 954 8000
www.nuskin.com
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Nutrimetics Int (UK) Ltd
01908 262 020
www.nutrimetics.co.uk
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Oriflame
07717 431 638
www.oriflame.co.uk
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PartyLite UK Ltd
01923 477 500
www.partylite.com
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Phoenix Trading
02088 759 944
www.phoenix-trading.co.uk
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Pro-Ma Systems
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Reliv UK
01527 559 811
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Southwestern Company UK Ltd
01314 457 408
www.southwestern.com
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Sunrider Europe Inc
02071 219 388
www.sunrider.com
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Tahitian Noni International
02072 572 100
www.tahitiannoni.com
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The Body Shop at Home
01903 731 500
www.tbsah.com
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The Kirby Company
08003 281 247
www.kirby.com
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The Pampered Chef UK Ltd
01344 823 600
www.pamperedchef.com
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Tiens UK Plc
02082 007 788
www.tiens.co.uk
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Usborne Books at Home
01865 883 731
www.usbornebooksathome.co.uk
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Vie At Home
01243 622 226
www.vieathome.com
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VK Direct Ltd
08448 000 123
www.vkdirect.co.uk
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Prospective Members

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www.arbonne.com
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Barefoot Books
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www.barefootbooks.com
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Ei42
02476 842 346
www.ei42.com
F

Euphony Communications Ltd
01256 857 100
www.euphony.co.uk
S

European Environmental Controls
01704 539 300
www.eec-homesecurity.com
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Jo Magdalena
08452 250 900
www.jomagdalena.com
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Lifestyles UK & Eire Ltd
01268 548 970
www.lifestyles.net
FH

Mini IQ
01793 747 019
www.mini-iq.co.uk
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Neals Yard Remedies (Home) Ltd
01747 834 600
www.nyrh.com
P, FH

PartyOn (Europe) Plc
08448 112 905
www.partyonparty.com
P, FH

Tuttoluxo Ltd
02086 223 684
www.zepter.co.uk
P, H

Usana Health Science
01159 262 228
www.usana.com
FH

XanGo LLC
+8017 532 876
www.xango.net
FH

Associates

Cobra Group Ltd
020 74 243 700
www.cobragroup.com
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Glass & Glazing Federation
08700 4240255
www.ggf.com
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Hillarys Blinds Ltd
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www.hillarys.co.uk
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Making Money Magazine
01323 636 000
www.makingmoney.co.uk
S

The Direct Selling Association (DSA) is the recognised trade association for the direct selling industry and represents the majority of good direct selling businesses in the UK.

The DSA website www.dsa.org.uk is a useful source of advice on business opportunities and the legal protection afforded by its members.

All DSA members are required to comply with consumer and business codes. The DSA Consumer Code has earned Approved Code status from The Office of Fair Trading. This recognises that DSA members provide a level of consumer protection in excess of that required by law. The OFT's advice to consumers is 'Look for this sign and buy with confidence.'



Direct Selling Association

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audio-visual
toys
cleaning
clothes
gas
books
games
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telecoms
housewares
electricity
jewellery
food
electrical goods
skincare
fitness
cosmetics
kitchenware
diet plans
stationery
furnishings
financial
nutritional supplements
aromatherapy
security



Direct Selling

the UK's largest
provider of
independent
business opportunities



P - Personal • FH - Food & Health • S - Services • H - Household • F - Family
* see inside for definitions

A business of your own...

Direct selling, as represented by DSA member companies, is an ideal way to start a business of your own and offers many unique opportunities. It's a method of marketing and retailing goods and services directly to the consumer, normally in their homes rather than from business premises and is the UK's largest provider of part time earnings.

It is usually conducted face to face – either where a product is demonstrated to an individual or group or where a catalogue is left with the customer. Unlike direct marketing or mail order, direct selling is based principally on creating demand through personal contact with customers.

Party plan is an example of a well known and popular direct selling avenue for personal products which benefit from display and presentation. In 2005, over 9 million people attended sales parties in the UK.

Overall, direct selling businesses account for sales in excess of £2 billion every year through 130 million individual transactions made by independent direct sellers. They range from small companies to multi-nationals with many household names choosing to channel their, often exclusive, products and services through the alternative market of direct sales.

The wide range of goods on offer illustrates the special strength of the direct sales approach.

- **Services** – telecoms, gas and electricity supplies
- **Personal** – cosmetics, fragrances, skincare, jewellery, clothes.
- **Food and Health** – food supplements, diet plans, fitness, aromatherapy
- **Household** – kitchenware, housewares, furnishings, electrical goods, cleaning, security
- **Family** – books, toys, games, audio visual, financial, gifts

See the back page for links to DSA Members Companies.

Direct Selling

setting the standard for business in the home

Over the past decade, a steadily growing proportion of the UK population has become attracted to the idea of having their own small business as an alternative to conventional employment. A diverse cross section of society has opted to experience the sheer satisfaction of being an entrepreneur and being rewarded solely on the basis of achievement.

Direct selling owes its continuing success to the thousands of people of all ages and all walks of life who want to be independent or to have a business of their own – The Direct Selling Association is proud that its member companies have been able to create genuinely equal opportunities for men and women from all backgrounds.

Direct selling is a totally flexible business opportunity in terms of

time, commitment and geographic location.

It does not demand professional selling skills, your business can be run from home and therefore, doesn't need special premises and can be started from scratch for the cost of a good night out!

Business is commonly achieved by personal recommendation and referral. Successful direct sellers use their enthusiasm and knowledge to promote their product. They use the product themselves and understand the power of personal recommendations and third party testimonials.

Direct selling companies offer free training with ongoing help and support so, although you are working for yourself, you will always have backup from a knowledgeable and professional source.

How It Works

The earning opportunities for direct sellers normally come from two sources:

- **SELLING THE PRODUCT** - retail profits and commissions on personal sales of goods or services.
- **BUILDING A TEAM** – an optional opportunity to recruit, train and motivate other direct sellers and receive further rewards based on the sales activity of the team.

Earnings Potential

The great attraction of direct selling is that it offers a flexible earnings opportunity where you are in control of the income you generate.

The majority of direct sellers spend little more than a few hours per week and earn under £1,000 pa. However, for the 30,000 plus full time women and men, incomes in excess of £50,000 pa are not exceptional. And incomes over £100,000 are not unheard of.

As in any business, this is an industry that rewards hard work and commitment. With a strong product and a sound business model, high incomes are possible but beware claims of exaggerated earnings. Speak to as many distributors as you need to in order to satisfy yourself of the realistic potential for someone in a similar situation to yourself.

The Product

Select a business with a product that appeals to you. If you like the products, and feel they are fairly priced, then you will find it easier to recommend them to others. This is a more important consideration than earnings claims.

Initial Investment

Good direct selling businesses demand only modest investments. Beware of any invitation to invest in large amounts of stock in order to take a short cut to higher earnings and appointments. Typically, start up costs are between £50 and £200. This amount will buy you a business kit and a range of sample products. It is not necessary to buy goods before you have made any sales to consumers. Apart from catalogues and products for demonstration, there is rarely any requirement for direct sellers to hold stocks of products.

Contracts

Always ensure that you receive a proper written contract and that you understand it. A company's membership of the DSA is a good indication of legal compliance.

Direct Selling a business opportunity for everyone

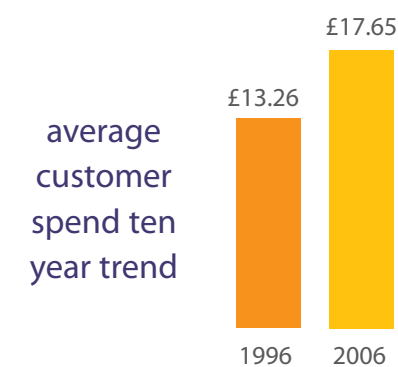
Over 400,000 people in the UK are now running their own small, medium and large direct selling businesses providing a valued service in their local communities. Many run their businesses with their spouse or partner.

A direct selling opportunity offers the personal satisfaction of creating your own business with a minimal outlay. These opportunities are designed to appeal to men, women and couples across all ages, level of experience and social and ethnic groups.

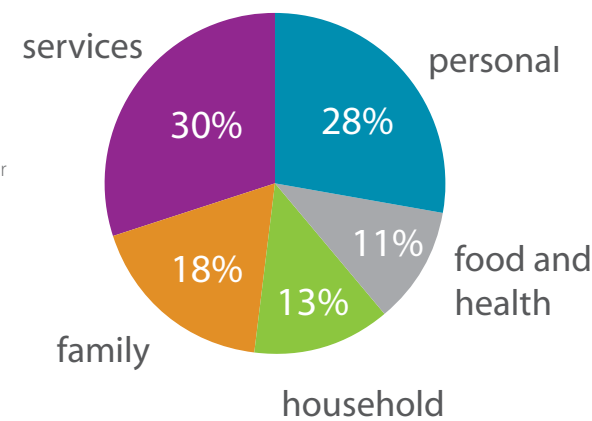
Who Does It Suit?

- Men and women who wish to supplement their individual or the family's income.
- Mothers for whom direct selling offers the perfect opportunity to return to work part time, as it fits in with their family commitments.
- Fundraisers who see the flexibility of direct selling as an ideal opportunity to make money for a chosen charity or good cause.
- People with physical disabilities who find it difficult to obtain conventional employment but want to take control of their working lives.
- Anyone who feels that they have been disadvantaged by their lack of qualifications or work experience and wants to achieve more from life.
- People who may have taken early retirement, but can't resist the opportunity to build new business and social networks. In 2006, almost a quarter of all direct sellers were age 50 or over.
- Business men and women who seek an opportunity to create their own success where rewards are commensurate with effort and ability and where there is no ceiling on earnings.

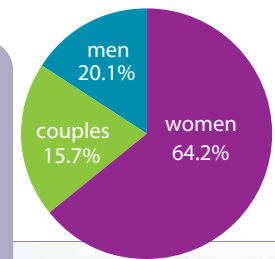
Product Groups Sold Directly



Although transaction values per customer range in value from £5 for personal items to £900 for some electrical appliances, the average in 2006 was £17.65. It is this modest average transaction value, which does not require high pressure selling, that adds to the appeal of a part time business opportunity in direct selling.



In a message to the Direct Selling Association in 1999, The Prime Minister, The Rt Hon Tony Blair MP, recognised the tremendous contribution that direct selling makes to the overall prosperity of the economy and identified the fact that direct selling offers tremendous opportunities for women who want to combine family responsibilities and work.



In 2006, the majority of direct sellers were women



A worldwide business

Across the world, from the United States to Japan, the two largest direct selling markets, direct selling is now firmly established as a recognised channel of retail distribution with many multi national companies operating in over 50 international markets. Worldwide direct sales now exceed \$100 billion a year and provide earnings opportunities to over 52 million direct sellers.