

MLM Company Profile: L'Bel



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L'Bel

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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

L'Bel (www.mlmllegal.com) has been in operation for over 40 years and considers itself a skincare brand. The company originated in 1967 in Lima, Peru. L'Bel is a subsidiary of Belcorp.

Eduardo Belmont is the Founder and CEO.

Impact on the Industry

L'Bel has been ranked among the Top 25 beauty brands in 2009 by Women's Wear Daily. The company is a member of the Direct Selling Association.

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Discussion of Products

L'Bel offers skin care, makeup, fragrances, body and hair, and men's products. Some of the products include bronzers, foundations, lip care, moisturizers, eye creams, facial masks, hand creams, body lotions, scented lotions, and perfums.

Discussion of Opportunity

The company's compensation plan offers the following benefits:

- *30% retail profit plus up to an additional 20% power seller bonuses on product sales.*
- *Generous and highly competitive sales overrides when Beauty Advisors join your Beauty Business.*
- *Advancement and mentoring bonuses when you coach the Beauty Advisors in your team to success.*
- *Leadership career opportunity including generation overrides.*
- *Luxurious awards and prizes.*

Beauty Advisors are provided with the following:

- *Your own FREE personalized website with a unique URL chosen by you.*
- *Access to marketing materials and business tools to help you manage your business.*
- *Continuous coaching and training throughout your career.*
- *Access to networking and events to expand your connections and (www.mlmlegal.com) opportunities.*

For additional information, one must contact the company.

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

L'Bel operates in over 15 countries, with over 8,000 employees and over 750,000 Beauty Advisors.

Company Website: <http://www.lbelusa.com/>

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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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