

MLM Company Profile: The Body Shop



THE BODY SHOP.

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The Body Shop

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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

On the 27 of March, 1976 the first The Body Shop at Home opened for business at 22 Kensington Gardens, Brighton. Dame Anita Roddick is the founder of the company. She explains that she started the company to enrich her and her two daughter's lives when her husband was trekking across the Americas. She had no (www.mlmllegal.com) previous sales or business development experience and vowed to take sales of \$300 (UK) per week. She learned from running her first shop that running a business was not about financials but about buying and selling. She found that by creating a product that people enjoyed then people would subsequently buy it. Her business turned 30 in 2006.

Her inspiration for building her business came from her mother who reused and conserved during the Second World War and her travel experience where she witnessed the practices of people and their rituals worldwide. The environmental aspects of company are still revolving around environmental activism today.

Roddick was lucky in a sense that her business expanded to Europe in the time when Europe was going "green". Green is a color of tradition at The Body Shop at Home since the first building they operated out of was moldy and the only thing they had to cover the walls with was of a green color. The second shop was opened only six months later. Her husband, Gordon, gave her the idea of self-financing new stores which started the franchise network that lead to additional stores around the world.

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In 1984, the business went public. Since then the company has received a host of rewards.

Campaigning for good business practices and sustainability all started for The Body Shop in 1989 when Roddick attended a gathering at Altamira of the Amazonian Indian Tribes who were protesting against a hydro-electric dam which would have flooded thousands of acres of rainforest and submerging native lands. The (www.mlmlegal.com) Indians collect Brazilian nuts from these same lands that work as a wonderful oil for moisturizing and conditioning. Roddick began trading with these Indians and 13 years later is still trading with them today. This is part of her goal to reduce dependence on modern pharmaceutical practices.

Roddick travels to projects like these every year. The list includes; Teddy Exports in southern India, GPI in Nepal, the Chepang indigenous people, and 130 sesame seed oil farmers in Nicaragua. The Body Shop now has 42 relationships such as these in 26 countries and she plans to keep adding more.

Today, Roddick does not sit on executive committees but travels abroad to find new products and works as part of the creative team to spearhead campaigns. Her goals are to make other businesses like-minded. She holds a masters degree from Bath University that she helped to launch in 1997.

Impact on the Industry

The Body Shop at Home was the first company to be awarded the Humane Cosmetics Standard for their policies against animal testing.

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The Body Shop Foundation is also the company's own charity (launched in 1990) that aids organizations that may be financially unable.

Discussion of Products

The Body Shop at Home offers such sustainable products as fragrances, bath care, accessories, hair care, makeup, skin care, wellbeing products, and a line of men's products. More than half of the company's 900 products contain at least one community trade ingredient.

The Body Shop at Home offers such products that invoke human awareness like the "Stop HIV Spray: To Change Attitudes" and the "Stop Violence in the Home" campaign.

The Body Shop at Home is also against animal testing, supports community trade, activates self-esteem, defends human rights, and works to protect the planet.

Discussion of Opportunity

The Body Shop at Home offers its representatives a limitless advantage in sales and stands behind its "no glass ceiling" slogan. The company offers a competitive salary, benefits, bonuses, retirement savings program, life insurance, and special offers on products. The Body Shop at Home offers (www.mlmlegal.com) employment opportunities in shops, at home, and in the office.

The Body Shop offers the following information regarding their affiliate program:



**NATURE'S WAY
TO BEAUTIFUL**

The Body Shop believes that there is only one way to beautiful – Nature's Way.

We've believed this for years and still do. We constantly seek out wonderful natural ingredients from all four corners of the globe, and we bring you products bursting with effectiveness to enhance your natural beauty. While we're doing this we always strive to protect this beautiful planet and the people who depend on it. We don't do it this

The Body Shop Affiliate Program

Add value to your web site and earn generous commissions by joining The Body Shop's affiliate program. The Body Shop carries a full assortment of naturally inspired skin, body, hair, makeup, bath and gift products on our convenient and easy to use website thebodyshop-usa.com.

Program Information

Average Order Size: \$50
Baseline Offer: 8% + 30 return days
Special Offers available for Selected Affiliate Partners
Free Shipping, special deals, seasonal promotions, or coupon codes are always available on the site
Excellent Customer Service
Loyal Customer Base

Our Categories

Bath | Body | Skin Care | Make-up | Fragrance



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

The Body Shop at Home is a multi-local business that has over 1,980 stores that serve 77 million customers in 50 different markets. The company stretches a customer base that covers 25 different languages and 12 time zones.

The company has thousands of shops around the (www.mlmlegal.com) world.

Company Website: www.thebodyshop.com

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