

MLM Company Profile: Jeunique International, Inc.



**** Trademark of Jeunique International, Inc.

Jeunique International, Inc.

Copyright Jeffrey Babener www.mlmllegal.com

Editor's Note:

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

Jeunique International is located in City of Industry, California.

Mulford J. Nobbs (the founder of Jeunique) gained appreciation with the direct sales industry back in the depression era when he was 16 years old. He convinced a man working for WearEver Aluminum that he had the ability to be trained as a salesman. He sold cookware up and through World War II until the government confiscated www.mlmllegal.com all of the aluminum for war machines.

Afterwards, he went into the U.S. Army Air Corps. During that time he developed scarlet fever, which gave him a heart condition and he was diagnosed with two years to live. That event got him interested in nutrition and health. He started a direct selling company with one vitamin/mineral supplement in 1957 with \$750. He also had some connections with some nutritionists. That company was called Nutri-Metics International, Inc. That company grew to about two hundred thousand distributors worldwide and the annual revenue base was \$200 million.

In 1991, he sold the Nutri-Metics trademark in order to focus primarily on the nutritional products and body fashions.

The company was then renamed to its current name, Jeunique International, Inc. Some of the nutritional aspects of the company were derived from Mulford's interests and travels to Hunza, located in the Himalayan Mountains. The people who live in Hunza are known for their stamina, health, absence of disease and longevity.

www.mlmlegal.com www.mlmlegal.com www.mlmlegal.com www.mlmlegal.com www.mlmlegal.com

Impact on the Industry

Jeunique International is a member (www.mlmlegal.com) of the Direct Selling Association.

Discussion of Products

Jeunique International sells custom bras and body fashion, skin care, colour cosmetics, nutritional supplements, personal care products and home products.

Discussion of Opportunity

NA

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

Jeunique International operates in the United States, Australia, Belgium, (www.mlmlegal.com) Canada, Denmark, Finland, Germany, Greece, Indonesia, Latvia, Lithuania, Mexico, Netherlands, New Zealand, Norway, Poland, Puerto Rico, Russian Federation, Spain, Sweden, Switzerland, Thailand, Ukraine, and the United Kingdom.

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

At **MLMLegal.Com the intent of **MLM Company Profiles** is strictly educational, and, to provide insight into the broad array of Company offerings from an industry that spans the globe in upwards of 150 countries with sales volume exceeding \$100 billion and distributor involvement in the tens of millions. **MLMLegal.Com** does not promote or endorse any Company. **MLMLegal.Com** offers no value judgments, either pro or con, regarding the Companies. In most instances, descriptive material comes from self description by the Companies themselves. In all presentations, the names and logos of the Companies are obviously the trademarks owned by the Companies and are presented for the express purposes of informing the public about the Companies; and no product or opportunity offered by the Companies is offered in this presentation.*

***MLMLegal.Com** typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a good starting point for research on Company products, services and opportunities. It should be clearly understood that such information may need updating in a dynamic and changing business marketplace. In addition, the information is gathered and presented in good faith for educational purposes, and if errors in information become apparent, **MLMLegal.Com** will attempt to correct the information, or if necessary, delete the Profile altogether. A reading of a Company Profile is properly followed up with visits to the Company website, research on major internet search engines, discussions with industry professionals and experts and feedback from those acquaintances who have had direct experience with the Companies. In addition, a wealth of information on MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan will be found at www.mlmlegal.com, including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.*

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.

www.mlmlegal.com