

MLM Company Profile: Daisy Blue Naturals



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Daisy Blue Naturals

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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

Jena Thompson is the founder and CEO of Daisy Blue Naturals. After she became a mother, she wanted to use only natural products on her baby boy. Soon after, she found that the federal government guidelines require only a portion of products (www.mlmllegal.com) ingredients to be natural for the product to be labeled as such, and those that were fully natural were very expensive. Since she had a background as a chemist, grew up with an entrepreneurial father, and had previous experience working with government regulations, she decided to start making her own baby oil and baby soaps. From there, she began sharing her products with family and friends and ended up starting Daisy Blue Naturals.

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The Company was established in August of 2001 and was officially launched in July of 2002.

Daisy Blue Naturals' laboratory is located in Albert Lea, Minnesota. She started her operation in the basement, and then moved to a shed, then to the Albert Lea's Business Development Group facility, and eventually to larger offices (www.mlmllegal.com) and labs. Before launching her MLM marketing plan, she had tried marketing her products in trade shows, expos, and craft shows but discontinued her efforts when she realized her efforts were becoming too pricey.

She found her chemist, Galen Spinler, after his wife has hosted a home party for the Company. Today, Jena and Galen handle all of the research and development of products. She also relies on her husband, David, and her two sons, Cole and Ethan, for support and inspiration for running her Company.

Impact on the Industry

Daisy Blue Naturals guarantees that they do not do animal testing, use artificial phosphates or sulfates, are biodegradable, and have no parabens or petrochemicals.

Daisy Blue Naturals is a member of the Direct Selling Association, the Handmade Beauty Network, and the Direct Selling Woman's Alliance. Jena also belongs to other organizations. She is a member of the CEO Peer Council and takes advantage of opportunities offered by the Small Business Association, the Southern Minnesota Initiative Foundation, the Minnesota Small Business Office, and the Service Core of Retired Executives.

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Daisy Blue Naturals inspires its consultants with the Daisy Blue Natural three Es, which represent: Educate, Embrace, and Empower.

Discussion of Products

Daisy Blue Naturals' products include natural handcrafted soaps, natural lotions, and body oils.

Daisy Blue Naturals has a selection of over 100 natural skin care products (www.mlmlegal.com) that are made for every member of the family.

Some of the Company's other products include bath soaps, facial soaps, spa products, home products, products for children and adults, and an impressive line of eco-friendly products. Daisy Blue Naturals' signature product line includes the Calendula-n-Honey line for babies, which is made of peppermint foot crystals and foot butter.

Daisy Blue Naturals' handcrafted soaps are created using the cold process of saponification. This method makes her soaps very mild and beneficial. The bases of the soaps are made from high-quality vegetable oils like olive oil, coconut oil, palm oil, and jojoba. Each product is made with a different blend of essences and herbs. Some of the flavors include Almonilla, Organic Hemp, Peppermint, Lavender, and Ocean.

Discussion of Opportunity

Distributors are offered the following benefits by joining the company:

- *30% base discount on all products (up to 37% possible)*
- *Cash Rebate- Based on your first 30 days activity.*
- *Earn free products-Over \$1,000 in products in 30 days with the Fast Start Success Program*
- *Monthly Product Bonus –Sent to you every time you qualify*
- *Sales/Leader Bonuses – Paid to you when you achieve higher sales and leadership levels*
- *Tax benefits from owning your own business*

- *Residual income as you build your team*

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

In 2006, Daisy Blue Naturals had been in business for over (www.mlmllegal.com) five years, and had over 1,000 sales consultants in 38 states. In 2006, Daisy Blue Naturals also had 13 employees.

Company Website: www.daisybluenaturals.com

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***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.mlmllegal.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.

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