

THE WHOLE TRUTH ABOUT PYRAMID SELLING

THE DIFFERENCES BETWEEN A PYRAMID SCHEME AND A LEGAL BUSINESS ACTIVITY

PYRAMID SCHEME	LEGAL BUSINESS ACTIVITY
<ul style="list-style-type: none"> – A scheme of pyramid selling is an illegal form of multi-level marketing. – That type of plan focusses on recruiting participants into the plan. – The revenues generated by the plan are mostly coming from money paid by participants to join in the plan and not from selling a product. – Those plans require to make purchases (or invest money) to participate. – Pyramid schemes are inherently unsustainable and eventually collapse given the finite pool of potential recruits. 	<ul style="list-style-type: none"> – Multi-level marketing (MLM) is a legal business activity with set responsibilities for both operators and participants. – A legitimate MLM plan focusses on the supply of products. – It offers products that consumers value and are willing to purchase. – It discloses the compensation and the time and effort expected of the participants. – The purchase of a distributor kit to participate in the plan is made at the seller's cost and only for the purpose of facilitating sales.

Source: [Multi-level marketing and pyramid selling](#), Competition Bureau, Government of Canada.

WHAT ABOUT ARBONNE?

- Arbonne is built on a legal and legitimate multi-level marketing plan. It is a company established in 1980 with millions of customers around the world. Arbonne offers a quality product that charms its faithful customer base year after year.
- Starting an Arbonne business requires no major investment. The Welcome Kit is sold at an accessible price of \$99. Consultants can purchase the products of their choice at 35% to 50% off for their personal use or to showcase them.
- An independent Arbonne Consultant has no purchasing and no recruiting obligation. On the contrary, they will be compensated and rewarded for the sales they make to their customers.
- Sponsoring is encouraged for those who wish to put their talent as a leader to good use by building their own sale team. Arbonne Directors are compensated for the support they offer to their team while maintaining a successful personal business.