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PRESS RELEASE

GERMAN COMPANIES JOIN SELDIA

Seldia, The European Direct Selling Association, is pleased to announce that two leading German companies, LR Health & Beauty Systems GmbH and Energetix GmbH & Co. KG, joined the association as Corporate Members.

LR Health & Beauty Systems GmbH, one of the largest direct selling companies for body care and beauty products, operates in 30 countries and counts around 300,000 independent sales partners. Its success lies on products with German quality standards, a professional training and services for its sales force, a fair and transparent marketing plan as well as a cooperation with celebrities such as Bruce Willis, Heidi Klum or Michael Schumacher. The company is TÜV certified according to ISO 9001-2008.

Based in Bingen, **Energetix GmbH & Co. KG** is market leader in direct sales of magnetic jewellery. The company designs, manufactures and markets exclusive designer jewellery incorporating high quality permanent magnets which are sold by independent sales persons in home parties and other events. Energetix is present in most of the European countries with a salesforce of around 5,000 independent direct sellers.

Seldia (www.seldia.eu) is the representative body for the direct selling sector in Europe, whose members include 27 European Direct Selling Associations (DSAs), out of which 22 in EU Member States. Seldia represents directly through its 14 Corporate Members and indirectly through the national associations over 1,000 direct selling companies with annual sales in excess of 15 billion Euro and 11 million independent direct sellers.

Direct selling is the marketing of consumer goods and services directly to consumers on a person-to-person basis, generally in their home or the home of others, at their workplace and other places away from permanent retail locations. Direct selling typically occurs through explanation or demonstration by salespeople referred to as direct sellers.

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