

# MELALEUCA 2022 ANNUAL INCOME STATISTICS

Our entire customer base of more than a million customers have all been referred by someone who loves our products.



## Customers

The majority (**82%**) of those who buy Melaleuca products each month are strictly customers. They are not interested in pursuing the Melaleuca financial opportunity. They do not receive compensation from the company. They purchase Melaleuca products simply because they want to be healthy and they believe that Melaleuca products will help them with that goal. Having customers who are loyal to our brand simply because they love our products provides the strongest foundation for our business opportunity.



## Product Advocates

**8%** of all Melaleuca customers have referred at least one customer but fewer than eight customers. As those customers purchase products directly from Melaleuca, those who referred them receive a small commission. These households are not necessarily interested in the financial opportunity. Their relationship with Melaleuca is based on their love of Melaleuca products. Their “status” is determined by how many customers they have referred. A Product Advocate has at least one customer. A Product Advocate 2 has referred at least two customers, and a Product Advocate 3 has referred at least four customers. While these individuals may not be considered serious business builders, their customers (like the vast majority of Melaleuca customers) come from word-of-mouth referrals. Therefore, the overall contribution of these individuals is significant.

	ANNUAL INCOME			PERSONAL CUSTOMERS		TOTAL ACTIVE CUSTOMERS		TIME TO ACHIEVE STATUS	
	HIGH	LOW	AVERAGE	MINIMUM	AVERAGE	MINIMUM	AVERAGE	SHORTEST	LONGEST
PRODUCT ADVOCATE	\$2,684	\$14	\$110	0	1	1	4	1 Mo.	378 Mo.
PRODUCT ADVOCATE 2	\$3,616	\$28	\$232	2	2	2	8	1 Mo.	393 Mo.
PRODUCT ADVOCATE 3	\$5,921	\$57	\$510	4	5	4	18	1 Mo.	372 Mo.

## Beginning a Business

About one out of ten customers (**10%**) decide to start their own Melaleuca business and eventually achieve Director status, which is considered the first step to becoming a business builder. Directors have made a significant effort (probably spent 50 hours or more) in developing at least eight Melaleuca customers. Those estimated 50 hours could have been spent in a single week or could have been spent over several years. But at some point in their lives, Directors have invested enough time to develop (and maintain) at least eight Melaleuca customers.

	ANNUAL INCOME			PERSONAL CUSTOMERS		TOTAL ACTIVE CUSTOMERS		TIME TO ACHIEVE STATUS	
	HIGH	LOW	AVERAGE	MINIMUM	AVERAGE	MINIMUM	AVERAGE	SHORTEST	LONGEST
DIRECTOR 1-2 (91.2%)	\$33,047	\$274	\$2,073	8	17	8	77	1 Mo.	370 Mo.



## Initial Leadership Status

Leaders at these statuses have made a more serious effort to build a Melaleuca business. Those who have reached these leadership statuses have not only invested enough time to refer several customers but also helped some of those customers start a business and become Marketing Executives. Those Marketing Executives have, in turn, referred additional customers who purchase Melaleuca products each month. Commissions are paid based on the development of customers and the development of leaders who help others reach their goals.

	ANNUAL INCOME			PERSONAL CUSTOMERS		TOTAL ACTIVE CUSTOMERS		TIME TO ACHIEVE STATUS	
	HIGH	LOW	AVERAGE	MINIMUM	AVERAGE	MINIMUM	AVERAGE	SHORTEST	LONGEST
DIRECTOR 3 (2.5%)	\$30,468	\$2,830	\$9,785	11	41	36	184	1 Mo.	352 Mo.
DIRECTOR 4-5 (1.6%)	\$46,938	\$5,296	\$15,677	14	53	97	345	1 Mo.	339 Mo.
DIRECTOR 6-7 (0.8%)	\$55,706	\$11,643	\$22,695	16	74	205	457	1 Mo.	362 Mo.
DIRECTOR 8-9 (0.7%)	\$82,571	\$13,181	\$35,022	23	87	297	649	1 Mo.	354 Mo.

## Advanced Leadership Status

Those Marketing Executives who reach Senior Director or above have shown substantial interest and dedication in building a Melaleuca business. While most do not work their businesses full time, it is essential that they invest some time each month nurturing, training, and helping those in their marketing organizations. Melaleuca advocates that Marketing Executives keep their full-time jobs and work their Melaleuca businesses in their spare time. However, some Executive Directors at the higher income statuses do work their businesses close to full time. Melaleuca strongly advocates that Marketing Executives do not quit their full-time jobs until their Melaleuca incomes far surpass the incomes they receive from their full-time employers. Rather, they should add their Melaleuca incomes to their regular incomes, thereby making a substantial difference in their family finances.

	ANNUAL INCOME			PERSONAL CUSTOMERS		TOTAL ACTIVE CUSTOMERS		TIME TO ACHIEVE STATUS	
	HIGH	LOW	AVERAGE	MINIMUM	AVERAGE	MINIMUM	AVERAGE	SHORTEST	LONGEST
SENIOR DIRECTOR 1-9 (1.8%)	\$224,076	\$17,418	\$63,239	21	106	396	1,000	1 Mo.	365 Mo.
EXECUTIVE DIRECTOR 1-9 (1.2%)	\$777,180	\$66,940	\$174,595	43	149	1,052	2,803	2 Mo.	353 Mo.
NATIONAL DIRECTOR 1-9 (0.2%)	\$894,654	\$151,538	\$307,148	55	162	3,035	5,293	5 Mo.	277 Mo.
CORPORATE-PRESIDENTIAL DIRECTOR (LESS THAN 0.1%)	\$2,820,943	\$307,634	\$1,086,047	120	314	7,026	14,464	10 Mo.	251 Mo.

The above annual income statistics include all US and Canadian Melaleuca Marketing Executives who were active during all 12 months of the period ending December 2022 and performed the minimum activity required at each status. The incomes stated include all commissions, incentives, and bonuses earned during the period.

For the purpose of these statistics, a Marketing Executive's leadership or developmental status was calculated by taking the highest status achieved and maintained for at least seven consecutive months.

These numbers represent gross income, not net income. In other words, they do not include any business expenses. However, it should not be necessary to spend any significant amount to build a Melaleuca business. You will need access to a telephone and an email account, but you should not invest in purchasing leads, meeting rooms, or training materials. Nor should you invest in advertising, building a website, and so on.

Your biggest investment will be your time, not your pocketbook. Your business is best built from your own home without making any large financial investment. Such investments are neither necessary nor conducive to your success.

The information on this page is not necessarily representative of what any individual Marketing Executive will earn with this program. Any representation or guarantee of specific earnings would be misleading. Success with any business takes hard work, diligence, perseverance, and leadership. Success with Melaleuca will depend on how effectively a Marketing Executive exercises those qualities.