

Home-based Business Sidebar
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When considering home-based business,
evaluate product benefits, company support

This year, nearly 14 million Americans will operate a home-based sales business, according to the Direct Selling Association, and in the United States, direct selling is a \$30 billion industry. "If you are considering a direct selling business, carefully investigate the company's products or services as well as the kind of support you may expect to receive," advise Brian and Linda Kaminski, co-founders of L'Bri Pure n' Natural, a direct selling company specializing in skin care, nutrition, and beauty products.

"Every direct selling company is different, and the company you choose needs to fit your lifestyle and expectations," explains Linda Kaminski, a successful direct seller since 1981. "Ask yourself, is this a product that is beneficial for consumers and something people need and demand? Is this a consumable product that lends itself to repeat, on-going sales? Finally, is this a product you can believe in?"

The company's level of support is important, says Brian Kaminski. "Look for a business opportunity that has a low start-up cost, where the independent sales person need not invest in costly inventory, and where the sales person is not responsible for deliveries," he advises, adding, "Then look into how much support the company offers." For example, according to Brian Kaminski, L'Bri Pure n' Natural provides its independent sales consultants on-going education and training, free personalized websites, a product sampling program, income from retail as well as internet sales, cash bonuses, travel rewards, and an automobile allowance.

"Build your business based on proven, exceptional products and with a marketing plan that earns an ongoing income based on personal effort," Linda Kaminski advises. "The customers of our L'Bri Pure n' Natural products tend to be intensely loyal to our brand

because many of our aloe vera-based products contain proven ingredients that promote healthy skin.”

The Kaminskis strongly suggest consumers study the labels and learn about the ingredients before investing in a skin care product. “Look for ingredients that are safe, effective, and healthy for your skin,” Linda suggests.

Brian talks about the intangible benefits of being an independent sales representative for a company such as L’Bri Pure n’ Natural. “This kind of business gives people self-confidence, gets them thinking about having goals for their lives, and provides the courage to do things they never considered possible,” he says. “This is a business that’s about more than making a dollar. This is something that makes people feel better about themselves.”



Adds Linda, “Selling is about helping another person solve a problem or fulfill a need. Help people discover a quality product, and the end result will be a sale.”

Linda and Brian Kaminski were introduced to direct selling in 1980 and the following year, Linda became an independent sales representative for a national skin care company. Within four years, she led her company in sales and sponsoring. Brian later joined her in the direct selling business and in 1998, they founded L’Bri Pure n’ Natural to market skin care, nutritional, and beauty products.

From offices in Mukwonago, Wisconsin, L’Bri Pure n’ Natural markets its products through a national network of several thousand independent sales consultants. The company offers a selection of free samples of its most popular products, asking the consumer pay \$5.75 for shipping and handling. Samples include a cleanser, freshener, and moisturizer packaged as the Customized Skin Care Trio, Smooth n’ Firm Eye Repair Gel, Facial Masque, Rejuvenating Enzyme Facial Peel, and the L’Bri Moisturizing Hand & Body Lotion. Free samples may be requested at the company’s website, www.lbri.net/samples. To learn more about L’Bri Pure n’ Natural, visit their website at www.lbri.com.