

QUOTE 1



Because of the nature of the direct selling industry and its widespread use of independent contractors, the total estimated **economic impact of \$111.4 billion** should be considered conservative. What we're seeing is a big effect on household income, an **increase of 70%** from 2016, and **real growth of 34%** in total impact over the same period.

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QUOTE 2



The sustained growth of direct selling—marked by a **55% increase in total economic impact since 2004**—underscores its resilience and adaptability in meeting consumer needs while creating meaningful economic value.

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