

THE RANKS

Sponsored by



FASTEST-GROWING YOUNG COMPANIES

RANKED BY NUMBER OF DIRECT SELLING CLIENTS

Each month, *The Ranks* spotlights companies, people or trends that are important to the direct selling channel. This month, ***The Ranks* lists the fastest-growing direct selling companies, founded between 2012-2018 and ranked by 2019 to 2020 revenue growth.** We also included a list of **Young Companies To Watch** that have launched since 2019. The Ranks will vary monthly in type of information and in number of items included.

Rank	Company Name & Location	Year Founded	2020 Revenue	2019 Revenue	\$ Growth	Product Category
1	<u>MONAT Global</u> Miami, FL monatglobal.com	2014	\$804M	\$388M	\$416M	Personal Care and Wellness
2	<u>Color Street</u> Clifton, NJ colorstreet.com	2017	\$597M	\$220M	\$377M	Beauty
3	<u>New U Life</u> Lehi, UT newulife.com	2017	\$272M	\$150M	\$122M	Health and Wellness
4	<u>Truvy</u> Draper, UT truvy.com	2015	\$138M	\$107M	\$31M	Health and Wellness
5	<u>Red Aspen</u> Boise, ID redaspenlove.com	2017	\$20M	\$6M	\$14M	Beauty
6	<u>MWR Life</u> Ft. Lauderdale, FL mwrlife.com	2013	\$74M	\$64M	\$11M	Travel
7	<u>My Daily Choice</u> Las Vegas, NV mydailychoice.com	2016	\$178M	\$170M	\$8M	Health and Wellness
8	<u>IDLife</u> Frisco, TX idlife.com	2014	\$34M	\$32M	\$2M	Health and Fitness
9	<u>Globallee</u> Irving, TX globallee.com	2018	\$6M	\$5M	\$1M	Health and Wellness

YOUNG COMPANIES TO WATCH

Company Name & Location	Year Founded	Key Executive	Product Category	Website
<u>Green Compass</u> Wilmington, NC	2019	Sterling Cook	Health and Wellness	greencompassglobal.com
<u>Lucro Life</u> Apollo Beach, FL	2020	Richard Wyche	Travel, Health and Wellness	lucrolife.com
<u>NuVita</u> Lansing, MI	2019	Amanda Fata	Beauty, Health and Wellness	nuvitacbd.com
<u>Solvasa Integrative Beauty</u> San Fransisco, CA	2020	Lori Bush	Beauty, Health and Wellness	solvasabeauty.com
<u>Theorem Method</u> Tempe, AZ	2020	Brian Palmer	Personal Care	theoremmethod.com
<u>Tori Belle Cosmetics</u> Woodinville, WA	2019	Laura Hunter	Beauty	toribellecosmetics.com
<u>Veribella</u> Colorado Springs, CO	2019	Dave & Trina Fiala	Beauty	veribella.com
<u>Wealthéo</u> Conroe, TX	2020	Tara Shelander	E-learning	wealthéo.com