

Exclusive Interview with Entrepreneur/Philanthropist Ray Chambers

# Direct Selling News<sup>®</sup>

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## The Social Media Phenomenon

**Princess House**  
Cooking Up Opportunity

**Jeunesse**  
The Science of Anti-Aging

**Stella & Dot**  
A Foundation of Strength

### JAFRA Celebrates 55 Years of Beauty

JAFRA officially launched its 55<sup>th</sup> Anniversary Celebration with members of its corporate team and consultants coming together for the ribbon-cutting ceremony of the newly remodeled JAFRA corporate offices in Westlake Village, Calif. Additionally, the ceremony kicked off a four-day Celebrate Across America Executive Tour, with company executives meeting with the consultants who have helped position JAFRA among the top 100 beauty companies in the world. During the beginning of August the tour made stops in Westlake Village, Calif.; Lewisville, Texas; Charlotte, N.C.; and Rosemont, Ill.

JAFRA continues the tradition that began with founders Jan and Frank Day to offer women the opportunity to realize their full potential by owning their own company. Today JAFRA has more than 550,000 consultants in 17 countries throughout Latin America, North America, Europe, and most recently, Asia. With a portfolio of more than 700 products that range from skin and body care, color cosmetics, spa products, men's skin care and grooming as well as baby care and fragrances, JAFRA uses ecologically friendly product formulations and strives to collaborate with environmentally friendly companies.



### Thirty-One Uses Social Media During National Conference

Thirty-One centralized the experience of its annual National Conference, Imagine the Possibilities, recently with a new mobile app to help its consultants and leaders stay connected during the three-day event.

Thirty-One's growing business is one of the many reasons that prompted the addition of the new mobile app, 31 NC 2011. Last year, 1,503 attended the conference, but this year more than 7,600 consultants and leaders converged on Columbus, Ohio.

The app was one way to keep all attendees connected with the devices they already use. It was there to help them access locations of sessions and event reminders, and it offered networking

features to personalize the experience for them and create a valuable reference tool long after the event, according to Thirty-One.

### Nu Skin Recognized for Corporate Social Responsibility

Nu Skin Enterprises Inc. was recently praised for a second year with two Communitas Awards for outstanding corporate social responsibility programs through the Nu Skin Force for Good Foundation. The awards, an extension of the Association of Marketing and Communication Professionals' work, recognize the foundation's ongoing support of the School of Agriculture for Family Independence (SAFI) at Mtalimanja Village in Malawi, as well as a collective of grants to help improve

the education of children around the world.

The Nu Skin Force for Good Foundation provides sustainable aid to the people of Malawi with support for SAFI. Malawians completing the SAFI program see as much as a 700 percent increase in their harvest, which is enough to feed their family for a year, improve their living conditions and send their children to school. Nu Skin was also recognized for its collective effort in improving education for children around the world through grants to improve literacy and educational opportunities. In 2010, the Nu Skin Force for Good Foundation funded 74 scholarships for secondary and post-secondary students in Malawi, built two new libraries for elementary schools in rural Korea serving more than 130 schoolchildren, and

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