

## Melaleuca Overview

Melaleuca is a consumer packaged goods company that is headquartered in Idaho Falls, Idaho. It specializes in health and wellness products and offers a portfolio of safer, healthier, and more sustainable alternatives to many common household items, including home cleaning and personal care products. Melaleuca primarily sells these products at Melaleuca.com and at a limited number of physical stores.

Melaleuca was founded in September 1985, consistently growing virtually every year since it began. Since 2017, the company has been generating \$2 billion in annual revenue. The company has about 2,000 employees in the United States. Forbes Magazine has listed Melaleuca as one of the top employers in America for four consecutive years. Its call centers are in the US, and it has manufacturing and distribution centers in Idaho Falls, Knoxville, and Kansas City.



## Melaleuca at a Glance

Melaleuca is a privately held company with more than 5,200 employees. It was founded in 1985 by Frank VanderSloot, who served as CEO for 37 years and now serves as executive chairman.

The company sells more than 400 products and makes over \$2 billion in annual revenue. Melaleuca operates in the United States, Canada, Mexico, Puerto Rico, the United Kingdom, Ireland, the Netherlands, Germany, Austria, Poland, China, Singapore, Malaysia, Japan, South Korea, Hong Kong, Taiwan, Australia, New Zealand, and the Philippines.

## FAQs

### How did Melaleuca get its name?

The namesake of Melaleuca: The Wellness Company is the Latin name for a specific plant native to Australia. *Melaleuca alternifolia* is sometimes called the Australian tea tree plant. Melaleuca essential oil has been prized by the aboriginal people of Australia for thousands of years.

In the twentieth century, its health benefits became more widely known in Australia. But it wasn't until 1985 that Melaleuca Inc. started to share the power of this unique compound to North America. The plant's essential oil was a key ingredient in the early products of the company, and therefore the company took *Melaleuca* as its name. As the company grew and added more health and wellness products to its portfolio, the secondary name *The Wellness Company* was added.

### What products does Melaleuca sell?

When Melaleuca started in 1985, it offered a modest eight products, all of which contained melaleuca oil. Now, more than 37 years later, Melaleuca offers more than 400 health and wellness products. Melaleuca products include personal care products, nutrition products and supplements, snacks and foods, baby products, cosmetics, medicines, and essential oils.

### What are a few of the best-selling Melaleuca products?

Some of Melaleuca's most popular and frequently shared products are the Peak Performance Nutrition Pack, Renew Lotion, MelaPower Laundry Detergent, Lemon Brite Hand Dishwashing Liquid, Sol-U-Guard Botanical Disinfectant, and FiberWise Drink.

### Are Melaleuca products natural?

For more than 37 years, Melaleuca has used nature to power its health and wellness products.

In most cases, the most effective and safest ingredients are natural ingredients. But natural ingredients aren't *always* safe or effective. Many man-made compounds have been shown to be safer and more effective than raw, volatile natural sources. Melaleuca uses those less-natural alternatives only in those proven cases.

Using innovative scientific research, Melaleuca identifies the benefits of naturally based ingredients and then amplifies those uses for products. Through this diligent research, Melaleuca ensures that its products can outperform national brands, whether those competing products are online or in retail stores.

Each year, Melaleuca spends millions of dollars to discover and research the best ingredients and then to determine the safest and most effective forms of those ingredients. Melaleuca scientists also use the best processes to create extracts and other natural compounds to sustain the environment and optimize health for Melaleuca customers.

Nature is in everything that Melaleuca does, and the company is careful to utilize only ingredients that are safe, trusted, and proven. Melaleuca puts nature to work by using science.

### **Are Melaleuca products eco-friendly?**

Using biodegradable and naturally derived ingredients, Melaleuca is a world leader in creating environmentally friendly products. The company practices responsible manufacturing, such as using super-concentrated formulas, to minimize plastic waste, water consumption, and fuel consumption.

### **Are Melaleuca products cruelty-free?**

Melaleuca takes an active stance against animal testing and is absolutely opposed to any cruelty to animals. Melaleuca strives to protect the environment through products and practices that are safer and gentler for the planet, which includes all animals that share the planet with us. Rather than test wellness products on animals, Melaleuca proves the efficacy of its products with the partnership of human volunteers.

### **Why are Melaleuca products concentrated?**

As The Wellness Company, Melaleuca takes environmental wellness seriously, and using concentrated products is an important way to take care of the environment. Melaleuca cleaning products are 4, 9, and even 12 times concentrated.

Customers can add water to formulas from their tap in reusable mixing bottles. This reduces plastic use, storage space, transportation costs, and even water and fuel consumption. It also reduces waste, carbon fuel emissions, and

power usage. Since 1985, Melaleuca has saved over 260 million pounds of plastic, 45 million gallons of gasoline, and 1.4 billion pounds of harmful gas emissions.

### **Are Melaleuca products manufactured in the United States?**

Melaleuca is the developer, manufacturer, and retailer of over 400 health and wellness products. Nearly all Melaleuca products are manufactured at facilities in Idaho Falls, Knoxville, and Kansas City. A few products are manufactured in Canada, and Melaleuca has manufacturing facilities in China for products sold in its Asian market.

### **How can I buy Melaleuca products?**

Melaleuca products can be purchased online by anyone once they open a Melaleuca account and become a Melaleuca Member. To learn more about becoming a member of the Melaleuca shopping club, call 208-534-3000.

### **Why haven't I heard about Melaleuca?**

Melaleuca doesn't advertise. Instead, it depends on its customers to refer other customers. Therefore, Melaleuca's growth depends on customers being excited about its products. If Melaleuca products are not the best, then customers won't talk about them and share them with others. This business puts enormous pressure on Melaleuca to maintain a portfolio of outstanding products.

### **Can I return Melaleuca products?**

All Melaleuca products are backed by a 100% Satisfaction Guarantee. If for any reason you are not completely satisfied with any Melaleuca product, you may return it within 90 days of purchase (along with a copy of the purchase receipt, which was emailed to you at the time of purchase) for a full exchange, refund, or credit on your Melaleuca account (less shipping and handling charges).

If the credit for returned products is greater than the price of the exchanged products, the difference will be applied to your Melaleuca account, and that money can be used on any future order. If the credit for returned products is less than the price of the exchanged items, the difference will be deducted using your preferred method of payment.

## Who is the founder of Melaleuca?

Born in 1948, Frank VanderSloot was raised on a farm in a small town in northern Idaho. With his father busy working for the railroad, VanderSloot had many responsibilities around the family farm. From an early age, he learned the value of hard work.

In 1985, VanderSloot joined Oil of Melaleuca, Inc., a startup multilevel marketing company. He discovered that a number of businesses practices within the company were unethical and decided to purchase the business. VanderSloot created a new company and simply called it Melaleuca.

For 37 years, VanderSloot led Melaleuca as the company's CEO. He continues to oversee Melaleuca's development as Executive Chairman. Melaleuca has expanded into a multinational consumer goods company. Under VanderSloot's leadership, Melaleuca has been named by Forbes magazine as one of America's best employers for four consecutive years.

VanderSloot appointed Jerry Felton as the new CEO in 2022 and moved to the position of Executive Chairman. Making this move has allowed VanderSloot to focus more on marketing and the directional and leadership aspects of Melaleuca's global operations.

Throughout his career, Frank has been acknowledged by regional and national organizations for his business leadership and philanthropic activity. Frank has been recognized as Entrepreneur of the Year by Ernst & Young, USA Today, and CNN. He is also a lifetime member of the Horatio Alger Association of Distinguished Americans and has accepted the Chamber of Commerce Blue Chip Award. Frank serves on the US Chamber of Commerce Board of Directors as a member of the Chamber's Executive Committee.

VanderSloot loves to engage in community outreach. Many of his philanthropic efforts are managed through the Melaleuca Foundation, a charitable organization that provides relief after natural disasters, supports educational endeavors, and helps local organizations, like food banks. The Melaleuca Foundation is also the only financial supporter of an Ecuadorian orphanage.

## Who is the CEO of Melaleuca?

Jerry Felton joined Melaleuca in 2009 as Senior Vice President of Sales. He had previously worked as an executive at UPS for 17 years, finishing his career with the company as Vice President of Global Account Sales.

In 2017, Felton became President of Melaleuca International and helped to triple Melaleuca's revenue as the company expanded its global operations throughout Europe and Asia.

In 2022, Felton was announced as Melaleuca's new CEO in a company conference. Felton's reputation became evident during the announcement, which received thunderous applause from the customers and Marketing Executives.

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