

Meet 2015's

SUPERSTAR ENTREPRENEURS

**Inc.**

Here's How  
They Did It



**Nerium International**

**Ranked #12**

↓ Since 1982, businesspeople have eagerly sought out Inc.'s annual ranking of the fastest-growing privately held companies in the U.S. The list gives readers insight into the hottest trends and emerging themes in the evolving economy available nowhere else. From Microsoft and Domino's Pizza in the 1980s, E\*Trade and Clif Bar in the 1990s, all the way through the new millennium with Zappos and Zipcar in the first decade and Chobani and GoPro more recently, the Inc. 500 has always been ahead of the curve.

## RANKED

# no. 12

### NERIUM INTERNATIONAL

**Jeff Olson** Nerium International • Three-year growth **16,617%**

2014 revenue **\$403.1 MILLION** • Founded **2011**

Industry **Consumer Products & Services** • Employees **299**

Industry Rank **#1**



Develops and distributes anti-aging products for the face, body and mind.

**IN THEIR OWN WORDS** Nerium International is a leading relationship marketing company that markets breakthrough anti-aging products validated by science. Since its August 2011 launch, Nerium has reached record-breaking sales and earned industry accolades while building a loyal customer base of millions in the U.S., Canada, Mexico and South Korea. Led by an executive team with more than 220 years of collective industry experience, Nerium is committed to developing and distributing exclusive anti-aging products that produce real results.

#### Nerium's Real Science

- Revolutionary breakthroughs in anti-aging for the face, body and mind.
- Product development based on science and proven by clinical trials.
- Powerful, patented ingredients exclusive to Nerium.
- Strategic partnerships with leading research universities and labs to develop and deliver cutting-edge proprietary ingredients.

#### Nerium's Real Facts

- Reached \$1 billion in cumulative sales in less than four years.
- One of the most successful skincare product launches in history.
- Youngest company to make the *Direct Selling News* Global 100 list.
- In 2014, Nerium was ranked in the Top 40 on *Direct Selling News* Global List. The other direct sales companies in the top 40 were on average 39 years old and in 34 markets, compared to Nerium, which was only three years old and in three markets.

#### In independently conducted clinical trials on Nerium Age-Defying Night Creams:

- 93% of participants showed significant improvement in the appearance of their wrinkles.
- 92% of participants showed significant improvement in their skin's radiance.
- 72% of participants showed significant improvement in skin discoloration.

**Nerium has experienced great success and broken many records in its first four years, but this is just the beginning. Now is the time to become a part of Nerium as they make global history!**

#### My aha! moment was ...

"... realizing we needed to put the brakes on our company's growth. We had to slow down and develop quality operating systems. It's counterintuitive for an entrepreneur to slow the business, but it was the right thing to do for long-term, sustainable success."

#### JEFF OLSON

Founder and CEO

