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## DSN Global 100

2016 DSN North America 50 List

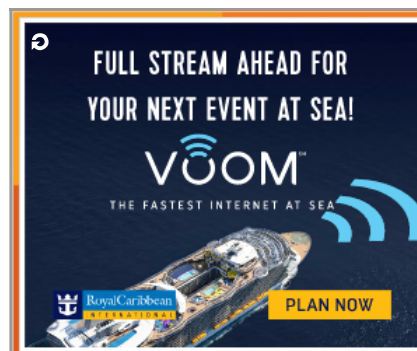


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- DSN Lifetime Achievement Award: A Legacy of Firsts: John Fleming



[Click here to view the 2016 DSN Global 100 list.](#)

**DSN Announces the 2016 North America 50!**

This marks the seventh year for the Global 100 list of top direct selling companies in the world, and we would not be *Direct Selling News* if we did not continually strive to raise the bar.

That is why we are sharing with you this year's North America 50. A new component of the project that we introduced in 2015, it is a subset of the Global 100 and draws attention to the most significant players in one of the world's largest direct selling markets.

As *DSN* embarks on the annual research for the Global 100, we continue to refine the process as we identify the largest companies and acknowledge their achievements while bringing attention to the magnitude of the direct selling industry as a whole. Within that context, the impact that North American companies have on the global marketplace as well as on those that buy and sell through this channel cannot be overstated.

The following contains the North America 50 ranking for the 2016 *DSN* Global 100 (based on 2015 revenues). Both lists will be published in the June issue of *Direct Selling News*.

2016 Rank	Company Name	2015 Revenue
1	Amway	\$9.50B
2	Avon +	\$6.16B
3	Herbalife	\$4.47B
4	Mary Kay	\$3.70B
5	Tupperware	\$2.28B

6	Nu Skin	\$2.25B
7	Primerica	\$1.41B
8	Ambit Energy	\$1.40B
9	Jeunesse ++	\$1.09B
10	New Avon +	\$1.01B
11	Young Living	\$1.00B
12	USANA	\$918M
13	Isagenix	\$890M
14	Stream	\$866M
15	ACN	\$821M
16	Market America	\$791M
17	Team Beachbody	\$780M
18	It Works!	\$748M
19	AdvoCare	\$719M
20	WorldVentures	\$693M
21	Rodan + Fields	\$624M
22	Team National	\$549M
23	Nerium	\$516M
23	Thirty-One Gifts	\$516M
25	Arbonne	\$502M
26	Scentsy	\$429M
27	Omnilife	\$406M
28	Plexus	\$384M
29	Le-Vel	\$349M
30	Nature's Sunshine	\$325M
31	Viridian Energy	\$324M
32	4Life Research	\$321M
33	PartyLite	\$273M
34	NHT Global	\$265M
35	Family Heritage Life	\$254M
36	Southwestern	\$225M
37	Jamerry	\$224M
38	CUTCO	\$204M
39	Take Shape For Life	\$202M

40	Hy Cite	\$195M
41	LifeVantage	\$190M
42	Mannatech	\$180M
43	Princess House	\$170M
44	Pure Romance	\$164M
45	Youngevity	\$156M
46	Seacret	\$151M
47	JRJR Networks	\$140M
48	Zija	\$129M
49	ARIIX	\$112M
50	Zurvita	\$81M

+ At the end of 2015, Avon Products sold its North American business to Cerberus Capital Management. New Avon is now a privately held company. The revenue figures listed here reflect Avon Products' year-end filing with the SEC.

++ Jeunesse's \$1.09 billion in net sales revenue includes \$73.10 million in acquisition revenue.

**Note:** The final 2016 Global 100 list will be published in our June 2016 issue of *Direct Selling News*.