

What the Future Holds

“The best way to predict the future is to invent it.”

—Alan Kay

“If we build Melaleuca using correct principles, fifty years from now, Melaleuca will be even a better opportunity than it is today.”¹

—Frank L. VanderSloot



Back in the days when the new-born Melaleuca, Inc. was taking its first hesitant steps, no one could have predicted just how successful the company would become. There are signs that, even back then, Frank VanderSloot’s plans were to build something gigantic, something new, something that would alter the face of the American consumer market.

When he left his stable, high-paying job at Cox Communications to join forces with the Ball brothers, it seemed like a very radical move. There is a story about Frank’s farewell party at Cox in which his colleagues presented him with a tree bedecked with tea bags. (Frank had told them about the “tea tree” and “tea tree oil.”) On the trunk of the tree was written, “Oil of Malarkey.” Obviously, his colleagues all thought he was crazy to take such a wild leap into the dark. With the 20/20 vision of hindsight, it now seems that, in fact, it was a leap of faith.