

They are the same plain truths established more than a decade before by an ex-Idaho farm boy with bedrock-solid convictions. It is these truths that have enabled Melaleuca to attain its present success, and the same “plain truths” will steer it into the new century and beyond.

“In the beginning, we were so excited about this phenomenal melaleuca oil that we expected our entire product line to revolve around melaleuca oil. We had no idea then that there were dozens of other natural ingredients that would be even more exciting and even more beneficial, but in different ways.

“We just had a phenomenal product called melaleuca oil, and we wanted to enhance lives.”

“We did not anticipate the power of fructose compounding, or the impact of proanthocyanidins. We had not learned of Dr. Wang’s

research on adenosine inhibitors, all the advantages of complex carbohydrates, or the benefits of glucosamine. We had not learned of ‘moisture magnets’ or the potency of antioxidants. We just had a phenomenal product called melaleuca oil, and we wanted to enhance lives.”⁵

A phenomenal product and the desire to enhance lives is a stirring reminder that these were the twin pillars on which Melaleuca was built and, as we turn our focus to the future, these sturdy pillars continue to support Melaleuca. Frank built a business to last a lifetime—not his lifetime but everybody’s. What VanderSloot has provided is a structure which protects and sustains a flame which, like the Olympic torch, will never go out. Melaleuca has changed, and the world around us is changing. Yet VanderSloot firmly believes that no matter what changes science may bring, there are certain basic values that will never change. “Regardless of all the truths science unveils, we will continue to value these things that are deepest in our hearts ...