

was determined that he would do no harm. He swore that Melaleuca would never hurt anybody, neither its Marketing Executives nor its customers.

He took this goal even further. It was not enough that Melaleuca would not hurt anybody. Frank wanted a business that would actively enhance the quality of life of all those involved. This is a very key issue for Frank VanderSloot. It is not a business approach but a deep-felt personal statement. He said, “Simply stated, it means a lot to me. It means everything to me. That what we’re doing is enhancing people’s lives. That no one gets hurt from what we do.”<sup>4</sup>

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The mission statement is something that will crop up again and again throughout the Melaleuca story, simply because, in many ways, it *is* the Melaleuca story. Time and time again it will be seen that whenever focus is needed within Melaleuca, it is regained by a return to the bedrock mission.

It is not an abstract slogan or a motivational rally cry. It is something so essential to the foundations of the Melaleuca experience that Frank was to say, “Contrary to other mission statements that are often framed in a beautiful oak frame and hung in a corporate hallway somewhere to be forgotten, everyone knows what our mission is. Every employee knows it. Every Marketing Executive knows it. It has been very effective in guiding our activities and our focus, and it has been very rewarding as we accomplish its message: ‘To enhance the lives of those we touch by helping people reach their goals.’”<sup>5</sup>

In the brief period before Oil of Melaleuca, Inc. folded, Frank had not only learned about the skin-care industry, he had learned a lot about FDA regulations and laws. He had already