

Building a Business to Last a Lifetime

*“Real integrity stays in place whether
the test is adversity or prosperity.”*

—Charles Swindoll



Melaleuca, Inc. is now sixteen years into its phenomenal growth. As such, it would be difficult to sum up its success in a few words. Indeed, that is the purpose of this story. It is possible, though, to pinpoint some of the basic building blocks of its solid foundation. One key factor is quality products.

Whenever Frank VanderSloot is praised for the superior nature of his marketing plan, he is quick to point out that Melaleuca is not “marketing a marketing plan.” His emphasis is on product—always on product. He constantly reminds his Marketing Executives that, without quality products, Melaleuca is nothing—“We have no excuse to be here.”¹

Given his emphasis on quality in products, it becomes apparent just how much he was impressed by the potential of melaleuca oil when it was first introduced to him by the Ball brothers. For a man to latch onto a single product with which to