

More Working Women Find Flexibility And Job Satisfaction With Direct Selling

(NAPSA)—When it comes to what women are looking for in a job or career, studies show the answer is flexibility. According to a More Magazine Workplace Survey, 92 percent of women want flexibility in a job. In addition to flexibility, 42 percent of respondents said they want to own their own business.

Where To Turn

With more and more women looking for flexibility and greater job satisfaction, many are taking advantage of a career in direct sales.

Amy Robinson of the Direct Selling Association explains: "Direct selling provides a time-proven business opportunity for those looking for flexibility." Direct selling can fit a variety of needs whether you're looking for a way to earn extra money for a family vacation or you are looking for a full-time business opportunity.

When Jenny Gok, a mother of two, was looking for a more flexible way to supplement her income, she chose to become a salesperson for Nu Skin. "I was a customer for many years and loved Nu Skin's skin care and nutritional products. I thought if I loved the products I could sell them to others and earn extra income. What started out as a part-time business has now grown into a full-time career. With Nu Skin, I now have the flexibility and freedom I've always dreamed of and the opportunity to sell products that I truly believe in."

Ranked by Forbes.com as one of the "100 Most Trustworthy Companies in 2010," and established nearly three decades ago, Nu Skin has provided women and men from all walks of life with an independent business opportunity to sell its exclusive ageLOC® anti-aging products in the 53 markets the company operates in.

For those looking to get involved in direct selling, Robinson recommends individuals follow some



Working women today want flexibility and autonomy while they're earning money.

basic steps. "First, find a company and product that appeals to you and your interests. Second, set realistic goals. There isn't easy money in direct sales and success depends on your hard work. Finally, ask questions about your chosen company and its products or services. Make sure you learn about start-up fees, the cost of doing business, average earnings, return policies and anything else that might concern you."

Why Nu Skin

Gok followed these steps when choosing to become a distributor for Nu Skin. She was drawn to Nu Skin because of the growing trends in anti-aging that include:

- According to Anti-Aging Products—A Global Strategic Business Report, March 2008, Global Industry Analysts, Inc.—the anti-aging industry is projected to experience an 80 percent increase from 2009 to 2015.

- The global cosmetics and toiletries market is currently worth \$333 billion, according to TrendWatch.

- Euromonitor states that the global wellness products industry is a \$569 billion industry and anti-aging is one of the fastest-growing categories.

Learn More

For further information, visit www.nuskin.com or call (801) 345-1000.