

PRESS RELEASE
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FOR IMMEDIATE RELEASE

Seldia Astra Awards 2023: Celebrating Excellence in the European Direct Selling Sector

Brussels, 01 June 2023 — The Seldia Astra Awards program is designed to acknowledge achievements of Seldia members and individuals contributing to the positive evolution of direct selling as a channel of distribution. The 2023 ceremony organised in Brussels on 30 May recognised organisations that have made a substantial difference by:

- Helping direct selling change for the better by demonstrating a sound business model, socially accountable to itself, its stakeholders, and the public.
- Operating in ways that make a positive impact on society and the environment.
- Enabling teams and direct sellers with exceptional skills and training programs, empowering them to thrive in their roles.

For European direct selling associations, the Seldia Astra Awards also honours actions taken to maximize services provided to members and enhance the visibility and understanding of the direct selling sector.

The winners of the 2023 Seldia Astra Awards are:

- Astra Award DSA Category: Services to Members > Polish DSA – PSSB
- Astra Award Category: Making a Positive Difference > Avon
- Astra Award Category: Continuing Education & Upskilling > Mary Kay

"We congratulate the winners of the 2023 Seldia Astra Awards for their remarkable contributions to the direct selling sector," said Beatrice Nelson-Beer, President of Seldia. "Their efforts exemplify the spirit of excellence and innovation that drives our sector forward. By celebrating their achievements, we aim to inspire others to embrace best practices, continuously improve, and make a positive impact in direct selling, and the society at large."

In addition to celebrating the winners, the evening also marked a significant milestone in the history of the association as Jacques Cosnefroy, former General delegate of Federation de la Vente Directe and Philippe Jacquelinet, CEO of Captain Tortue group were introduced to the Seldia Hall of Fame for their long standing and outstanding contributions to Seldia, the European Direct Selling Association.

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Notes to the editor: Seldia, The European Direct Selling Association was founded in 1968 and gathers 25 European Direct Selling Associations, 14 Direct Selling companies and service providers to the direct selling sector. Direct selling is the marketing and sale of consumer goods and services directly to consumers on a person-to-person basis, traditionally in their home or the home of others, or any other places away from permanent retail premises, and now increasingly digitally. Direct selling typically occurs through explanation or demonstration by independent sales persons referred to as direct sellers.