



The European
Direct Selling Association



30 May 2024

Seldia welcomes Lifeplus as new member

We are thrilled to announce that Lifeplus has joined the Seldia family as a corporate member on 28 May 2024!

Beatrice Nelson Beer, Chief Legal Officer of Lifeplus, expressed *“Direct Selling offers fantastic opportunities in today’s flexible working environment for people from all walks of life to maximize their potential and earn supplementary income. As Direct Selling continues to evolve and adapt to the new market trends, we look forward to working with Seldia so we can collectively take full advantage of the opportunities ahead”*.

Lifeplus was established in 1992 in Batesville (Arkansas, USA). They have been active in Europe for over two decades with their European headquarters based in England, and their logistics operation for the European market based in the Netherlands. They are pioneers in holistic wellness solutions, bringing innovative dietary and health supplements, information, and advice to people in every walk of life.

Welcome Lifeplus! We look forward to collaborating with our new member to continue to defend the interest of the Direct Selling industry.

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About Seldia:

Seldia is the European umbrella association giving a voice to Direct Selling national associations, companies, and service providers, along with 6 million European entrepreneurs engaged in the sector.

Since 1968, Seldia has helped others to understand what Direct Selling is and to see the value the sector brings to society, as well as ensuring a strict code of ethics is adhered to across their membership.