

# Silpada Fact Sheet



## COMPANY

- Silpada is the world's largest sterling silver jewelry home party company with operations in the United States, Canada and the United Kingdom.
- Silpada was founded in 1997 by Bonnie Kelly and Teresa Walsh, two stay-at-home moms who discovered they could turn their love of jewelry and knack for styling their friends into a successful business. Together, they have turned a basement-born business into a thriving international company with millions of customers.
- Silpada's international headquarters are located in Lenexa, Kan.
- On April 1, 2008, Silpada opened its first international venture in Canada. In March 2010, Silpada launched in the United Kingdom.
- In 2009, Silpada's sales exceeded \$230 million in the United States and Canada.
- On July 28, 2010, Avon Products, Inc. acquires Silpada Designs, complementing its beauty and cosmetics line and further enabling Silpada to reach women across the globe for decades to come.
- Silpada is sold exclusively by more than 32,000 independent representatives throughout the United States, Canada and the UK who bring the jewelry boutique to your home.
- Silpada is a member of the Direct Selling Association which requires its members' commitment to ethical business practices and consumer service.

## HANDCRAFTED STERLING SILVER JEWELRY

- Silpada Designs' jewelry appeals to women of all ages and walks of life. At a Silpada party there's something for everyone! Jewelry prices range from \$12 to \$279, with the average piece of jewelry priced at \$68.
- Silpada offers a collection of the highest-quality, handcrafted .925 sterling silver jewelry complemented by natural materials, such as semiprecious stones, rich woods and leather.
- On average, each piece of Silpada jewelry has been touched by six to eight skilled artisans.
- Silpada has always been committed to offering the highest quality jewelry. Silpada offers a lifetime guarantee on its jewelry against manufacturing defects.
- With its hip-classic® style, high quality and infinite wearability, Silpada jewelry is developing a Hollywood following. Silpada's signature sterling silver pieces are appearing on everyone including Rachael Ray, Maria Menounos, Jennifer Love Hewitt and Hayden Panettiere.

## BUSINESS OPPORTUNITY

- The Silpada business opportunity offers a career choice where you can be your own boss, create your own hours and enjoy unlimited earnings potential.
- Silpada has one of the highest party sales averages in the industry. Silpada's average party sales are \$950. On a \$950 party, which requires approximately three to four hours of work, a representative earns \$285.
- Silpada representatives choose how much they initially invest in their business and carry no inventory. In addition, there are no sales quotas.

## MEDIA CONTACT:

Michaela Pearce, 1.888.SILPADA (745-7232) x1034, Michaela.Pearce@silpada.com

» SILPADA®  
STERLING SILVER JEWELRY

SILPADA.COM