

# SISEL PUTS THEIR UNIQUE TWIST ON THE MLM MODEL

**If you pass by too quickly, you might not notice some of the finer aspects of Sisel that makes it a new twist on an established business model. A unique product line and a leader with a sales background.**

It's debatable whether the average person is going to be interested in another juice product just because it comes from a marine plant that's native to the island of Tonga in the South Pacific. But apparently a lot of people are because a company with the unique name "Sisel" (pronounced "sizzle") seems to have a unique product line with some innovative products very attractively packaged plus a sales pedigree at the corporate level.

This is Sisel, founded in 2006 by Tom Mower and his son, Tom Jr. and since that time, although they are

not yet a household name in MLM, they appear to have all the ingredients for geometric growth.

The first thing one notices in looking at their website is that it's very well done and every bit as good if not even better than anything Madison Avenue has ever done. The second thing one notices is that they have a unique mix of products.

It's true that it's not odd for older companies to have such a wide range of products but it's not common for companies only 8 years old. Their product line includes Coffee, Weight Loss

products, Skin Care, Supplements, Energy drinks, Dental, Essential Oils, Apparel and 'gear.'

All these products are packaged very attractively which undoubtedly enhances their value to customers as well as distributors. And, by the way, they call their representative 'distributors' like used to do in the old days before they seemed to have gotten embarrassed to say they had to sell stuff.

And that brings up another unique element in Sisel's heritage: Tom Mower, the founder, used to be in the chemical sales business. For

those of you who don't know, chemical sales is a very competitive business. Slouches don't survive very long.

Tom got into the product side of MLM when he was asked to a local friend who just happened to be in a network marketing company if he (Tom) could replicate a shampoo formula which they needed.

Long story short... Tom analyzed the formula and found that he could replicate it but he was totally shocked to discover that many of the same chemicals which were in the floor cleaners he had been selling



for years were also in many of the hair-care, skin care and other personal care products that not only retail outlets were selling but also even many of the products MLM companies were selling.

Having a perceptive, salesman's mindset, he immediately smelled opportunity and that's how he got into MLM on his own initially. He started, built and sold one MLM company but in 2006, even though he didn't have any financial need to go back to work, he started Sisel International. And the rest is history.

It's hard to say what Sisel's primary product line is. Obviously they sell them all, but their primary product appears to be a series of liquid nutritional based on the Limu Muoi plant. Limu Muoi is a type of seaweed that grows in the oceans around the South Pacific island of Tonga. It's not a plant that's familiar to most people although it is very well known and highly regarded to the people in the Tonga area.



Limu Muoi doesn't have the 'fan club' that Aloe Vera has but a little research shows that it does have an established record of efficacy for many health and wellness problems. Sisel has several of these juice-type drinks, including FuCoyDon, Eternity and SpectraMaxx. There are others but those seem to be the primary three and, again, all of the products are beautifully packaged and have lots of good testimonials.

Sisel operates out of their own 400 thousand sq.ft. headquarters and plant in Springville, Utah, USA and has distributors in several foreign countries. It compensates with a unilevel plan which has the interesting feature of paying a bonus on 'second month purchases'. This probably has a positive effect in getting newbies to 'hang in there'. They have a car program too.

As mentioned above they also have a coffee line with a variety types of coffee products and some of their sales material is specifically oriented toward selling these types of products.

Another interesting point of the companies 'product philosophy' is that they take the time to specifically point out that none of their products contain any of the following: Sodium Laurel/Laureth Sulfate, PEG, Fluoride, Propylene Glycol, Parabens, Formaldehyde, Bisphenol A., 1-4 Dioxane, Phthalates or Heavy Metals. Clearly Tom knows his chemistry.

So, here's another company to bring more opportunity as well as better health, wellness and beauty to the



people of the world. It looks somewhat 'me too' on the surface but it has attracted the attention of several heavy-hitters in the industry like its unique character and have done very well with it.

One such superstar is Mr. Udo Deppisch in Germany. Udo came to Sisel after a very successful career with another major MLM company. Since that time Udo has done very well with Sisel primarily in Europe although his organization does span the globe. His unique talent has been in recruiting high achievers from other industries by showing them the advantag-

es of the MLM model, and especially the unique Sisel program, and mentoring them to success with Sisel.

Udo knows the industry model is sound and he knows how to spot a company with the right components in place because he's a former plumber who has become a self-made millionaire all within the MLM industry.

So, if you scratch just a little bit and you'll see that Sisel really is... different. We wish them all the best for a prosperous 2014 we hope to bring you some more information about them in the future. ■

