



CORE VALUES

Leading Edge

We encourage forward thinking and know that creativity distinguishes us from the competition.

Interconnected

We take pride in being the company people join because of our world-renowned product line, but we take even greater pride in being the company people never leave because of our culture.

Family

We believe there is no greater strength than the bond of love that makes up a family. Our community is a family that provides a safe harbor where our futures are shaped, and allows us to thrive in all aspects of life.

Education

We have a compelling desire to learn and get better every single day. We believe that by investing in personal growth and development we can inspire greatness in each other and fulfill our sincere desire to help others achieve their dreams.

Fun

We see laughter and the opportunity for growth as the medicine for the health of the team. We are enthusiastic about making sure you see and "hear" our smile.

Optimism

We have an extremely positive outlook on life. We embrace new challenges and apply a "can-do" attitude toward all we do.

Recognition

We believe the best way to exercise the privilege of leadership is through consistent and meaningful recognition.

We strive to be the company that takes advantage of every opportunity to create a sense of belonging and affiliation.

Compassion

We believe that making an active effort to think of the needs of others allows us to see the world in a better light, fortifies us, and provides opportunity for innovation.

Empowerment

We provide an opportunity to enhance lives through unique products and a lucrative business model while encouraging others to do the same. When we approach our business with a servant's heart we know there are no limits to what we can accomplish.