



# SOUL PURPOSE

a lifestyle company

● BODY ● BEAUTY ● STYLE ● SPIRIT

## **The VISION:**

As a socially-responsible direct selling company, Soul Purpose will redefine empowerment in support of fulfilling individual purpose and vision through the marketing of exquisite, quality products illuminating body, beauty, style and spirit...one person at a time.

Soul Purpose offers high quality, nature-based treatments for everyday bath and beauty care, aromatherapy preparations, home accents and motivational products. The Soul Purpose Lifestyle collection is the collaboration of an international network of product developers, perfumers, herbalists, musicians, graphic designers and writers. There will also be a collaboration with women's cooperatives in Northern Ghana to provide wild crafted shea butter and honey for use in the new product line as well cooperatives in India and Vietnam.

## **The MISSION:**

Through the development and marketing of highly differentiated, natural and botanically based beauty and wellness products; Soul Purpose is dedicated to providing entrepreneurial opportunities and resources to empower all people (with a focus on African American, Hispanic, Asian and Native American women). Our goal is to help entrepreneurs launch and sustain viable socially-responsible businesses that will create wealth, stimulate growth and revitalize minority and other communities across the country and globally.

## **CEO & FOUNDER:**

**NADINE ABRAHAM THOMPSON**



Blessed with 10 years of direct selling experience, a unique flare for product development and marketing; and an authentic passion for empowerment, Nadine Thompson has branched out from her previous role as President and CEO of a multi-million dollar network marketing company to begin Soul Purpose Lifestyle Company. Her commitment is to build a socially-responsible and sustainable direct selling company with a mission of creating empowering business opportunities.

## **The COMPENSATION PLAN:**

Soul Purpose will offer a unique compensation plan, unseen and unmatched in the industry of network marketing and direct sales. This unique selling proposition is strengthened by the fact that all members of this community will also have an opportunity to become shareholders in the enterprise. With Soul Purpose's new marketing and compensation plan, wealth and profits will recycle directly back into the households and communities of its stakeholders

**THE POWER Of 50**