



The History of ForMor

January 1, 1993

Stan Goss launches Advanced Products as a network marketing company with AP-300, an all-natural herbal energizer. AP-300 would remain as the top selling product until the year 2000.



February 4, 1993

Advanced Products issues the first bonus checks to distributors. Since that time, over tens of millions of dollars have been paid to distributors worldwide. API and ForMor have never issued a bonus check that was late.

June 1994

Advanced Products begins bottling its own products as a first step to becoming a manufacturer.

May 1996

Advanced Products becomes the first network marketing company to offer a colloidal mineral product in a dry form as Royal Trace 70+. That product remains a good seller to this day.



November 14, 1996

The Goss family launch ForMor International as a division of Advanced Products with thirteen products. Ragon Moore joined as distributor number one. He purchased six bottles of product. Ragon has earned well over \$1,000,000 in bonus commissions since joining ForMor. ForMor immediately spread all over the United States and started shipping to Canada.

January 1, 1997

ForMor International closes its first official month with 963 distributors and just over \$96,000 in volume. The first bonus checks for ForMor International were issued. Ragon Moore holds the record for the largest first month bonus check at just over \$5,900 his first month in ForMor.

May 1997

Advanced Products moves its network into the ForMor International compensation plan. This move doubles most distributors' bonus checks. ForMor moves out from under the API umbrella as a stand alone company.

July 1997

ForMor introduces MSM2000. It quickly became the 4th most popular product in the line. It surpassed AP-300 as the number one seller in early 2000.



November 1997

ForMor ships its first product to Japan.

December 1997

ForMor takes the next step toward becoming a full-service manufacturer by encapsulating its own products.

January 1998

ForMor International celebrates its first year in business with our first Celebration of Success in Denver, Colorado.

July 1998

ForMor International finalizes its effort to become vertically integrated when it begins to produce tablets and caplets. The first product to roll out of the Manesty press was MSM2000.



January 1999

ForMor celebrates its second-year anniversary with our second Celebration of Success in Nashville, Tennessee.

April 1999

ForMor International opened its first international office in Manila, Philippines. Vice President Michael Goss traveled the country helping to build the new office.

October 1999

At the Gathering of Eagles in St. Louis, Missouri, ForMor does the unthinkable, they add a 1% Bonus Pool to the most lucrative compensation plan in network marketing history pushing the 65% payout even higher. Executive Vice President Minda Capehart announced that ForMor had created a system that would allow our distributors to donate products to Feed the Children International and qualify as a tax deductible gift.





January 2000

ForMor celebrates its third-year anniversary with the 3rd Annual Celebration of Success in St. Augustine, Florida

October 2000

ForMor acquires Market One. In doing so, we picked up a strong and loyal distributor force and the MicroFiber Cloth.



December 2000

ForMor acquires Sea of Life and its product line, including Oral Chelate. ForMor surprised their new distributors by paying their last month in Sea of Life as though they had been in ForMor. Each distributor received a much larger bonus, just in time for Christmas.

March 2001

ForMor celebrates its fourth-year anniversary with the 4th Annual Celebration of Success in Atlanta, Georgia.

April 2001

ForMor acquires Alive International and its product line including the Amino Therapy Skin Care System. ForMor also took over Alive's Canadian operation and had its second international office in Toronto.



September 11, 2001

While Vice President Michael Goss is traveling back to the United States from Manila, the World Trade Center is attacked and his plane is diverted to Vancouver.

July 2002

ForMor announces Michael Goss as the President of ForMor International. Stan Goss remains as CEO.

October 2002

ForMor opens its third international office in Singapore. CEO Stan Goss and President Michael Goss were on hand to officially launch our third international office.

November 2002

ForMor International launches the pH Factor Weight Management System at the 2002 Southeast Regional Freedom Conference.



March 2003

ForMor International adds the Phase I Fast Start Bonus, the Phase II Business Development Bonus and the Phase IV Worldwide Bonus Pools to the Financial Plan. ForMor also launches NutraGenix, the Ultimate Nutritional Power Drink at the 6th Annual Celebration of Success in Little Rock, Arkansas.

January 2004

Fire and smoke ripped through the ForMor manufacturing plant. ForMor responded by renovating the entire facility. This move more than doubled the manufacturing capacity and totally modernized the plant's electrical, gas and plumbing systems.

March 2004

ForMor returns to full scale manufacturing in their newly renovated manufacturing complex.



June 2004



ForMor International officially reopens the completely renovated world headquarters facility. Distributors from all over the country were on hand to celebrate the occasion. ForMor hosted

the 7th Annual Celebration of Success at the home office.

November 20, 2004

ForMor International announces the most exciting development in the history of the company. If you think the first eight years have been a ride, wait till you experience the next eight years. Stay tuned for more information.

