

# Holiday Hints

## Meeting Your Shopping Needs

(NAPSA)—More and more Americans are shopping from home through direct selling, reports the Direct Selling Association (DSA), and the holidays can be a terrific opportunity to explore the many unique products and services available through this shopping channel.



**Direct selling is a great way to spend time with friends while shopping for the holidays.**

Direct selling involves the sale of products and services on a person-to-person basis, through one-on-one shopping at home, work and theme parties with friends. Americans spend about \$30 billion a year through direct sales.

“People enjoy buying from knowledgeable sales representatives who know their products inside and out and who make money by providing excellent service to repeat customers,” said Amy Robinson, a spokeswoman for DSA.

When they hear “direct selling,” many people think of cosmetics, clothing and housewares. In fact, dozens of gifts are available through direct selling. DSA member companies offer books, holiday decorations, toys and games, computers, travel packages and more.

To find companies selling products and services on your gift list, go to [www.dsa.org](http://www.dsa.org) and click on the Membership Directory link. There, you can search for direct selling companies and link through to their Web sites for contact information.