

SANTA MONICA, Calif., Sept. 30, 2013 /PRNewswire/ -- Guthy-Renker™, one of the largest and most respected direct marketing companies in the world today marked its 25th anniversary, commemorating a quarter of a century of creating, marketing and distributing trusted products that transform, inspire, entertain, and enrich millions of customers' lives worldwide.

Co-founders and Co-chairmen Bill Guthy and Greg Renker created Guthy-Renker in 1988, setting the gold standard in infomercial marketing. Combining top-quality products and A-list celebrity customers as endorsers with Hollywood quality production values established Guthy-Renker as a television direct response pioneer. Guthy-Renker continues to innovate its model across digital media, in print, on the radio and in social media platforms.

What began with an infomercial for Tony Robbins to help inspire millions to reinvent their lives with "Personal Power"® in 1988 grew to a thriving replenishment shipment skin care business with the launches of Principal Secret

®
in 1990, Proactiv

®
Solution in 1995 and Meaningful Beauty

®
in 2004. With recent additions of WEN

®
Haircare, Proactiv+ and Sheer Cover

Studio as well, Guthy-Renker continues to discover, develop and market well-loved, high quality consumer products.

"Guthy-Renker has transformed from a small, aspiring infomercial company into one of the largest direct-to-consumer businesses globally. We take pride in knowing that we only market and distribute products that we believe in and that can deliver real results to customers," said Renker. "The last 25 years have allowed us to establish tremendous brand loyalty so when someone hears or reads that the commercial or ad was brought to them by Guthy-Renker, they know they are hearing about a proven product and service that can help them change for the

better."

Information on Guthy-Renker and the diverse portfolio of product offerings, past and present, is available at <http://www.guthy-renker.com/our-story/#> .

About Guthy-Renker, LLC

Guthy-Renker is one of the world's largest and most respected direct marketing companies, with distribution in more than 68 countries. Since 1988, Guthy-Renker has discovered and developed dozens of well-loved, high quality consumer products in the beauty, skincare, entertainment and wellness categories. Known for moving, award-winning productions and marketing campaigns featuring some of today's leading celebrities, the Company has been credited with transforming the broadcast direct marketing industry.

Co-Founders and Co-Chairmen Bill Guthy and Greg Renker have set industry standards for trust, integrity and best practices and along the way, have helped shape industry governing policies. Greg Renker is a founding member of leading industry trade organization, the Electronic Retailing Association (ERA). He was elected the first chairman of the ERA's Executive Committee /Board of Directors and now serves as Chairman Emeritus.

More than sixteen years ago, Guthy-Renker introduced Proactiv Solution leveraging its unique style of marketing to bring a revolutionary new approach to acne treatment direct to consumers. Proactiv has become the world's best-selling acne treatment product, helping millions to achieve the goal of clear skin.

Guthy-Renker has a superior track record of customer satisfaction. Its direct to consumer model allows consumers to purchase products at a guaranteed low monthly price with generous extended return policies.

Guthy-Renker is headquartered in Santa Monica, CA with offices in Palm Desert, CA; San Francisco, CA

Guthy-Renker Commemorates 25 Years Of Innovation And Success

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