

Modere Introduces Brand Partner Program Beta in the UK, Pioneering the Next Evolution of Social Selling

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London, UK, 12 February 2025 – Modere, a global leader in clean-label health and wellness products, is excited to announce the beta launch of its Brand Partner Program in the UK, marking another step forward in the company’s long-standing commitment to innovation and leadership in social selling. This new program—built upon Modere’s uniquely integrated business model—enhances flexibility for social sellers and broadens access to income opportunities, all while strengthening the company’s industry-leading Social Retail approach.

“Modere has always been ahead of the curve, creating modern, sustainable solutions in direct sales,” said Nate Frazier, Executive Chairman and President at Modere. “Unlike traditional network marketing companies that have struggled to integrate affiliate-style models into outdated compensation plans, Modere designed its system from the ground up to seamlessly support both social selling and direct-to-consumer referrals. The Brand Partner Program is the next evolution of that vision, creating an even more dynamic and scalable opportunity for our community.”

A Future-Ready Social Selling Model

Since its inception, Modere has challenged conventional direct sales models by pioneering a truly integrated approach that blends network marketing and social selling. Unlike other companies that attempted to bolt on affiliate-style programs as an afterthought—leading to compensation conflicts and friction—Modere built both the Social Marketer and Promoter models as core, foundational elements of its compensation plan.

Because of this forward-thinking design, Modere is uniquely positioned to expand its promoter model into the new Brand Partner Program without disrupting its existing compensation structure. This ensures that both Brand Partners and Social Marketers continue to benefit from a system that is balanced, sustainable, and optimized for long-term success.

Key Features of the Brand Partner Program:

- **Increased Flexibility:** Brand Partners can share and promote Modere products without the traditional exclusivity requirements, making it easy for influencers, entrepreneurs, and content creators to integrate Modere into their business.
- **Simplified Enrollment:** A streamlined sign-up process, combined with comprehensive digital tools and training, allows Brand Partners to start earning quickly.
- **Attractive Compensation:** Participants earn a competitive 15% commission on sales, along with additional opportunities for bonuses and incentives.

Strengthening Modere’s Social Retail Ecosystem

The Brand Partner Program is not a replacement for Modere’s Social Marketer program—it is a strategic expansion that complements and enhances the company’s Social Retail model. By offering a low-commitment, sales-focused pathway, Modere creates an on-ramp for more individuals to engage with the brand while simultaneously driving greater awareness, reach, and revenue.

“Our Social Marketers are the backbone of our success,” said Julie Sullivan, Country Manager, Modere UK & Ireland. “The Brand Partner Program enhances this ecosystem by attracting influencers, entrepreneurs, and gig-economy professionals who want to share Modere’s clean-label products with their audiences while maintaining flexibility. It’s an evolution that fuels our growth and expands opportunities for all participants.”

About Modere

Modere is a global, award-winning leader in clean-label health, wellness, and personal care products. With a pioneering approach to social selling, Modere has redefined direct sales through its innovative Social Retail model. Dedicated to innovation, sustainability, and customer-first solutions, Modere continues to lead the way in delivering safe, effective, and eco-friendly products that inspire people to live healthier lives.

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