



## Financial Highlights

For the Year	2016	2017	% Change From 2016	% of TTL Sales
Net Profit (Loss)	53,104	<b>71,163</b>		
Net Sales	1,904,143	<b>2,078,795</b>	9.2%	
Online Sales(net refunds)	940,449	<b>1,137,007</b>	20.9%	54.6%
Distributor Sales(net refunds and sales discounts)	604,301	<b>524,786</b>	-13.2%	25.2%
Retail Sales(net of refunds)	161,580	<b>144,533</b>	-10.6%	7.0%
Amazon Sales(net of refunds)	197,813	<b>272,469</b>	37.7%	13.1%
Cost of Sales	656,310	<b>675,250</b>	2.9%	
Gross Profit Margin	65.50%	<b>67.50%</b>	2.0%	

### At Year End

Cash	286,576	<b>312,151</b>	8.9%
Inventory	620,201	<b>770,627</b>	16.2%
Assets	1,117,707	<b>1,619,767</b>	44.9%
Stockholder's Equity	1,021,067	<b>1,092,230</b>	7.0%