

Welcome to this step-by-step explanation of the Forever Living Products marketing plan! We are excited to have the opportunity to share with you the most rewarding compensation plan in the industry; a plan that is designed to reward those who desire to build an income for their present needs and their future security, and who are willing to work in an ethical environment to make it happen. Our plan is based upon the principles of “use and share” marketing; compounding of effort; and being in business for yourself but not by yourself.

The Distributor Application

- **Establishes your line of sponsorship.**
- **Gives you the privilege of purchasing at wholesale.**
- **Guarantees you will receive bonuses as earned.**

To become a Distributor, you must fill out and submit a Distributor Application. This can be done with the paper form, or online. Once accepted by the Company, the Application does three important things:

1. It establishes your line of sponsorship.
2. It gives you the privilege of purchasing at wholesale price.
3. It guarantees that you will receive your bonuses as outlined in the marketing plan.

New Distributor

**Purchase the products
direct at wholesale price...**

**...and share them
with consumers to
earn a 43% retail
mark-up**

**F
L
P**

**New
Dist**



Immediately upon sponsoring, as a New Distributor you purchase FLP products direct from the Company at the wholesale price. Upon selling the products to your clients, you earn a 43% profit.

New Distributor

\$1,000 retail price
- \$700 wholesale cost
\$ 300 retail profit

$$\$300 = \$700 \times 43\%$$

F
L
P

— New
Dist
\$300



For example, if you purchase products for \$700 wholesale, you would sell them to your customers for \$1,000. Your profit is \$300, which is 43% of the \$700 you paid for the product.

Purchasing Direct

F
L
P

- Via Internet 24/7
- Minimum \$50 wholesale

New
Dist
\$300



You purchase product via the Internet 24 hours a day, 7 days a week. Most orders are delivered to your doorstep within 2-3 business days, not counting the day the order is placed. There is a minimum order requirement of \$50 wholesale.

**Increase
your earnings
by qualifying
for levels...**

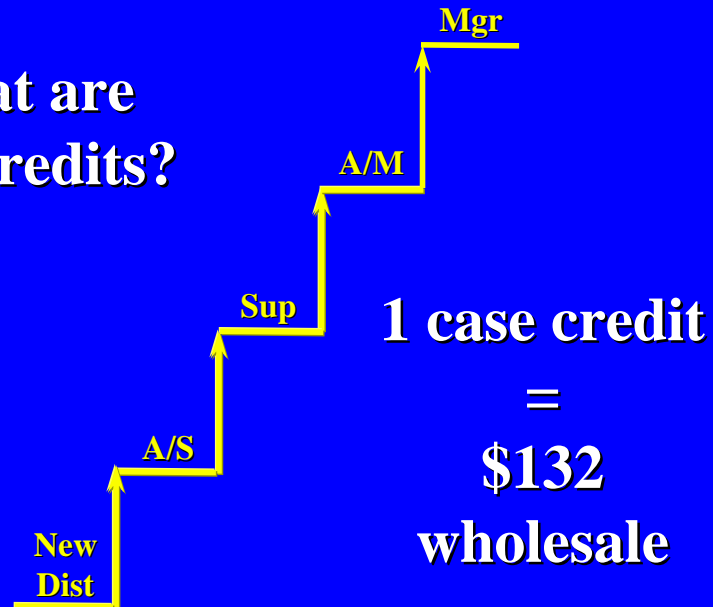


**Qualify for
levels with
case credits.**

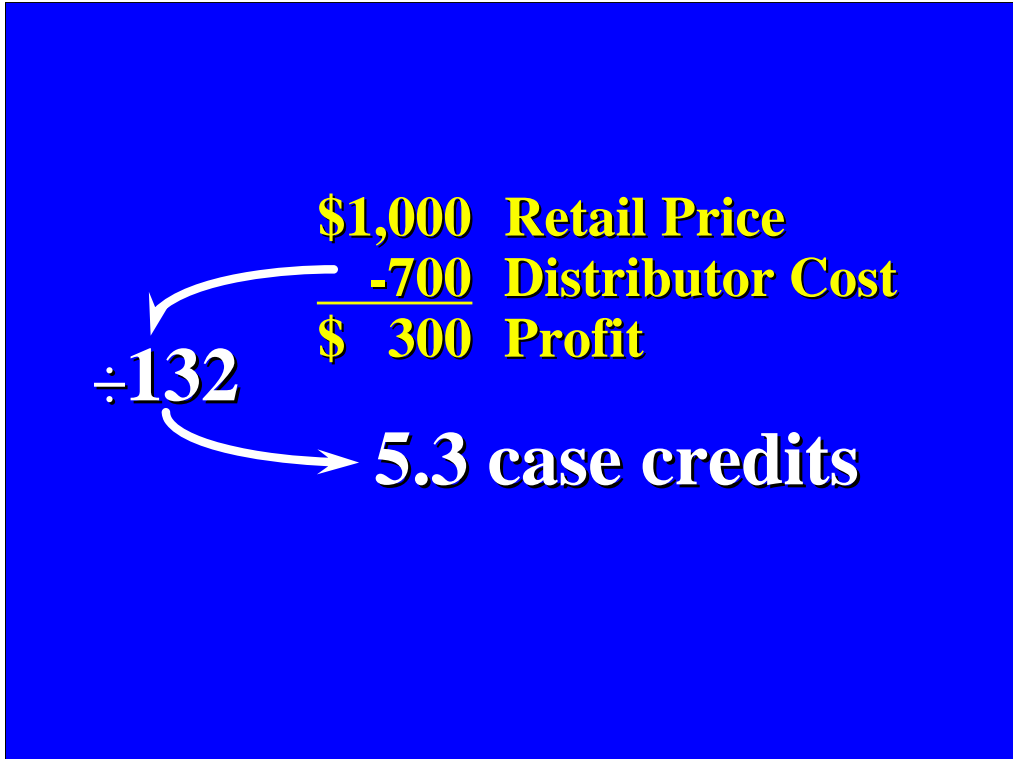
You can increase your earnings by qualifying for four higher sales levels. These are Assistant Supervisor; Supervisor; Assistant Manager; and Manager.

You qualify for these levels by generating Case Credits.

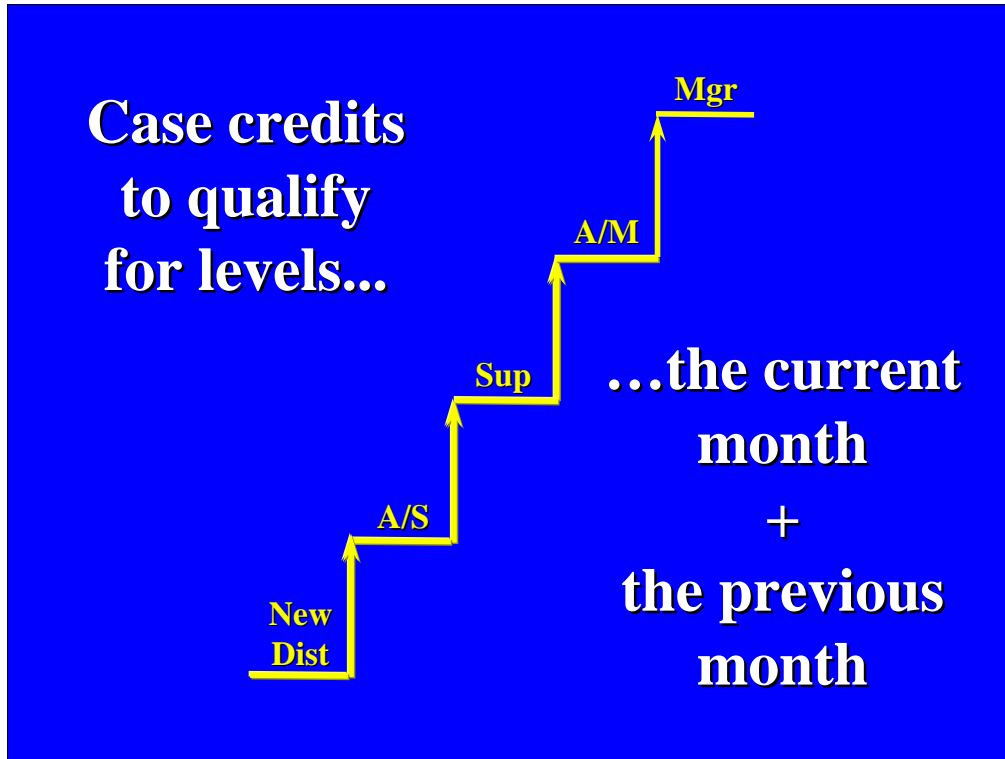
What are case credits?



Case Credits are values that are assigned to each product. These values are accumulated as the product is purchased; and when the requirement is reached for a higher position, you are automatically moved up to that level. One Case Credit is equal to \$132 wholesale price.

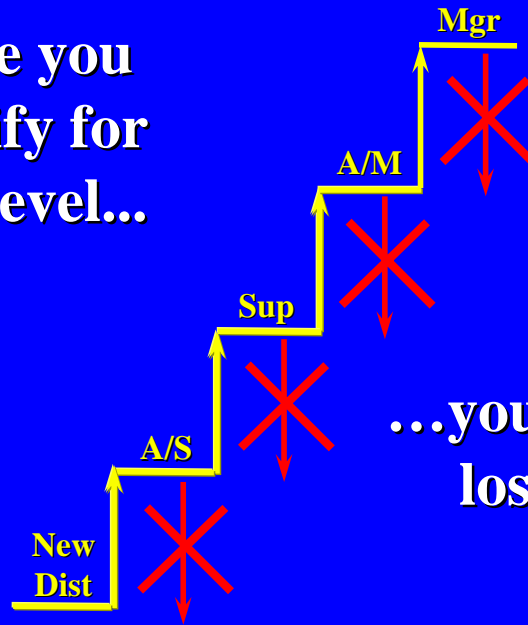


Referring back to our retail profit example, the \$700 wholesale that you purchased is equal to 5.3 Case Credits.



Case Credits for position move-up are accumulated during the current and previous calendar months.

**Once you
qualify for
any level...**



**...you never
lose it!**

One of the great advantages of our marketing plan is that once you qualify for any level, you can never revert to a lower level; you never need to worry about maintaining volume in order to maintain your level.

Jan Feb
1 + 1

F
L
P

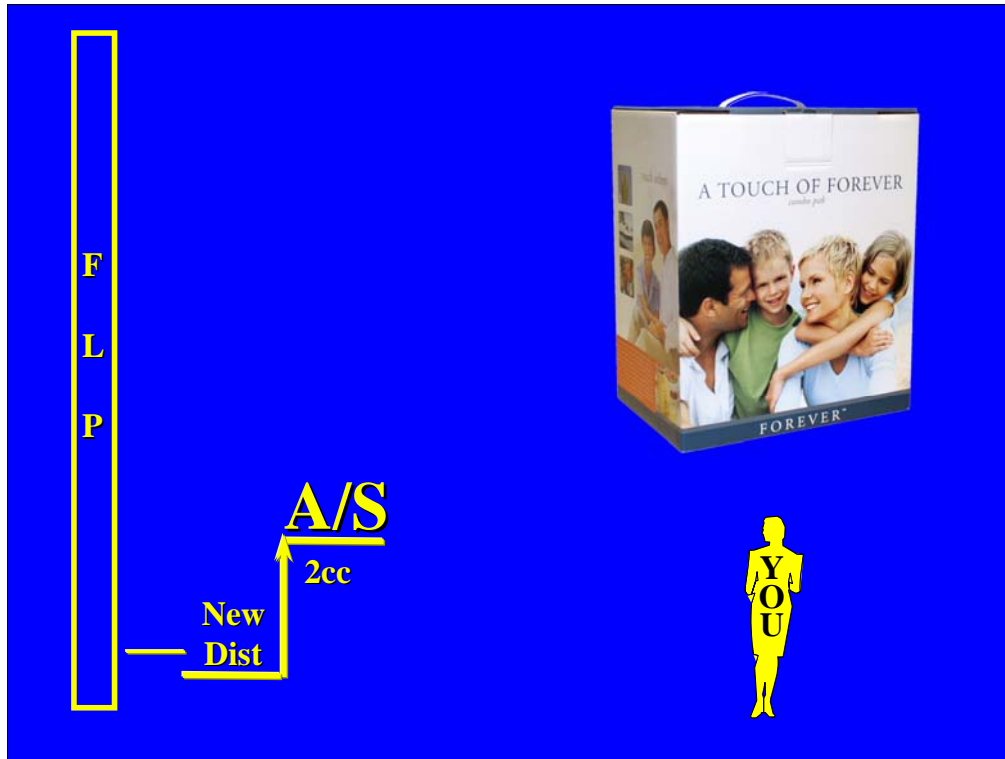
A/S
2cc

New
Dist

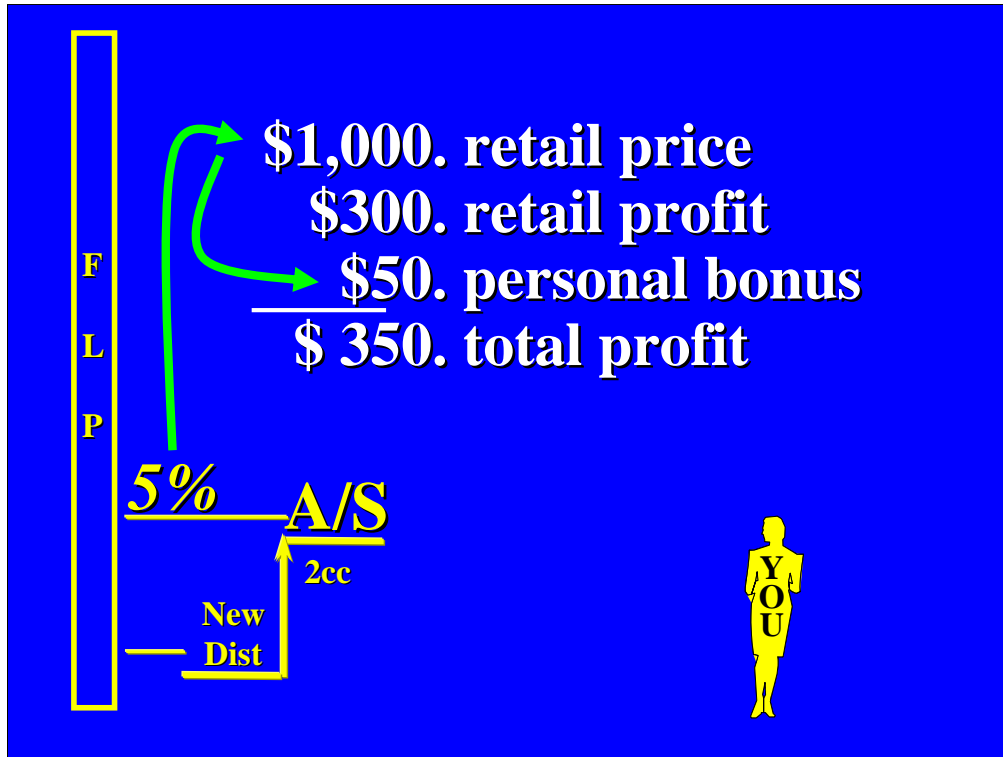
**Qualify for
A/Supervisor
with
personal
case credits**

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O
U

You qualify for the level of Assistant Supervisor with case credits generated by your personal purchases. When you generate 2 case credits within any two consecutive month period, you are moved up. Of course, you don't have to wait for two months; you can generate the necessary case credits in one month, or in one day for that matter.



In fact, many New Distributors choose to purchase a Touch of Forever Combo Pak or a C9/L30 Business Pak. Each of these carries a 2 case credit value, and the Distributor moves up to Assistant Supervisor immediately. In addition, these Paks are discounted to less than the total wholesale cost of the individual items they contain, so it makes a more economical way to start your business!

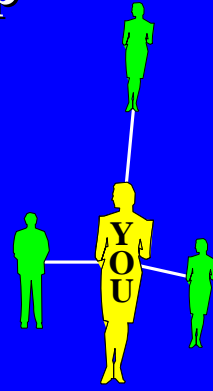
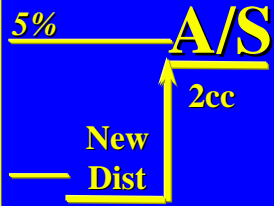


As an Assistant Supervisor you have two additional privileges. First, in addition to your 43% retail profit, you receive a bonus on all your personal volume generated after you moved up. This bonus is 5% of the Retail value of all the product you purchase in your own name. Using our example, this would mean an additional \$50 profit. One of the great qualities of the FLP plan is that all bonuses are based on the retail price; and not on some lower PV, BV or even wholesale price.

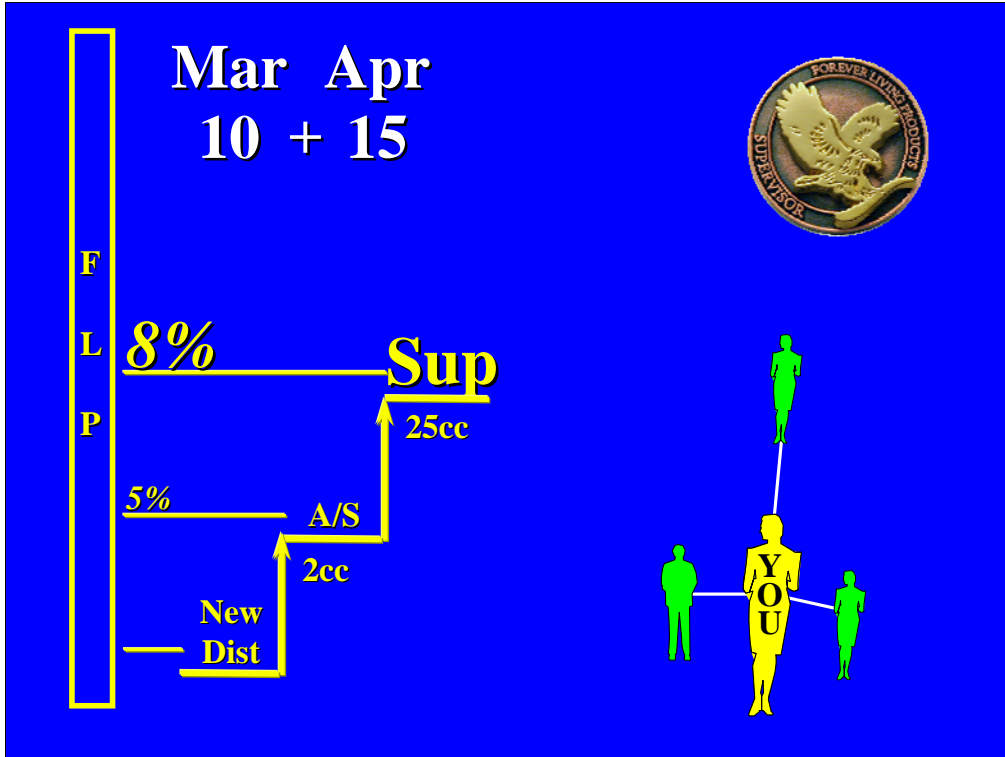
Now you can sponsor others...

**...and qualify for
levels with
personal & group
case credits.**

**F
L
P**



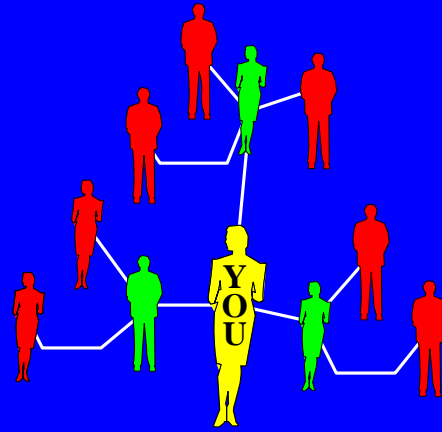
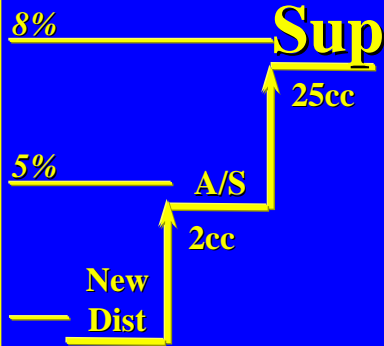
The second new privilege is that you are now able to sponsor New Distributors and form a distribution network. All of the case credits generated by your network accumulate to help you achieve higher levels in the marketing plan.



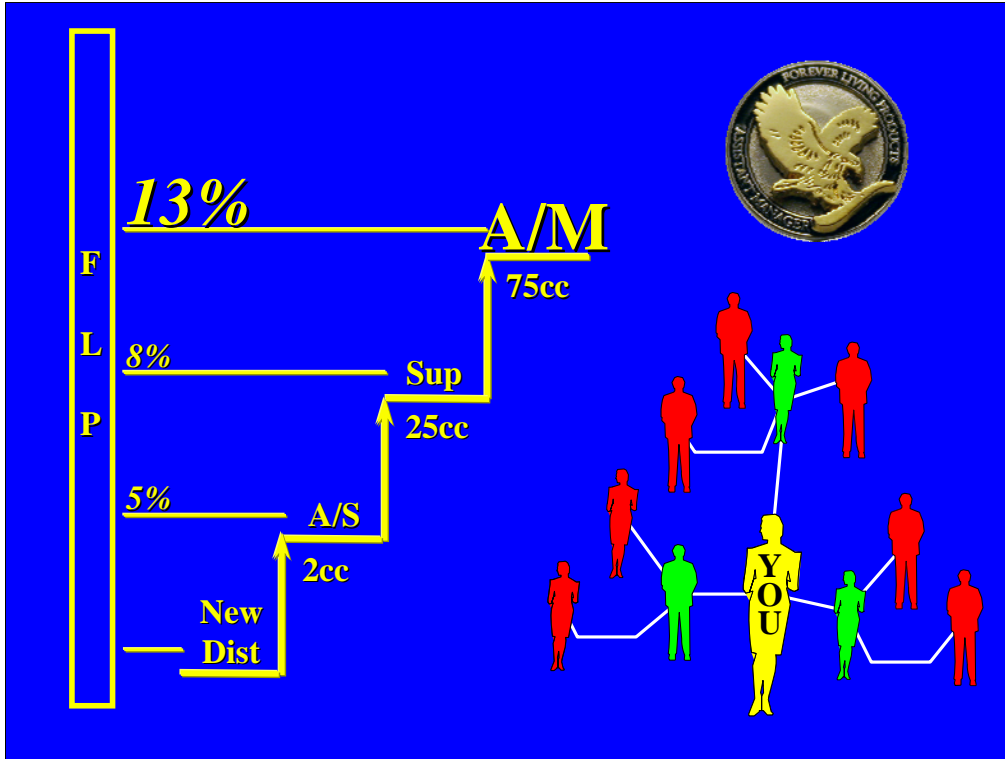
When your group accumulates 25 cc in two consecutive months, you are automatically advanced to the level of Supervisor, and you receive an 8% bonus on all your personal volume generated thereafter.

Teach your group to sponsor...

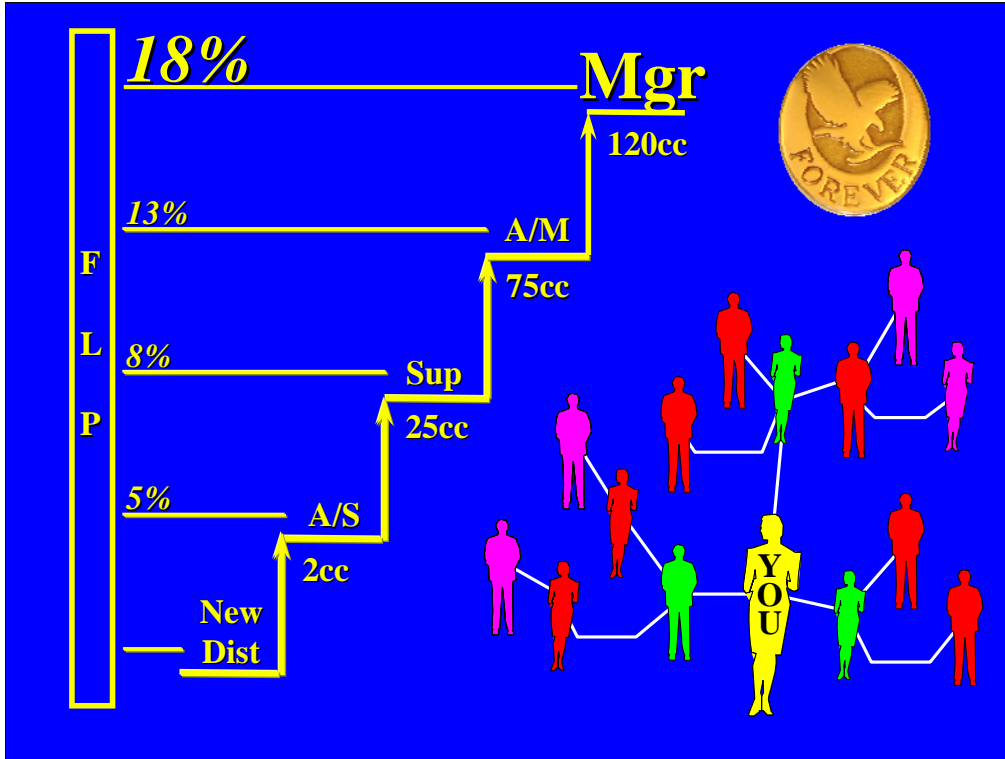
F
L
P



As you teach the distributors in your network to do as you have done, they will sponsor new distributors and your network grows.



When your group generates 75 cc within a two consecutive month period, you advance to the position of Assistant Manager; and your bonus on your personal volume increases to 13%.

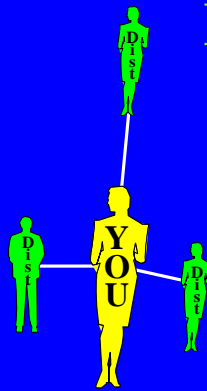


The duplication process you started naturally repeats itself; your network grows and the volume increases. When the volume accumulates to 120 cc within 2 consecutive months, you become a Manager and start earning an 18% bonus on your personal volume.

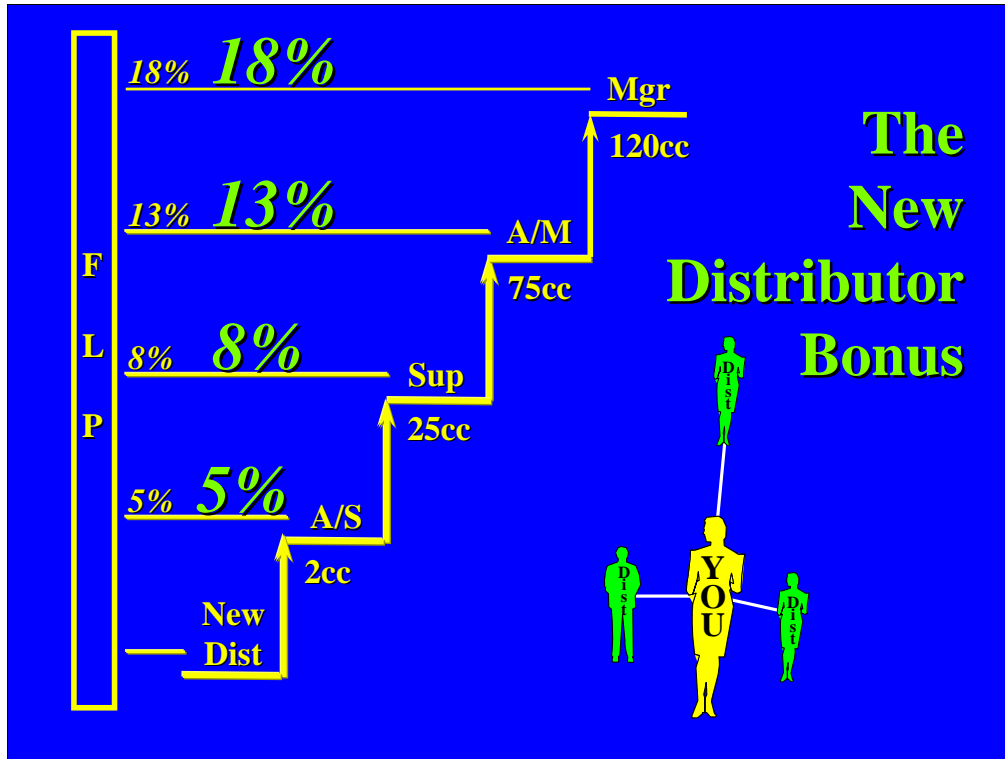
**When the New Distributors
you have sponsored
purchase, you receive a
bonus...**

**...and the case credits
count as your personal
volume.**

The New Distributor Bonus



So far, we have described bonuses that you earn as a result of your personal volume. Now, let's explain how you receive various bonuses based upon the volume of the other distributors in your group. The first of these is the New Distributor bonus. This bonus pays you on all the volume of the New Distributors sponsored directly to you up until they reach the level of Assistant Supervisor; plus you count their cc's as part of your personal volume.

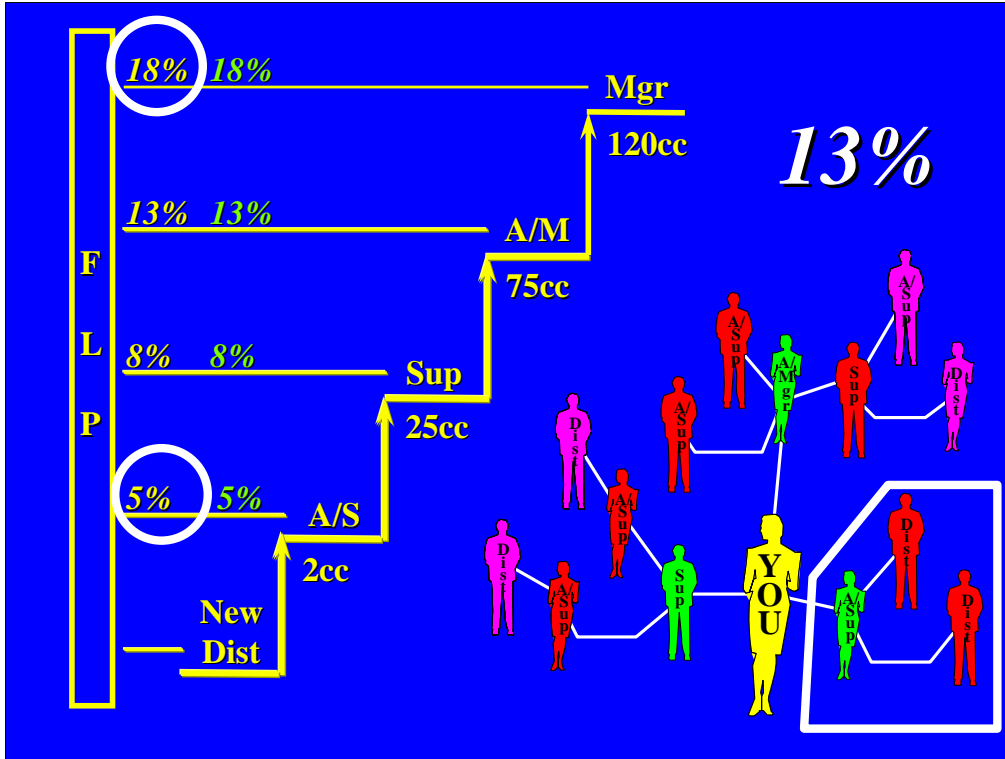


The amount of this bonus is the same as you are receiving on your personal volume; if you are an Assistant Supervisor it would be 5%; if you are Manager it would be 18%.

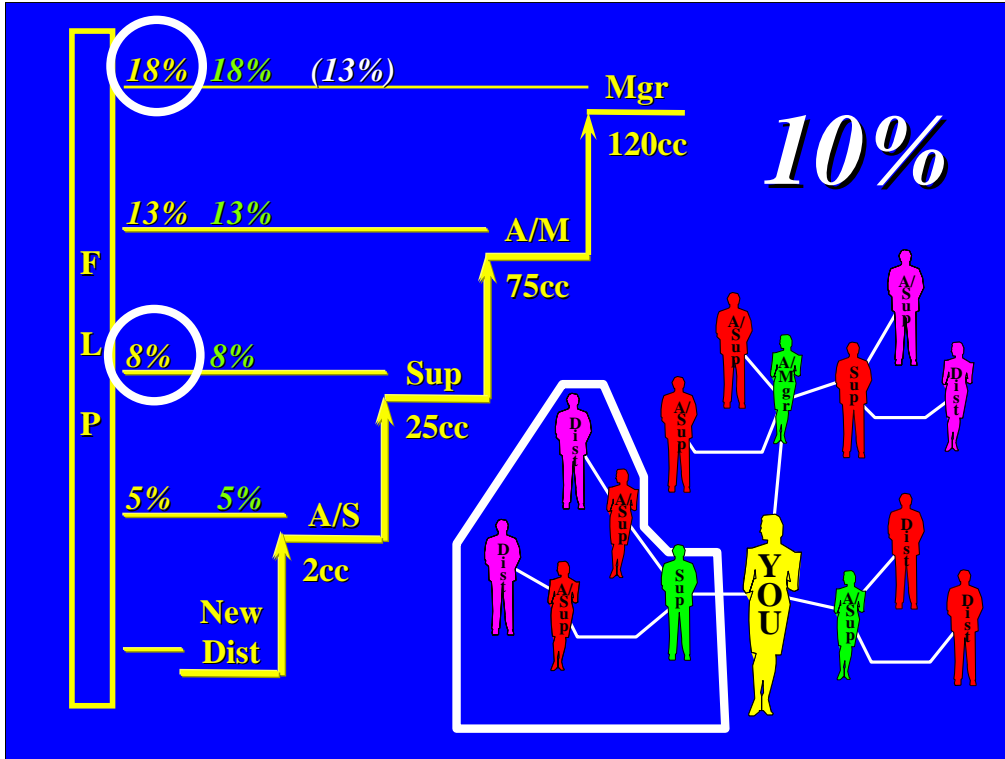
The Group Bonus



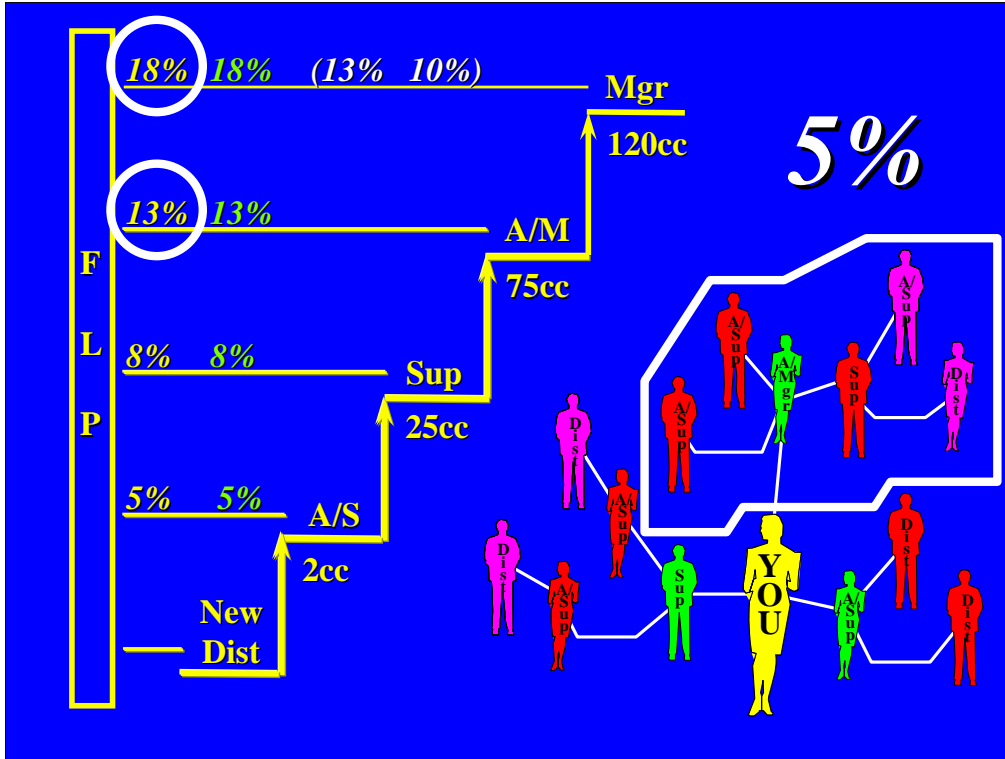
When your New Distributors become Assistant Supervisor, the New Distributor bonus is replaced with the Group Volume bonus. In addition to their cc's counting as part of your group volume to help you achieve levels and incentives, you receive a bonus on the retail value of that volume.



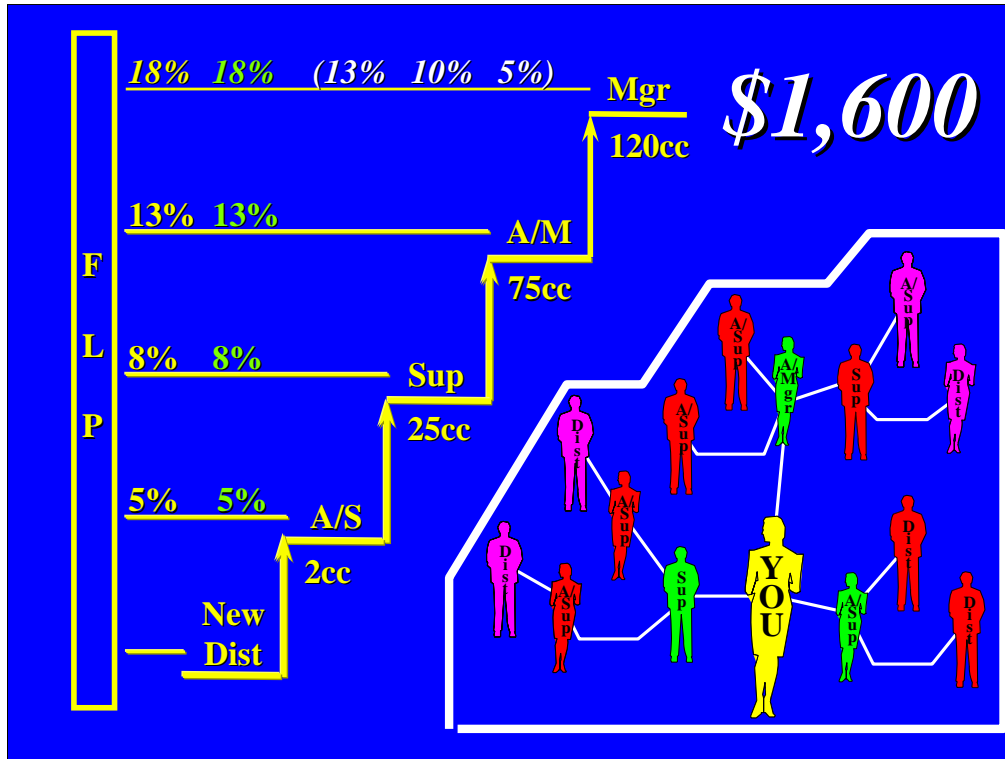
The amount of the Group Bonus is based upon the difference between your level and the level of the person you personally sponsored. For example, if you were at the 18% Manager level and you had a 5% Assistant Supervisor sponsored directly to you, you would receive a 13% bonus on all the volume of that Assistant Supervisor and his entire network.



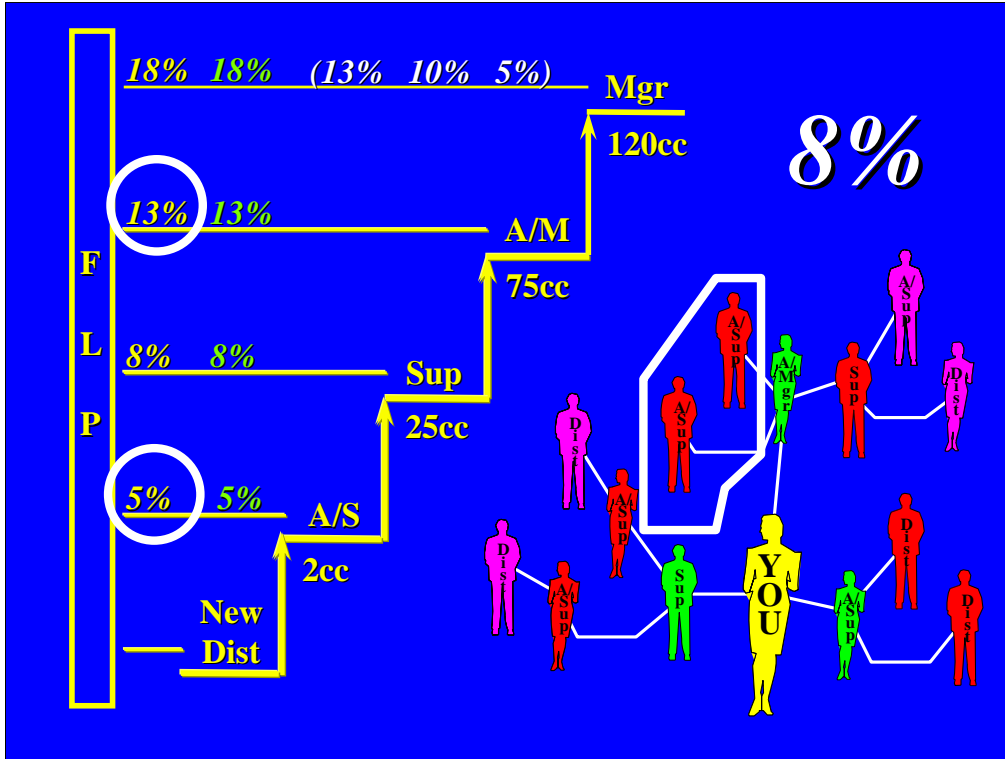
If you had an 8% Supervisor sponsored directly to you, you would receive a 10% bonus on all the volume of that Supervisor and his entire network.



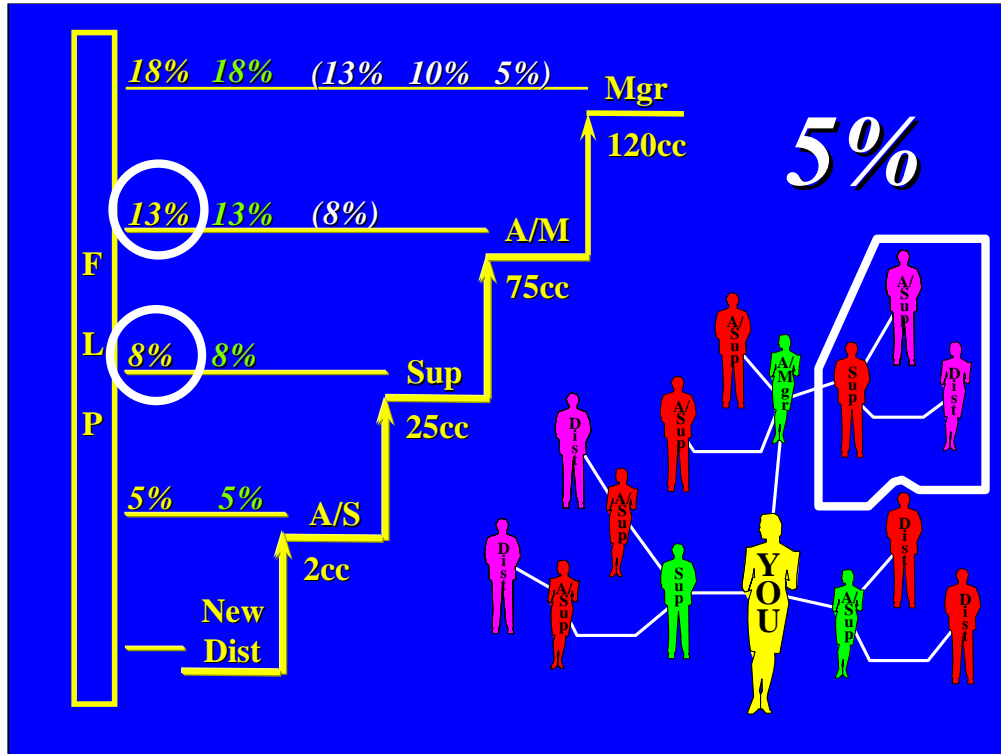
If you had a 13% Assistant Manager sponsored directly to you, you would receive a 5% bonus on all the volume of that Assistant Manager and his entire network.



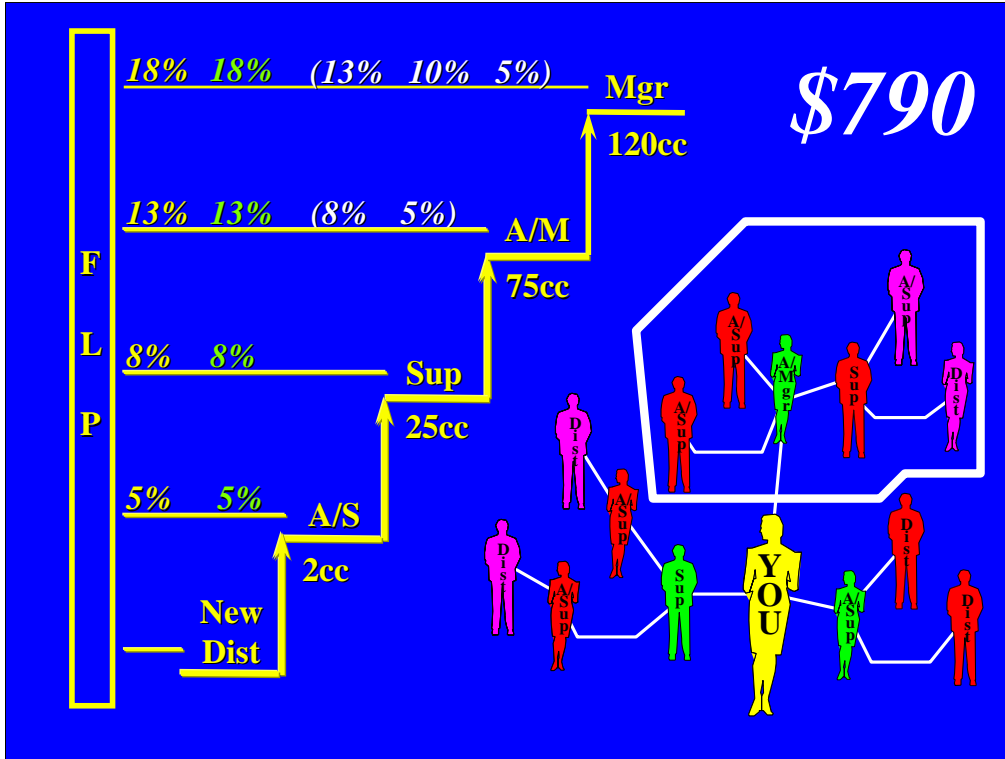
Referring back to our Retail Profit example, if each person in the network illustrated here generated \$1,000 retail volume, as the Manager in this group you would earn a total of \$1,600 for the month.



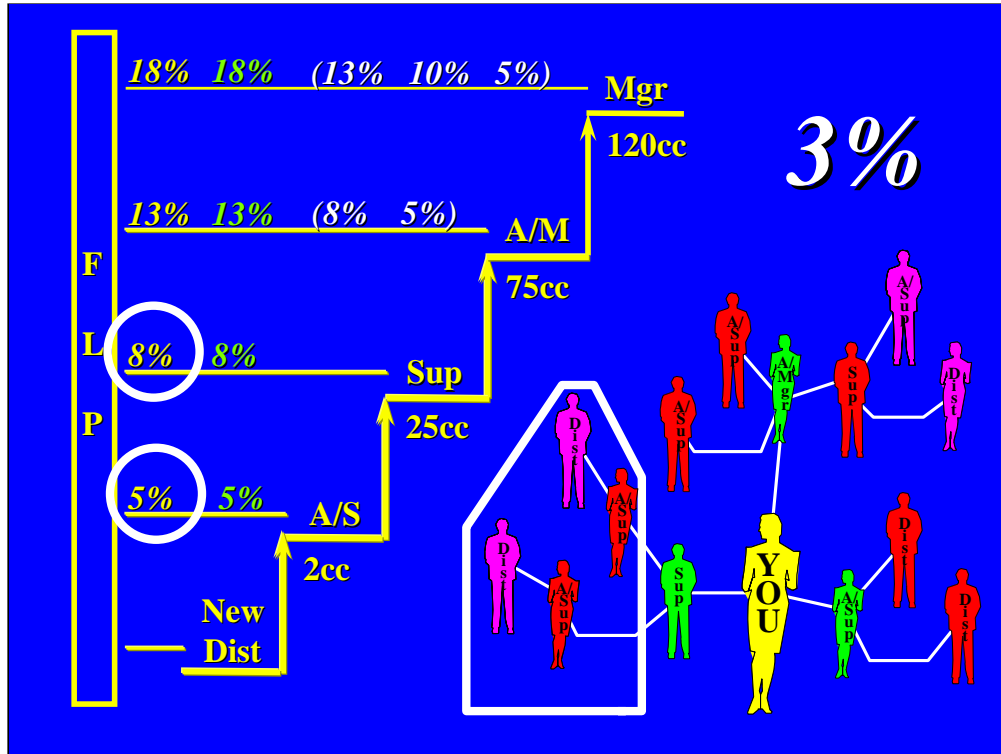
In a similar way, Assistant Managers earn a bonus of 8% on their directly-sponsored Assistant Supervisors and the networks under them;



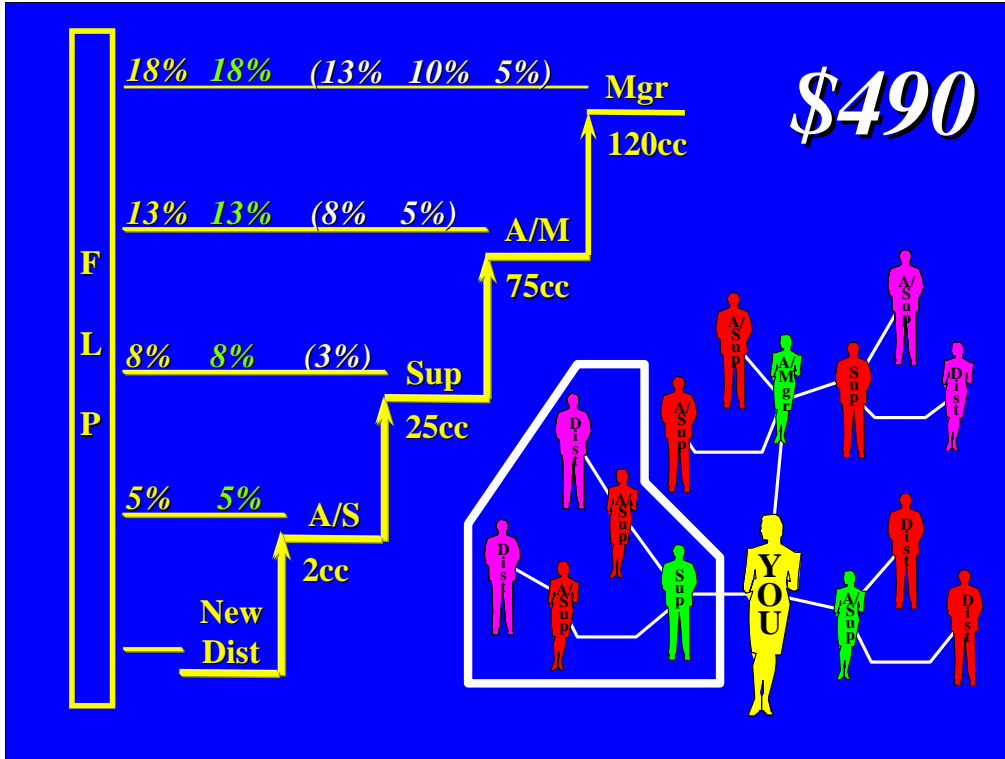
And 5% on their Supervisors and the networks under them as well.



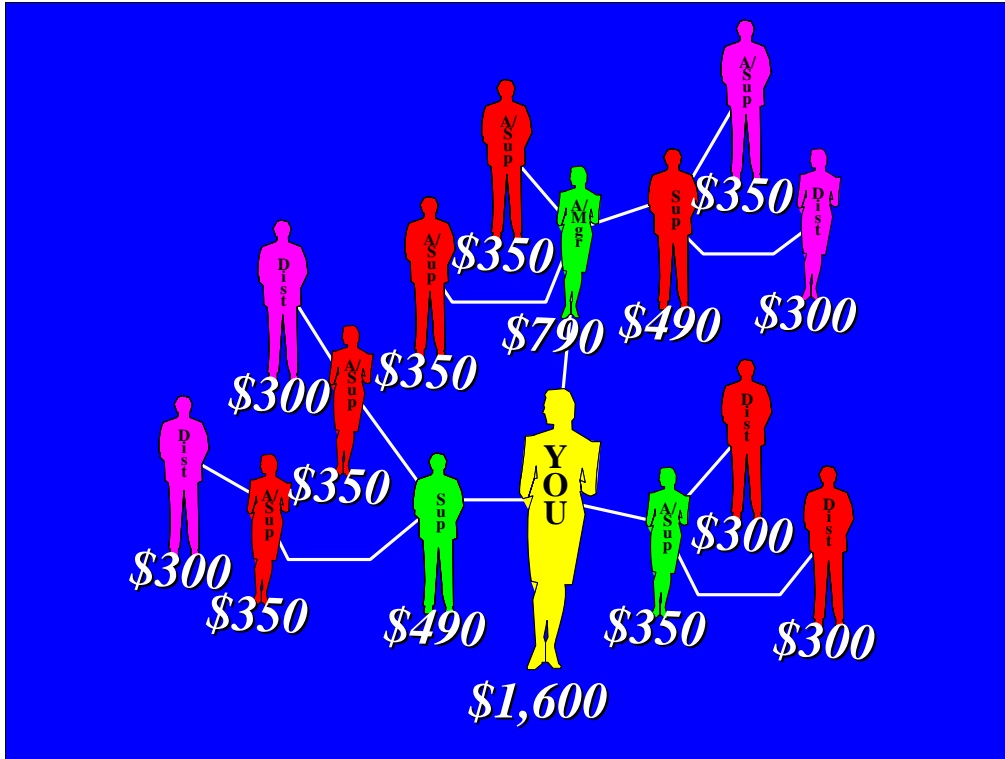
With this network, the Assistant Manager would earn a total of \$790 for the month.



Supervisors also receive a Group Bonus of 3% on their personally-sponsored Assistant Supervisor networks.



In this example, again assuming that each person in the network did \$1,000 retail, the Supervisor would earn a total of \$490.



The beauty of the FLP plan is that everybody earns according to the volume they have worked to generate, both personally and through their networks. The reason you as the Manager of this network earned \$1,600 is because the other distributors in your group earned their amounts. FLP pays the most generous bonuses in the industry; and the system is based on honesty, effort, and the building of marketing networks that retail products to end consumers.

Group Bonus Qualification

4 Personal Case Credits

In order to qualify for Group Volume bonuses, you must be personally active during the month in which those bonuses were generated. You are considered Active if you have 4 personal case credits during the calendar month. This can be accomplished in several ways.

Group Bonus Qualification



4 cc

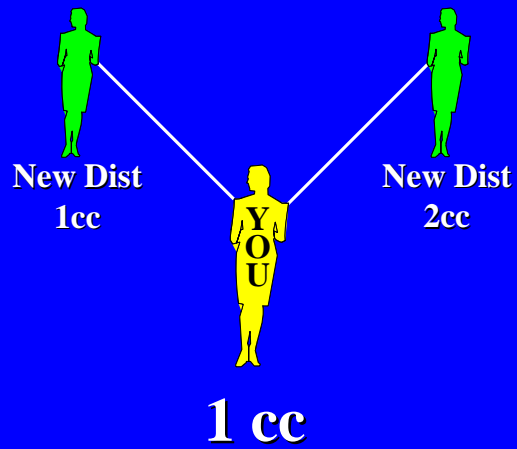
All of the purchases you make in your own name are counted as Personal Volume; so, if you ordered 4 cc's in your name you would be Active.

Group Bonus Qualification



You may remember that we mentioned that the cc's generated by your personally-sponsored New Distributors count as personal volume. So, if you had a New Distributor who ordered a case credit during the month, and you ordered 3 in your name, you would be Active.

Group Bonus Qualification



In this scenario, you would only need to do 1cc in your own name to be considered Active.

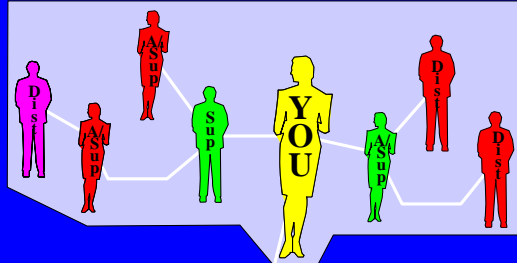
Group Bonus Qualification



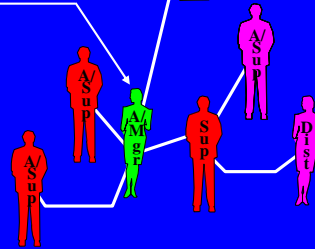
It is important to remember, however, that you must do at least 1 cc in your own name to be considered Active, even if your New Distributors ordered more than 4. So, to be Active you must have 4 Personal cc's, at least one of which must be personally purchased.

Recognized Manager

To be a Recognized Manager, you would need 25cc from these lines...

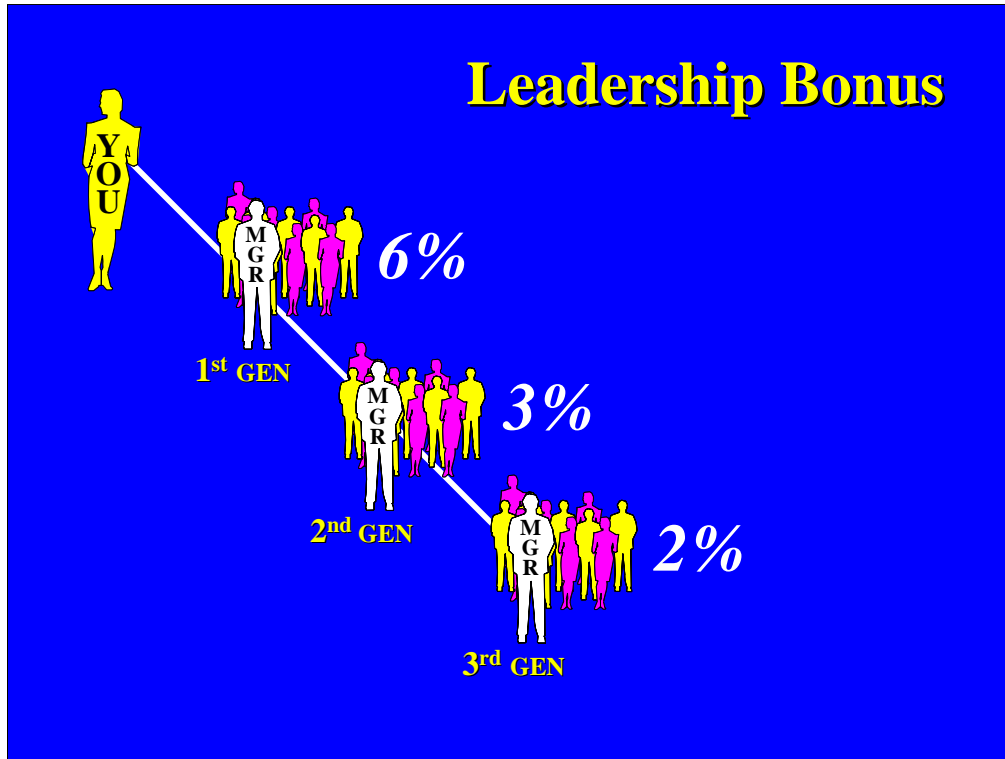


...if this person moves up to Manager the same month as you.



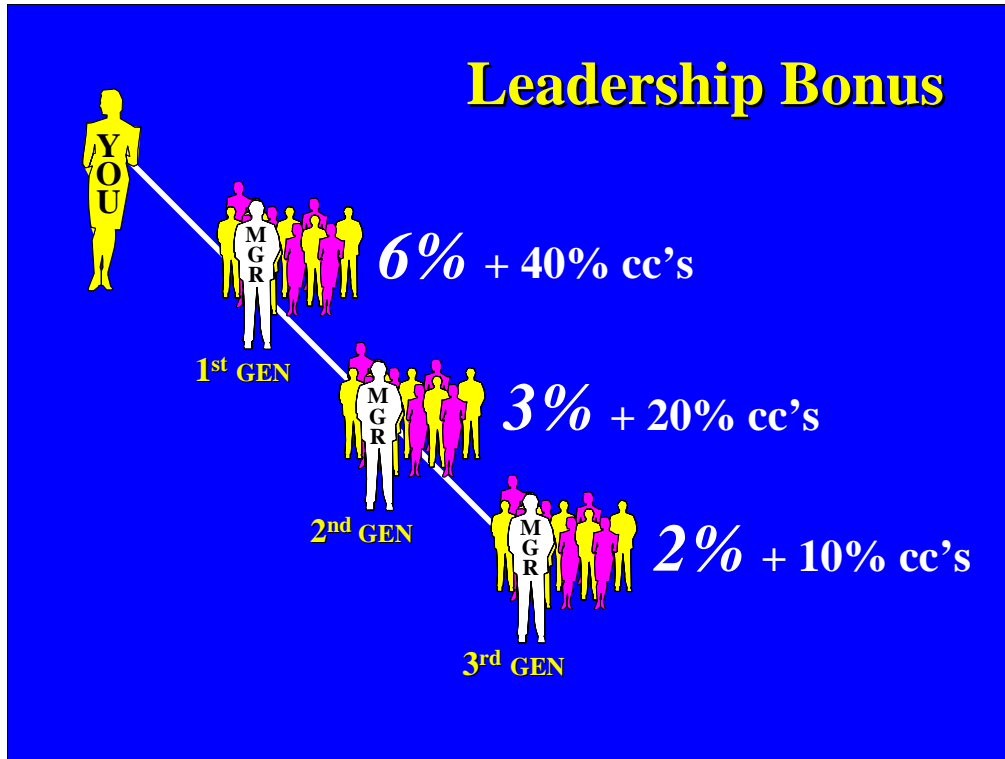
In addition to Personal, New Distributor and Group bonuses, a Manager can also earn various Leadership incentives. In order to receive these incentives, the Manager must be a Recognized Manager. You are a Recognized Manager if, during your move-up to Manager level, you were personally active with 4cc during both months that were used for the move-up; and:

- (1) Nobody in your network moved-up to Manager level during the same period; or
- (2) If someone in your network moved up to Manager level during the same period, you had at least 25cc of volume during the final move-up month from network lines other than the line of the person who moved up to Manager (see illustration).

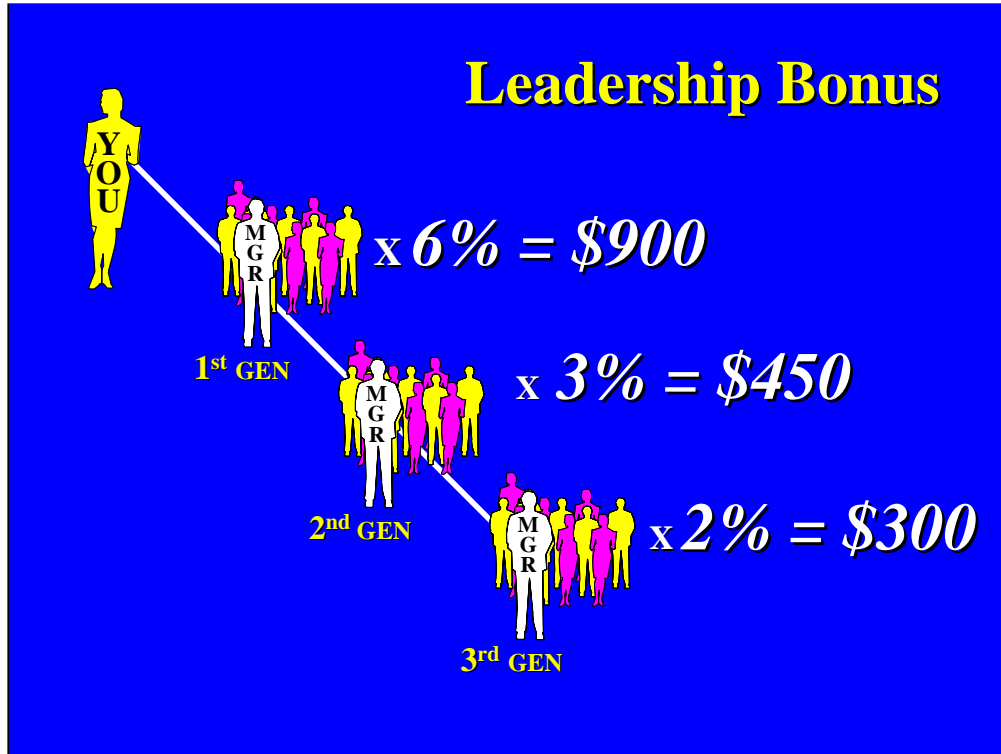


The first of the Leadership incentives is the Leadership Bonus. When you develop Managers in your network, the group bonus and cc's on their volume are replaced by the Leadership Bonus and Leadership cc's. This bonus pays you 6%, 3% and 2% on the volume of your 1st, 2nd, and 3rd generation Managers and their groups respectively.

Leadership Bonus



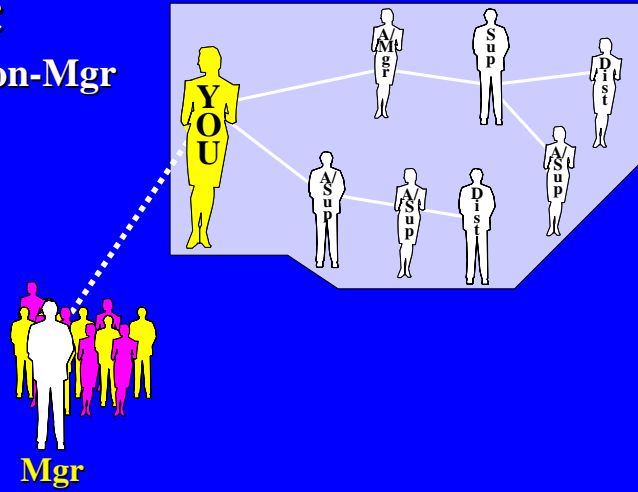
Plus you receive respectively 40%, 20% and 10% of your 1st, 2nd and 3rd generation Managers' groups case credits to help you qualify for additional incentives available only to Managers.



Again referring back to our original example, if each of these distributors generated 5.3cc's during the month, you would receive a Leadership Bonus of \$900, \$450, and \$300 on your 1st, 2nd, and 3rd generation Manager groups respectively. What's even more exciting is that there is no limit to the number of Managers you can develop!

Leadership Bonus Qualification

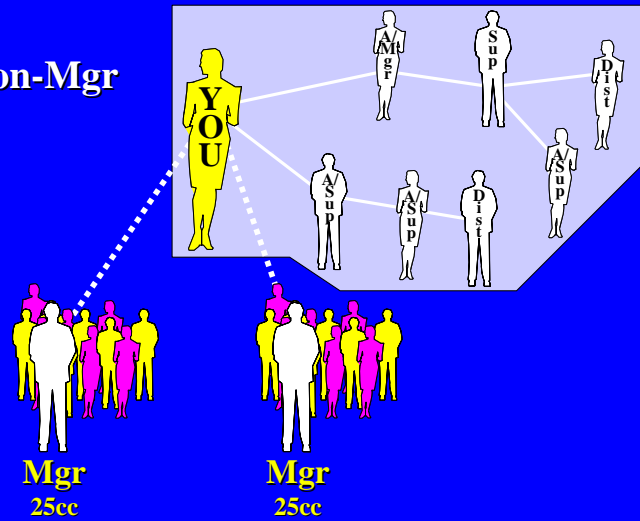
12cc
Personal & Non-Mgr



In order to qualify for the Leadership Bonus, you must be a Recognized Manager and generate at least 12 personal & non-manager case credits during the month. A non-manager case credit is one that is generated by distributors in your group who have no Manager between you and them.

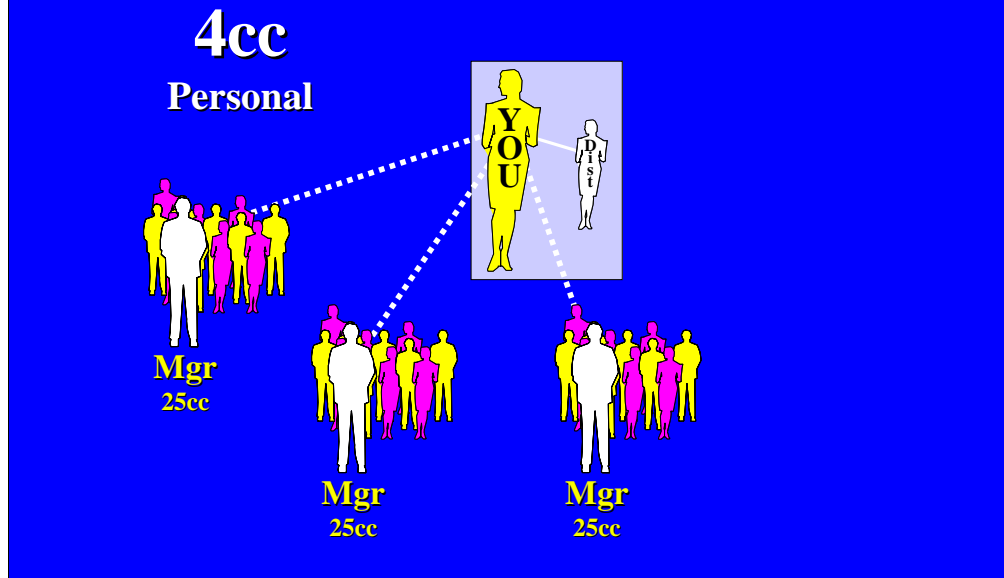
Leadership Bonus Qualification

8cc
Personal & Non-Mgr



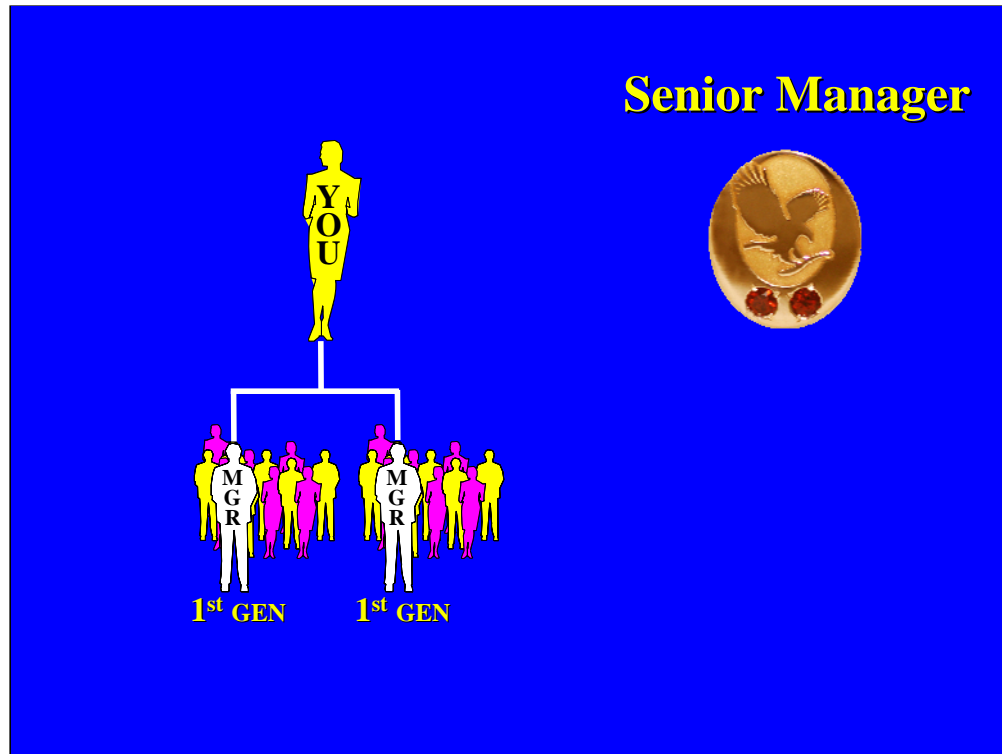
This qualification is reduced to 8 personal & non-manager case credits if you have 2 Managers (each in separate lines) who generate a total of 25 case credits during the previous calendar month.

Leadership Bonus Qualification

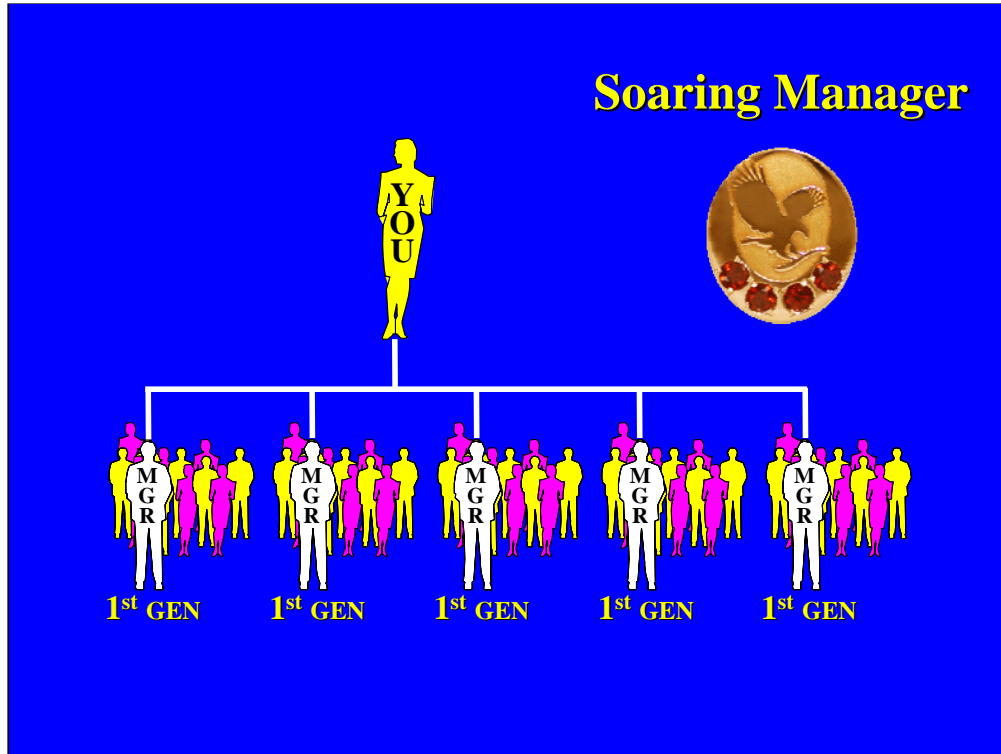


The qualification is further reduced to 4 personal case credits if you have 3 Managers (each in separate lines) who generate a total of 25 case credits during the previous calendar month.

Senior Manager



At this point in your FLP career, your efforts are focused on sponsoring and developing first-generation Recognized Managers. When you have developed 2 of them, you are awarded the title of Senior Manager and presented with a special manager pin.

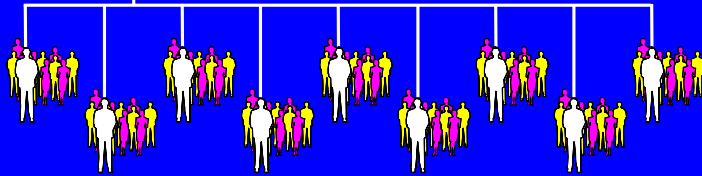


When you have 5 first-generation Recognized Managers, you are awarded the title of Soaring Manager and presented with a special manager pin.

Sapphire Manager



1%
Gem Bonus



On 1st, 2nd & 3rd Generation Manager Volume

When you develop 9 first-generation Recognized Managers, you are awarded the title of Sapphire Manager and are eligible to qualify for a Gem Bonus of 1% on your 1st, 2nd and 3rd generation Manager volume. This Gem Bonus is in addition to all other bonuses, and you receive it when you qualify for Leadership Bonus and have 9 active first-generation Recognized Managers during the month.

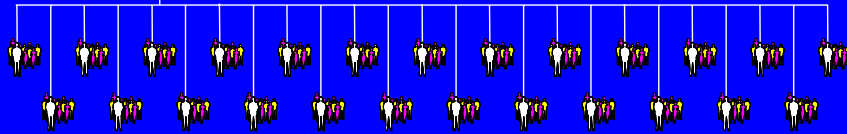


When you develop 17 first-generation Managers, you are awarded the title of Diamond-Sapphire Manager and are eligible to qualify for a 2% Gem Bonus. This bonus is paid to you when you are Leadership bonus qualified and have 17 active first-generation Recognized Managers during the month.

Diamond Manager



3%
Gem Bonus



On 1st, 2nd & 3rd Generation Manager Volume

When you develop 25 first-generation Managers, you become a Diamond Manager and are eligible to qualify for a 3% Gem Bonus. This bonus is paid to you when you are Leadership bonus qualified and have 25 active 1st generation Recognized Managers during the month.

Advantages of the Marketing Plan

Most of our distributors join because of the quality of our product or the tremendous income potential of the marketing plan, or both. Many people have had experience in other companies, and have come to appreciate the following advantages of our plan.

**It costs nothing
to become (or remain)
a distributor**

Unlike most other companies, FLP requires no registration fee. In addition, there are no annual renewal fees.

**You can
order direct
immediately.**

**F
L
P**

**Direct Purchase
at wholesale price**

YOU

New Distributor

In some companies, you must order your first product from your sponsor, and pay a higher price than wholesale. Not so with FLP. As soon as you sign a distributor application, you purchase product direct from the Company at wholesale price (the exact same price all other distributors regardless of level pay)!

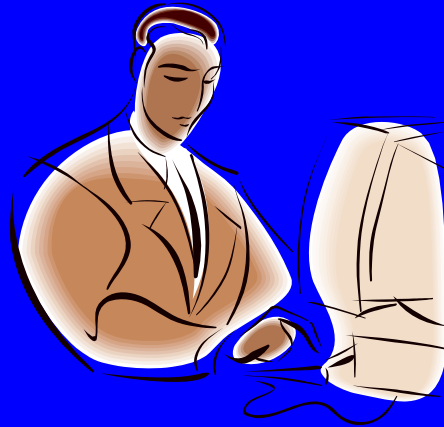
You earn money immediately.



New Distributor

\$1,000	retail price
<u>-700</u>	distributor cost
\$ 300	retail profit

In some companies, the profits from your initial sales go to your sponsor. Not so with FLP. Since you purchase your product at the lowest wholesale price, as soon as you sell them to consumers at the retail price, you have profit in your pocket!



**You can use the full power
of the Internet.**

As an FLP Distributor, you have the power of the Internet to help you build your business. You order your product online, you can sponsor others online; you can advertise your business and sell product with your own MyFLPBiz website that is linked directly to the Company Store; you can communicate with your downline organization; and much more. This opens the door much wider to sponsoring and training distributors around the continent without having to travel.

**You do not need a
large inventory.**

Since in most cases, your product orders arrive within 3 business days, you do not need to stock a lot of product. You can also arrange to drop ship orders to your clients so you don't have to pack and ship.

**You receive all discounts
and bonuses directly
from the Company.**



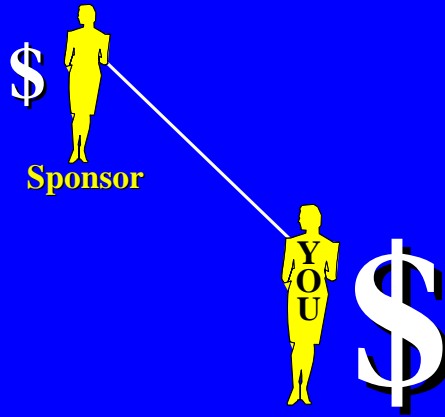
All FLP Distributors receive their bonuses directly from the Company; so there's no need to wait for your upline sponsor to pay you. You can choose to receive your bonus in the form of a check, or a direct deposit to your bank account, or have it loaded to your FLP Bonus Access Visa card.

All bonuses are based on the full retail price.

18%	\$1,000	retail price
	-700	distributor cost
	\$ 300	retail profit
	+ 180	personal bonus
	\$ 480	total profit

Most companies pay their bonuses based upon the wholesale price or a bv or pv somewhere below or slightly above wholesale. However, FLP pays all of its bonuses based on the full retail price. This means more profits for you.

You can earn more than your sponsor.



The FLP marketing plan is designed to reward every Distributor in proportion to their effort and resulting volume generated by their effort. Therefore, if work harder than your sponsor, you will earn more; nobody is held back in their earnings potential.

**Virtually everyone is
your market.**

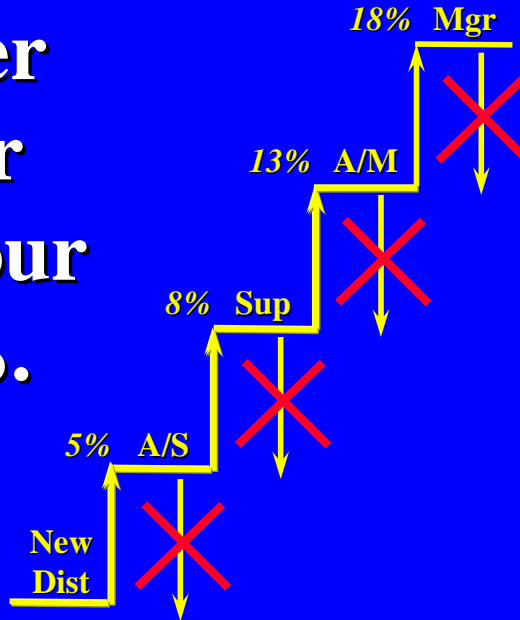
With the wide variety of high quality products in our line, there isn't anyone who can't benefit from the use of one or more of our products. Is there anyone you know who doesn't want to look better, feel better, or have more money to spend?

**Case credits
accumulate for
2 months for
level qualification.**

Apr May Jun
15 + 60 + 60
A/Mgr Mgr

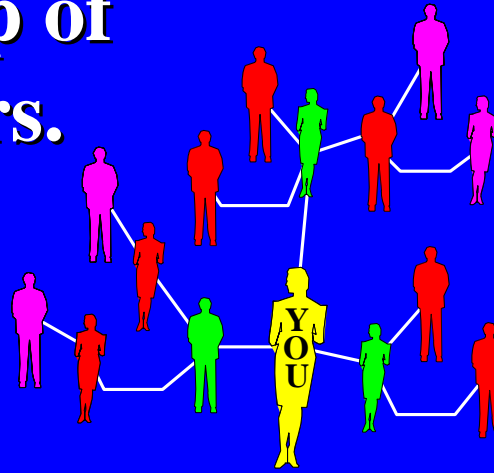
In most companies you cannot use the same volume for more than one level advancement. Not so with FLP. Take a look at the diagram. The April-May volume qualified this Distributor as an Assistant Manager (75cc), and the May-Jun volume as a Manager (120cc). You always get to count the volume of the current month and the previous month for move up, even if the volume from the previous month was used for another advancement!

**You never
lose your
level or your
bonus %.**



In most other companies, if you don't maintain a specified volume of production, you "revert" back to a lower position, and your bonus percentage drops accordingly. Not so with FLP. Once you achieve any level in the marketing plan, you are locked in to that level until you achieve a higher one; you never lose the level nor the percentage of bonus payout.

**You never lose
your group of
distributors.**



In some companies, you can permanently lose your distributor group if you don't maintain a specified personal volume. This never happens in FLP.

**The products
are 100%
guaranteed.**

You retail clients are protected by our 100% money back guarantee on all our products. If they are not satisfied for any reason, they receive a full refund. When you as a distributor make such a refund, the Company stands behind you by replacing the product to you.

**The
products
are
not sold
in stores.**



Your client base is protected by the fact that we do not sell our products in stores.

**You're working with
a solid Company,
which has over
28 years experience.**

Perhaps one of our most important advantages is the fact that we have nearly 30 years' experience. Since our beginning in 1978, we have provided the highest quality products and the most rewarding marketing plan in the industry. Since then, we have a proven track record of uninterrupted growth. Our marketing plan fits people with all levels of ambition.

10 sources of income:

- **Personal Retail Profit**
- **Personal Volume Bonus**
- **New Distributor Bonus**
- **Group Volume Bonus**
- **Leadership Volume Bonus**

Finally, take a look on this page and the next at the various sources of income for our Distributors. We are unmatched in the opportunity we provide for anyone who has the ambition and willingness to work.

10 sources of income:

- **Earned Incentive Bonus**
- **Gem Bonus**
- **Jewelry**
- **Trips**
- **Profit Sharing**

Earning Money is Simple with Forever Living!

- **Fill out a distributor application**
- **Purchase & use the products and become a product of the products.**
- **Share the products with others.**
- **Sponsor others and teach them how to do the same.**