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# THE ORIFLAME EARNING OPPORTUNITY

## HOW IT WORKS

### STEP 1: SHOW THE CATALOGUE AND TAKE ORDERS – COLLECT 100 BP (US\$ 78)

When just getting started, the main income as a new Consultant comes from recommending products and servicing customers. You earn 30% immediate profit on your sales to customers. (E.g. you pay Oriflame US\$ 10 for a product you then sell for US\$ 13).

#### Example:

You show the catalogue to 5 people and collect orders for 100 BP (US\$ 78 at catalogue price)

You collect from customer US\$ 78  
 You pay Oriflame US\$ 60  
 Your immediate profit is US\$ 18

#### And that's it – you've taken the first step to success.

Note: Accessories are half BV and commission.

### STEP 2: INVITE 5 FRIENDS TO DO WHAT YOU DO

As you bring other Consultants into the Oriflame opportunity, you begin to earn a **Performance Discount (PD)** on their sales-and eventually, on the sales of the Consultants they bring in. You also earn a PD on your personal sales. This share of the total earnings grows quickly as you sponsor more Consultants and develop into a Leader. At the highest levels, other bonuses add to the PD and the sum of all of them account for almost all earnings.

All products are assigned two sets of values: Business Volume (BV) and Bonus Points (BP).

- **Business Volume** equals sales of cosmetic products at the Consultant price, less VAT and other taxes, and may change over time due to price adjustments. Your Performance Discount (PD)% is calculated on this amount.
- **Bonus Points** remain fixed over time to ensure the effort required to earn a Performance Discount remains the same despite inflation. The total and distribution of Bonus Points in your group determines how much of the 21% PD you personally earn.



How Oriflame has changed my life and make my dreams come true.

**ANNA AKHUMYAN**  
 ORIFLAME GLOBAL LEADER, RUSSIA

"Oriflame has completely changed my life, as well as the lives of many other people. Before Oriflame I had an ordinary life: school, music school, medical college. When I was a student I worked part-time with the ambulance service. When I first joined the company I dreamed of becoming a Director, then, after my first Director's Dinner, I wished to become Gold Executive Director, to get 50 000 rubles and a Volvo car. I dreamed of having a flat in Moscow, a house on the Volga River and travelling a lot. And all of these dreams came true! Like any woman and any mother all I dream of today is a happy future for my family. Oriflame can change your life. It gives everybody a unique opportunity to develop their own business with big investments and no risks".

According to the example on page 50,

Your immediate profit is: US\$ 18

Your personal BV is US\$ 60 less VAT 20%

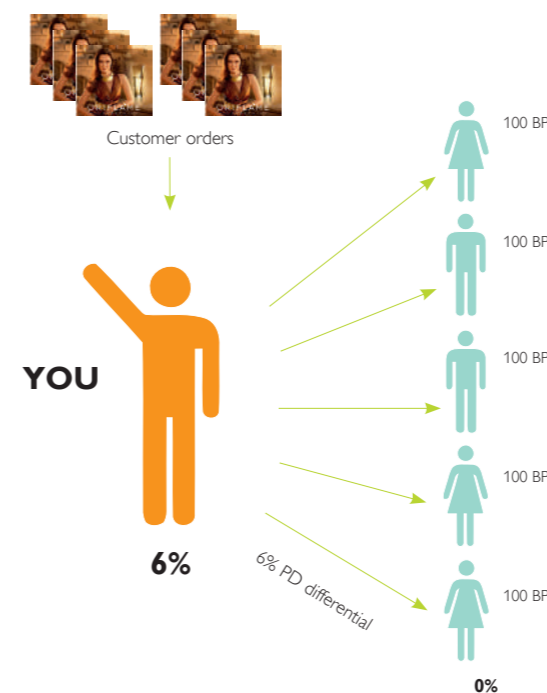
50 BV

Your personal BP is 50/0.5 equals

100BP

For the purpose of the following examples BV 3 250 = 7 500 BP. The BV/BP relation is then 0,5. The VAT is 20% in the examples.

In our example Jane, Pam, Sue, Kim and Ira join your group. Since you are a good role model, they duplicate what you did last month, and each collects orders for 100 BP from five customers.



You earn 6% on personal sales.  $6\% \times 50 \text{ BV} = \text{US\$ } 3$   
 You earn the difference between your own level (6%) and their (0%).

$6\% \times 5 \text{ friends} \times 50\text{BV} = \text{US\$ } 15$

Your total earnings this catalogue is:  
 US\$ 36 (US\$ 18+ US\$ 3 + US\$ 15)

Your immediate profit is US\$ 18.

#### You've taken the second step to success.

Group BP	% PD Level
7 500 +	= 21%
5 000 – 7 499	= 18%
3 000 – 4 999	= 15%
1 800 – 2 999	= 12%
900 – 1 799	= 9%
450 – 899	= 6%
200 – 449	= 3%

You qualify at the 6% level



# THE ORIFLAME EARNING OPPORTUNITY

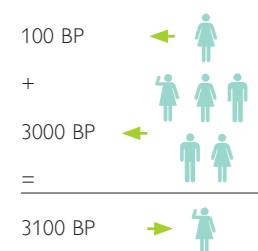
## HOW IT WORKS

### STEP 3: HELP YOUR FRIENDS INVITE 5

The best way to make the Oriflame opportunity work for you is to let your friends in on it! You'll be surprised how easy it is to find 25 people among your friends, neighbours and co-workers, to whom you can present the opportunity to make additional income. We know from experience that at least one in five will say "yes"-so your effort will bring in at least 5 new Consultants. And very often, the ones that did not join become customers anyway, and also give you recommendations of people they know who may be interested in the opportunity.

In our example on page 36 Jane, Pam, Sue, Kim and Ira joined your group. Since you are a good role model, they duplicate what you did last catalogue, and each invite five friends. They all earn US\$ 36 and have taken their first step to success. Now to the clever part. The Success Plan counts all the BP they earn (100 BP each) in your total group BP. As you continue to visit your customers and collect orders, earning 100 BP yourself, your total group earns 3 100 BP. Each of your friends enters on the 6% level. You qualify for the 15% level. You earn the difference between your level and their level, in this case 9% on all their sales. It is important to understand that this is not taken from their earnings. It is paid to you from Oriflame as a reward for finding and training them.

Now you've taken the third step to success.



Oriflame provided me with a genuine career opportunity

**CYNTHIA VENIKA LIOE**  
ORIFLAME GLOBAL LEADER,  
INDONESIA

*"I have had so many opportunities and life-learning lessons bestowed on me, and so many sweet dreams have come true. I have an income far beyond the average income of many women, independence for myself and pride for my family, and it is all the real result of my persistent focus and effort for Oriflame. Big dreams, unshakeable belief, recruiting and duplicating, as well as working with the System have made all my accomplishments – climbing the career ladder and the amazing financial rewards – more meaningful to my life.*

*If Cynthia Venika can do it, So can you."*

### EXAMPLE

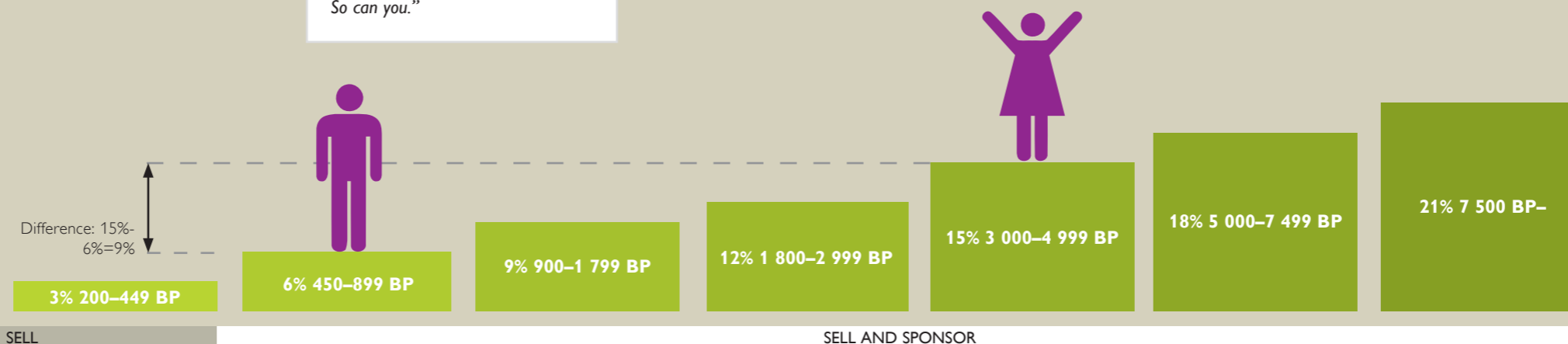
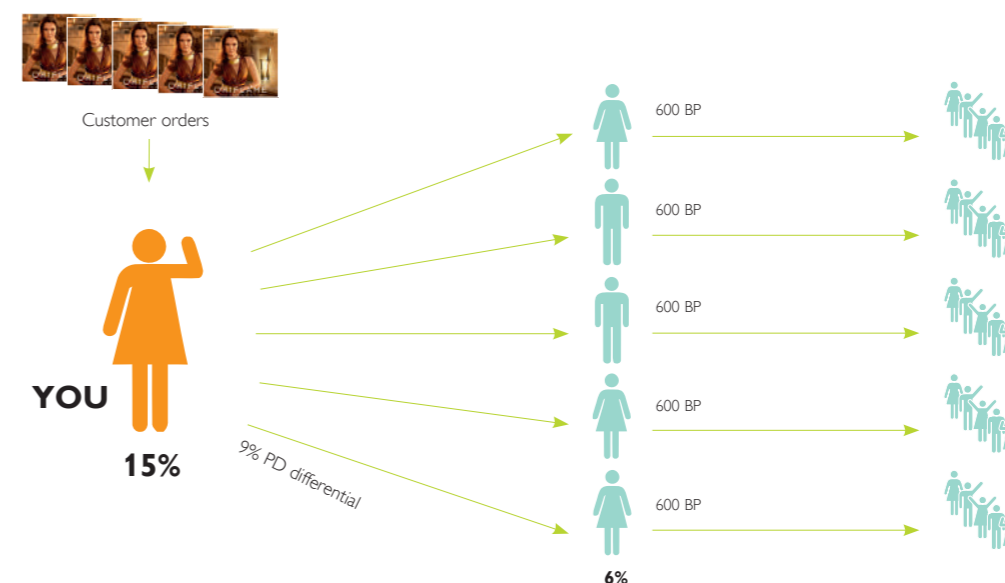
**IMMEDIATE PROFIT** You always earn the Immediate Profit on all the products you sell yourself. You continue your sales as before, earning 30% \*mark-up on all products.

Immediate Profit US\$ 18

**PERFORMANCE DISCOUNT** You earn 15% PD on personal Sales 15% x 50 BV = US\$ 7,5

You earn the difference between your own level (15%) and their (6%) on all their sales. 9% x 30 friends x 50BV = US\$ 135

**TOTAL EARNINGS** per catalogue per year **US\$ 160,5**  
**US\$ 2 728,5**



# THE ORIFLAME EARNING OPPORTUNITY

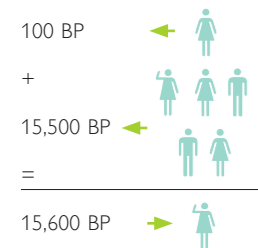
## HOW IT WORKS

### STEP 4: SUPPORT THE NEW CONSULTANTS TO ALSO INVITE 5 AND YOU BECOME A DIRECTOR

The key now is to train your friends to show their Consultants the benefits of building a group. Assume that the second level Consultants sponsors five new Consultants each; the groups of Jane, Pam, Sue, Kim and Ira have 31 people and collect 3100 BP each. This lifts them to the 15% level.

Your group consists of 156 Consultants collecting a total of 15 600 BP. The entire group PD is generating  $21\% \times 7\ 800\ BV = US\$ 1,638$ . Each sub-group earns according to its effort, and you earn the difference. On average, you can expect to earn about half of the total group PD. Your personal earnings naturally depend on how well you have built your group. Experience has shown that the best way to build a balanced group is to build wide with five first line Consultants, and then help them to build deep like we just did in the example. Your earnings have increased more than six times from the last example simply by training your friends, who train their Consultants, who in turn invite new Consultants to join. As your group grows, you will have to spend more and more of your time "training the trainers". Remember to continue leading by example, keep buying and using the products and maintain some customer contact by selling.

#### You've taken the fourth step to success



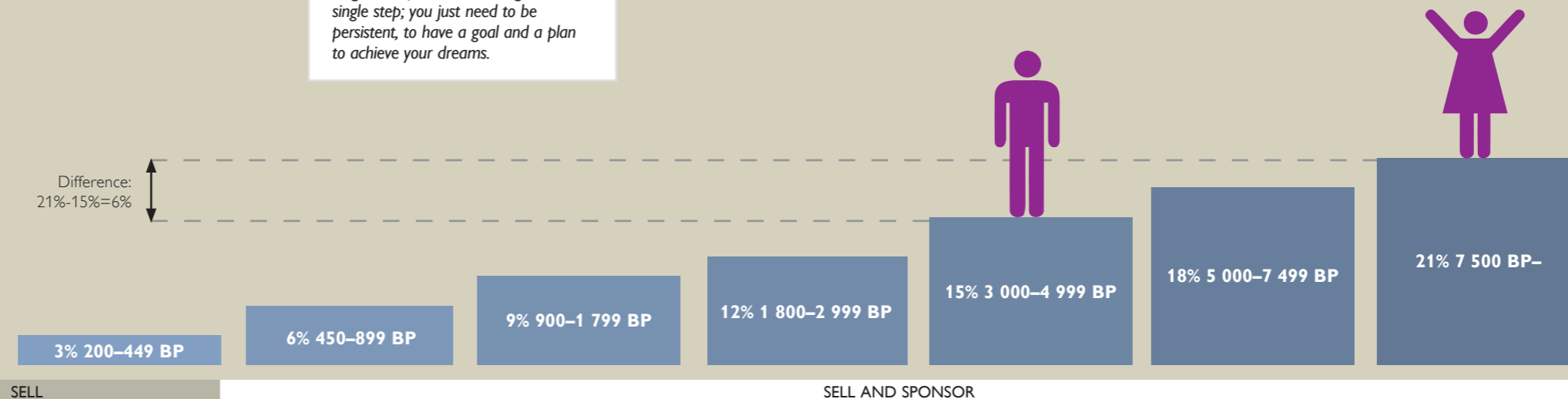
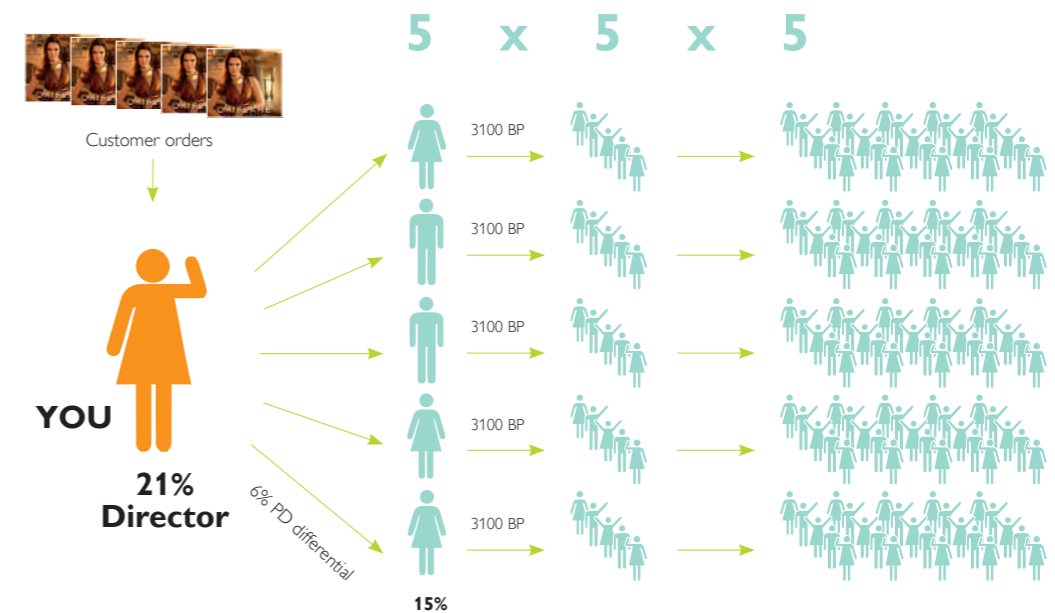
My life before and now.

**RAWIA AFFIFI**  
ORIFLAME GLOBAL LEADER,  
EGYPT

*"I started working for Oriflame in 1998. Before that I was a manager in one of the airline companies that belongs to Egypt Air. The life I used to have was a pretty average, routine existence of a normal working woman. There were some words that had no meaning for me, such as ambition, hope, success or self-motivation. They didn't mean anything because I had no goal in life apart from living day to day, fulfilling my daily chores as a wife, mother and manager. After joining Oriflame, however, every last one of those words took on a new meaning in my life dictionary. I live togetherness, spirit and passion to the max every day, and some words, like pessimism, depression, negativity and impossible have been permanently deleted from my dictionary. For me, Oriflame is not just a beauty company selling direct, it is the most amazing world of living ones dreams. A bit of advice I repeat to my loved ones every day is that the long road of 1000 miles begins with a single step; you just need to be persistent, to have a goal and a plan to achieve your dreams.*

### EXAMPLE

IMMEDIATE PROFIT	As before	
	Immediate Profit US\$ 18	
PERFORMANCE DISCOUNT	You earn 21% PD on personal Sales $21\% \times 50\ BV = US\$ 10.5$	
	Your friends have grown to reach the 15% level and therefore you have reached up to 21%. You earn the level difference of 6% on their group BV. $6\% \times 5\ groups \times 1\ 550\ BV = US\$ 465$	
TOTAL EARNINGS	per catalogue per year	<b>US\$ 493,5</b> <b>US\$ 8 389,5</b>



# THE ORIFLAME EARNING OPPORTUNITY

## HOW IT WORKS

### STEP 5: SUPPORT 6 PEOPLE TO ALSO BECOME DIRECTORS AND TRIPLE YOUR EARNINGS

You may have asked yourself "What happens when my first-line Consultants also reach the 21% level? There is no longer a level difference on which I can generate earnings!" The answer is you earn more – much more!

Your 21%-ers in this case break away from your personal group and form sub-groups on which you earn 4% instead. You see below why helping Jane reach the 21% level will double your earnings from her group.

As you see, the quickest way to increase your earnings is to help your first line Consultants reach the 21% level. The 4% Oriflame Bonus is always better than the level difference, so

there is always a benefit from lifting a first-line Consultant to 21%. But make sure that your remaining personal group still has 7 500 BP after the breakaway 21% group has been formed. The breakaway group is naturally still part of your total group, but their BP totals are no longer counted in your Personal Group's BP totals. If your personal BP falls below 7 500, your bonus is reduced (see page 64) and if below 3 000 BP you don't get a bonus. Keep your BP totals up by making sure you're always recruiting, training others to recruit, and of course, lead by example!

**!** More good news – the 4% Bonus is just the first of six bonuses you can earn!

### EXAMPLE

**IMMEDIATE PROFIT** As before

Immediate Profit US\$ 18

**PERFORMANCE DISCOUNT**

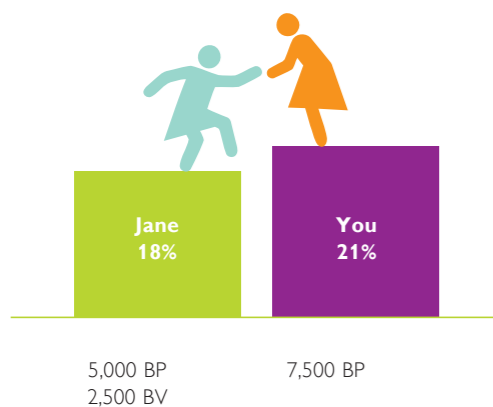
You earn the full 21% PD on personal sales 21% x 50 BV = US\$ 10.5

You earn the 21% PD differential on personal groups' sales + 4% Oriflame Bonus (Information about the 4% Oriflame bonus is available on page 63)

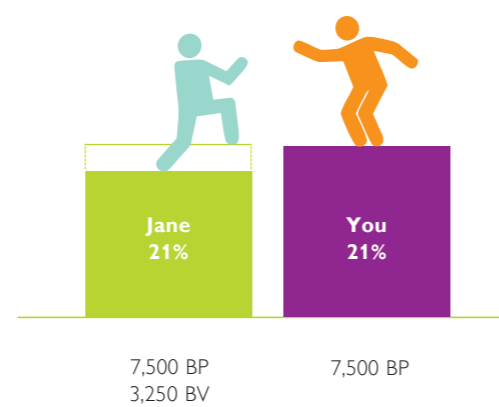
$$7\ 800\ BV \times 6 \times 0.04 = US\$ 1\ 872$$

$$1\ 872 + 493,5 = US\$ 2\ 365,5$$

**TOTAL EARNINGS** per catalogue **US\$ 2 365,5**  
per year **US\$ 40 213,5**



You earn:  
PD differential: 21%–18% = 3%  
3% x 2,500 BV = **US\$ 75**



You earn:  
4% Oriflame Bonus  
4% x 3,250 BV = **US\$ 130 = Double**





# 4

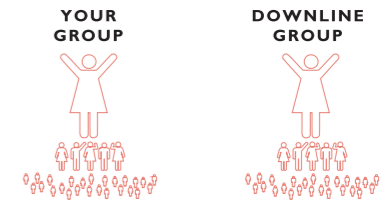
60	<b>How to earn bonuses</b>
63	The 4% Oriflame bonus
67	The 1% Gold bonus
71	The 0.5% Sapphire bonus
72	The 0.25% Diamond bonus
	The 0.125% Double Diamond bonus
	The 0.0625 Executive bonus
73	Have fun
74	Building an international business – international sponsoring

# HOW TO EARN BONUSES

# EARNING BONUSES

We now simplify the illustrations from the Success Plan. Your group is now shown as you in front of your first-line Consultants. A downline group, is shown as a 21% pin.

Your goal is to get as many of your first-line Consultants to the 21% level as possible. The more of your first-line Consultants who reach 21%, the deeper you earn bonuses in your downline.

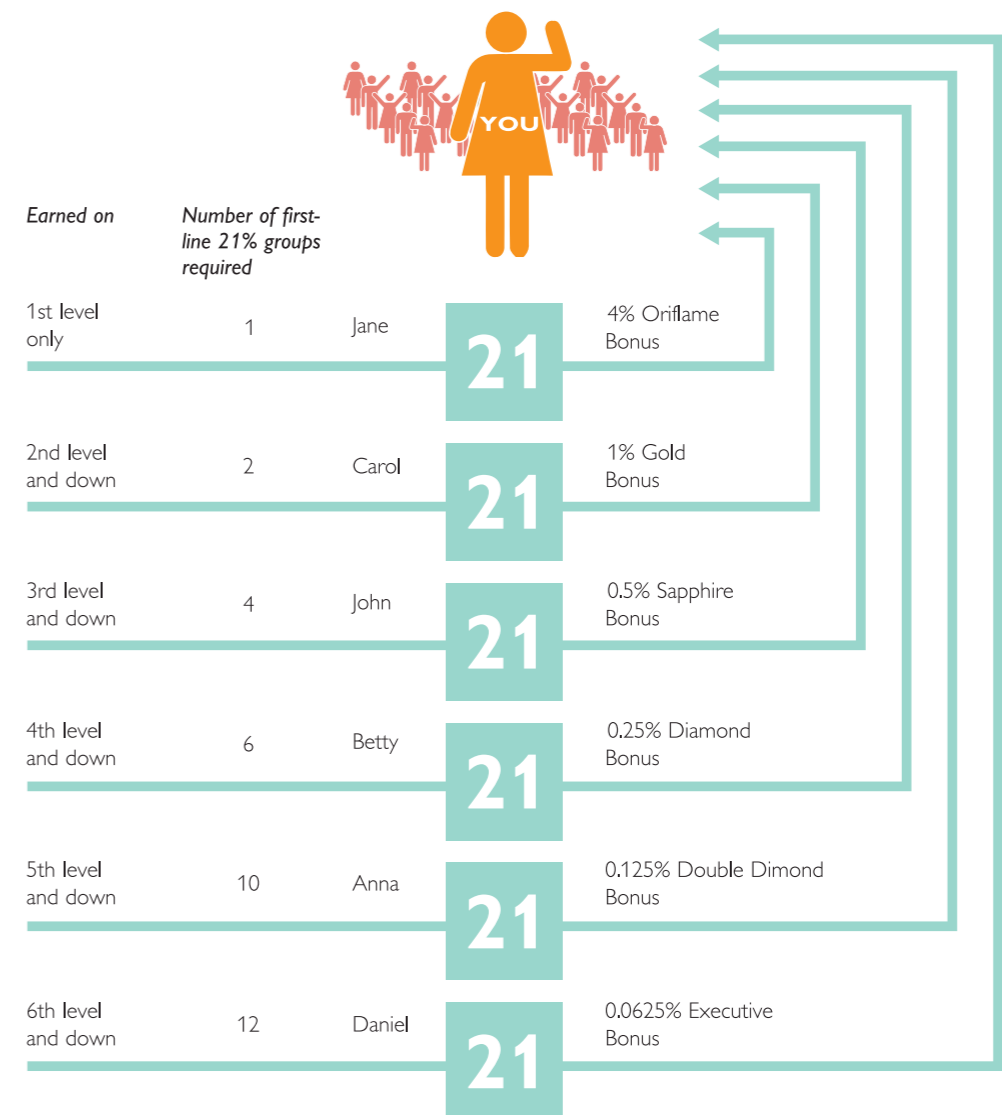


In order to qualify for any Oriflame bonus, you must maintain a minimum personal purchase volume of 200 BP. This ensures that you remain “hands on” as an Oriflame Consultant and are better able to follow the trends in the market.

Bonuses are paid so that high-performing Leaders, who sponsor more and more breakaway 21% groups, continue to earn from those groups. Any sponsored downline who does not have their own 21% group, of course, still belongs to your Personal Group.

The 0.25% Diamond Bonus, for example, may not sound like much at first. But if you consider how many 21% groups there can be four levels down and further, you see how quickly it can turn into big money! It's important to remember that Gold, Sapphire, Diamond, Double Diamond and Executive bonuses are earned on all levels below their starting level until there is a group generating this bonus for another Director qualifying at the same title below you.

Anyone can earn bonuses, regardless of their title, as long as they meet the criteria. Normally Directors and higher earn bonuses. However, they can be earned while still in qualification for these higher titles.



# THE 4% ORIFLAME BONUS

The 4% Oriflame Bonus is an incentive for you to develop Directors.

**First-line 21% groups required:** One

**Personal Group requirement:** at least 3 000BP\*

\*unless you are a Director with at least six direct 21% groups, at which level there is no Personal Group requirement for any bonuses. However, the Minimum Guarantee still applies.

**Paid on:** First-level groups (=directly sponsored by you)

**Minimum Guarantee:** Your Personal Group must be 7 500 BP to keep the whole 4% Oriflame Bonus. Between 3 000– 7 499 BP, you keep some. If your BP falls below 3,000, you no longer qualify for any of the bonus.

4% of the Personal Group BV of each 21% group that you personally sponsor is paid to you as long as your Personal Group BP reaches 7 500 or more in one month. If you fail to reach 7 500 BP, your sponsor gets the shortfall from your 4% earnings.

To avoid having part of your 4% bonus passed upline, maintain your Personal Group at 7 500 BP or higher. The Minimum Guarantee ensures 4% earnings on a "normal" 7 500 BP group for the Sponsor.



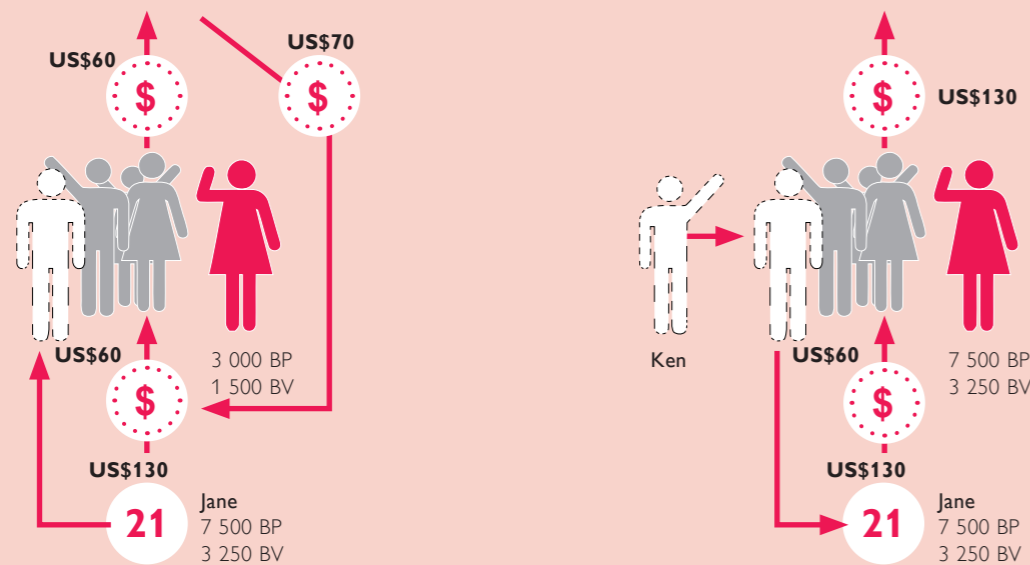


# WHY A MINIMUM GUARANTEE?

The Minimum Guarantee is a way of ensuring fair rewards for your effort. It helps avoid situations where a low performer (one who cannot maintain 7 500 Personal Group BP) profits from your work at deeper levels. A common situation is where you help train the first line's (Jane's) group and coach those with talent (Carol) to reach 21%. Jane should then not be able to relax and just cash in on your work. The Minimum Guarantee ensures you get  $4\% \times 3\,250\text{ BV} = \text{US}\$130$  on Jane's sales.

If she falls under 7 500 BP, part of her earnings from Carol are passed on to you in order to make up the shortfall from US\$ 130. As you'll see, everybody benefits from keeping groups of at least 7 500 BP, so the Minimum Guarantee works in everyone's interest.

EXAMPLE 1



## UNFAVORABLE SCENARIO PERSONAL GROUP SHRINKS

- Jane reaches 21% and breaks away.
- Oriflame Bonus from Jane  $4\% \times 3\,250 = \text{US}\$130$ .
- Your Personal Group generates only  $4\% \times 1\,500 = \text{US}\$60$  but your sponsor has a right to earn US\$130. The missing US\$70 is deducted from your earnings on Jane and passed to your sponsor. You **keep US\$60** from Jane.

## FAVORABLE SCENARIO PERSONAL GROUP IS REBUILT

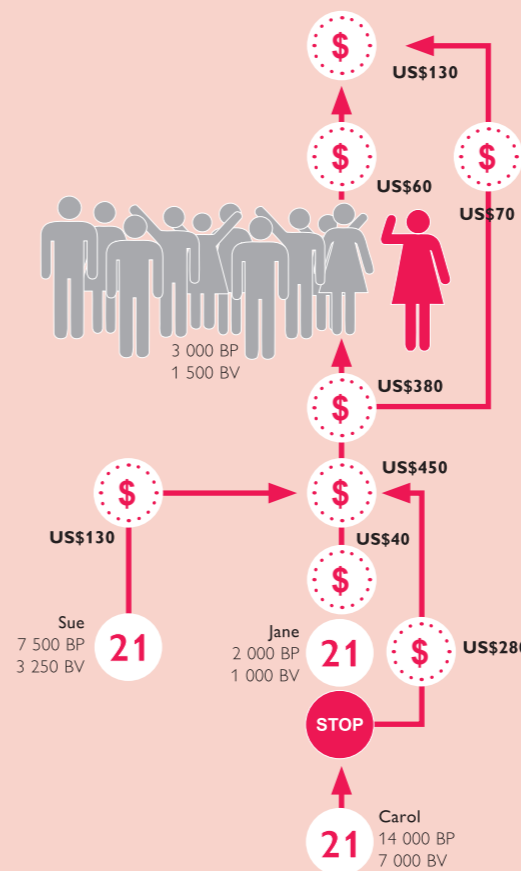
- Ken replaces Jane.
- Oriflame Bonus from Jane  $4\% \times 3\,250 = \text{US}\$130$ .
- Now that you've grown your Personal Group to 7 500 BP, you generate  $4\% \times 3\,250 = \text{US}\$130$  for your sponsor, which means that you can keep everything coming from your downline. You **keep US\$130** from Jane.

# WHY A MINIMUM GUARANTEE?

Jane reaches 21% and breaks away from your Personal Group. This is good, but not if you fail to replace her. In the favorable scenario, you help Jane reach 21% and sponsor Ken to fill her gap in your Personal Group. Your sponsor is naturally also subject to the same Minimum Guarantee requirements as you are, and she may have to pass some or all of what she got from you upline depending on her performance.

Note how your sponsor was protected by the Minimum Guarantee in the unfavorable scenario. You failed to maintain your 7 500 BP when Jane's group broke away. Before Jane broke away, she was part of your group and your sponsor earned 4% on her volume too. It is only fair that your sponsor still earns some of that until you have built a normal Director's volume again in your Personal Group.

EXAMPLE 2



You have two 21% groups (Jane and Sue) and are qualified to earn the Oriflame Bonus as your Personal Group is at the minimum required level of 3 000 BP.

You generate only  $4\% \times 1\,500 = \text{US}\$60$  for your sponsor, so US\$70 must be passed on from the volume arriving from your downline to make up the US\$ 130 Minimum Guarantee.

From Sue	+US\$	130
From Jane (on Jane)	+US\$	40
From Jane (on Carol)	+US\$	280
<b>Subtotal</b>	<b>=US\$</b>	<b>450</b>
Minus Minimum Guarantee	-US\$	70
<b>Net bonus to keep</b>	<b>=US\$</b>	<b>380</b>

Jane is not qualified to earn any Oriflame Bonus at all as she has less than 3,000 BP. All of the US\$ 280 coming from Carol simply passes on to you. Jane's Personal Group generates  $4\% \times 1\,000 = \text{US}\$40$

Oriflame Bonus to you from Sue  
 $4\% \times 3\,250 = \text{US}\$130$

Oriflame Bonus to Jane from Carol  
 $4\% \times 7\,000 = \text{US}\$280$

## WHY A MINIMUM GUARANTEE?

Sue and Carol cannot earn any Oriflame Bonus, because they have not sponsored any 21% groups. Jane had a chance to earn US\$ 280, but could not keep it since she herself had not reached the 3 000 BP required to keep some bonus. In the future, she should grow her personal group, aiming for 7 500 BP but at least making sure to keep a minimum 3 000 BP level and some of the Oriflame bonus.

As you see, the only difference between you and Jane is that you have two groups (Sue and Jane) and she only has one (Carol). Jane's only 21%-group does even more volume in the first line (Carol generates 7 000 BV, while Sue and Jane together generate only 4 250 BV for you), but you still earn

all the money. Why? Because you have built a better group. Oriflame rewards you for developing two lines instead of relying on just one top performer, and for also keeping your Personal Group at a minimum 3 000 BP level. You still pass some Minimum Guarantee to your sponsor (US\$ 70), so to keep all the money in the future, all you have to do is grow your Personal Group back to 7 500 BP.



### GALYNA AND VLADIMIR BELANOVYY

ORIFLAME GLOBAL LEADERS,  
UKRAINE

*"Throughout the years of our partnership with Oriflame we have had a relationship of mutual trust, based on the high standard of corporate culture, rules and ethical norms laid down by the company's creators, Robert and Jonas af Jochnick. Our partnerships are built on strong foundations of honesty and openness, mutual understanding and trust for each other. It is that honest cooperation between leaders and the management of the company that distinguishes Oriflame from other direct selling companies. Entering the top 15 World, we meet every year in Stockholm for discussions about current long-term planning and other important issues. We are united with Consultants, Leaders and company management in common values – togetherness, spirit, passion and the common goal we all have to become an even bigger company; the number one cosmetic company in direct sales worldwide. All of this helps us to keep our focus on the future."*

## THE 1% GOLD BONUS

The Gold bonus is different from the 4% Oriflame Bonus, as it can be paid on several levels. While you earn the Oriflame Bonus on your first-level groups only, you can earn infinitely deep Gold Bonuses starting from your second-level 21% -groups. The only limit is where a Gold Bonus is already paid to a Gold Bonus earner below you. Bonuses are always calculated from the bottom of the tree up, stopping with the lowest qualified earner. That's because the lowest earner qualified for a particular bonus is closest to the sub-groups and is therefore most responsible for their performance. The reason you don't earn Gold Bonus on your first level is that you already earn 4% Oriflame Bonus on those groups.

**Downline 21% groups required:** Two

**Personal Group requirement:** At least 3 000 BP

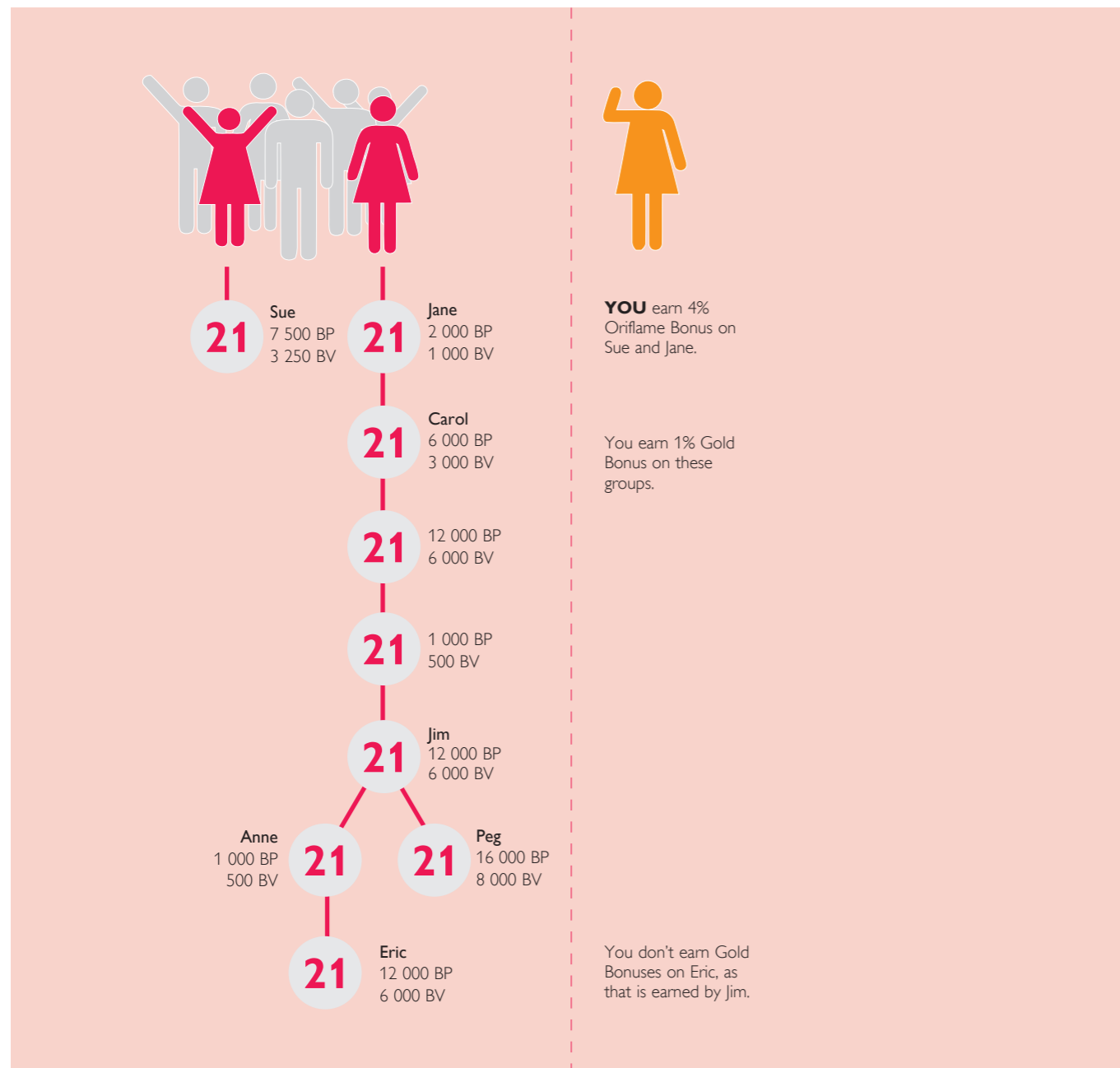
**Paid on:** Second level to infinity; stops after the first line of the next Gold Bonus earner downline.

**Minimum Guarantee:** Must be 7 500 to keep the whole bonus; if less, the shortfall of up to 1% of a "normal" BV level of 3 250 = US\$ 32.5 is passed upline.

# GOLD BONUS EARNING EXAMPLE

There is also a Minimum Guarantee here. If Jane has not reached a Personal Group level of 7 500 BP, she does not generate the minimum US\$ 32.5 (1% of 3 250 BV) of Gold Bonus your sponsor has a right to. Hence, the shortfall is taken from your Gold Bonus earned on Carol and below. To avoid this, explain to Jane that she is missing out on the 4% bonus on Carol unless she maintains her 7 500 BP.

You don't earn the Gold Bonus on Eric, as Jim supports and earns the Gold Bonus on this group. However, since you don't earn the minimum US\$ 32.5 on Anne, some of the earnings that Jim would have made on Eric are passed on to you.



## Minimum Guarantee level:

The first-level Consultants must be at 7,500 BP for you to keep all the Gold Bonus coming from below them. If not, the shortfall is deducted to ensure that US\$ 32.5 reaches your sponsor from each leg. For exact amount see Consultant Order Form.

You earn 1% Gold Bonus on all groups below your first-line groups which do not already generate Gold Bonus for a lower level Gold Director.

BV: 3 000 + 6 000 + 500 + 6 000 + 8 000 + 500 = 24 000

24 000 × 1% =	US\$ 240
+ Minimum Guarantee on Anne (explained below)	US\$ 27,5
<b>Total Gold Bonus</b>	<b>US\$ 267,5</b>

From this you must subtract the Minimum Guarantee from Jane to your sponsor.

She generates 1% × 1 000 = US\$ 10. US\$ 22,5 is missing.

- Minimum Guarantee on Jane	- US\$ 22,5
<b>Gold Bonus earned by you</b>	<b>US\$ 245</b>

In addition to all other earnings.

Jim is qualified to earn the Gold Bonus as he has two 21% groups, is above the 3 000 BP minimum level and has the title of Gold Director. You earn the Gold Bonus on Jim and his first-line 21% groups, but not on his second lines or lower.

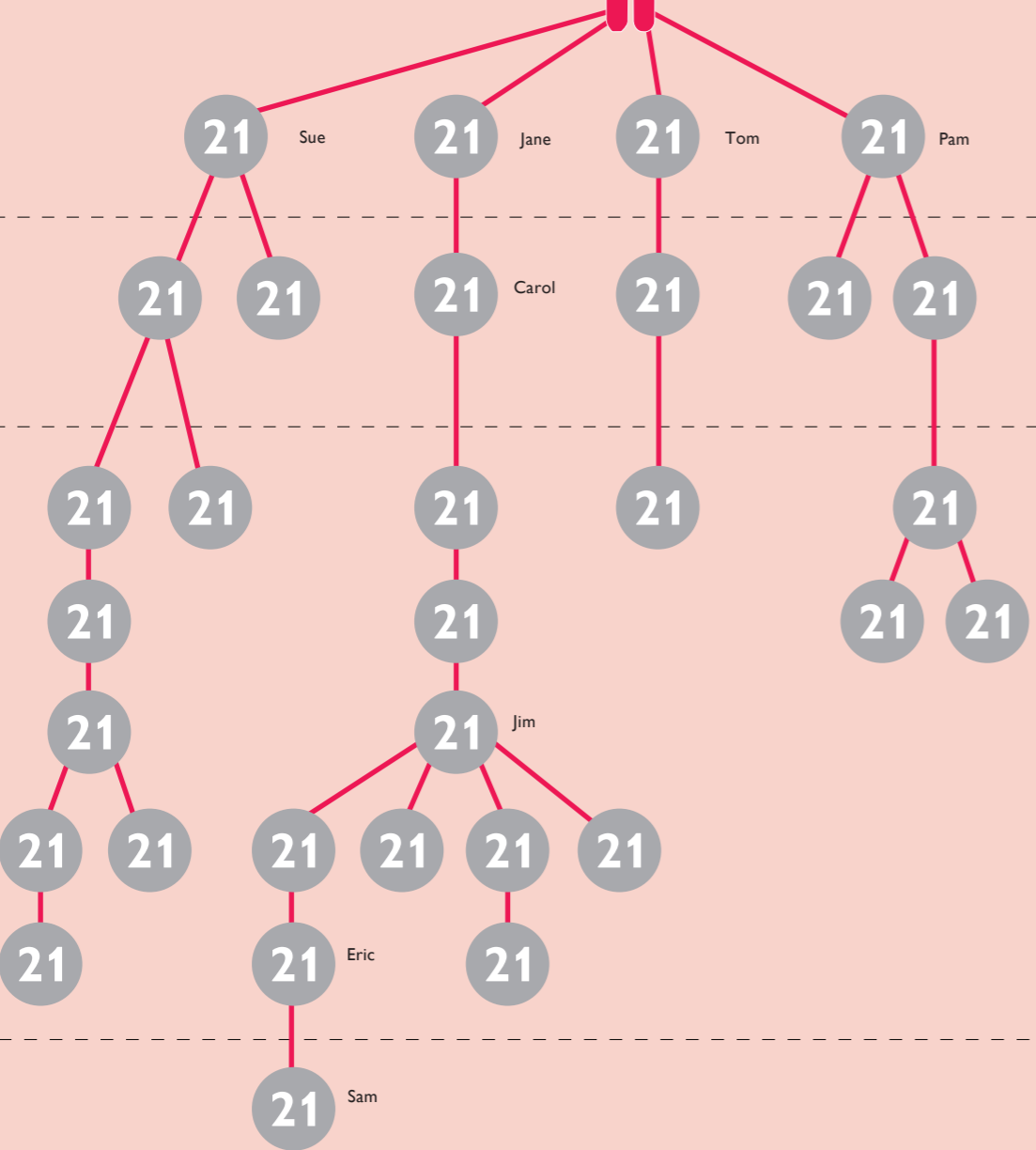
Note that Anne's volume is lower than the 3 250 "normal" BV required to fulfil the Minimum Guarantee. Jim will therefore not keep all the Gold Bonus he earns on Eric.

Anne's group generates 500 × 1% = US\$ 5 for you, but the Minimum Guarantee is US\$ 32,5. Note that it is irrelevant that Peg generates much more than required. No group is allowed to fall below "normal" size, no matter what other groups achieve. Therefore, the missing US\$ 27,5 must be passed on to you from the Gold Bonus Jim earns on Eric.

From Eric to Jim 6,000 × 1%	= +US\$ 60
Minus Minimum Guarantee (passed on to you)	-US\$ 27,5
<b>Jim keeps</b>	<b>= US\$ 32,5</b>



# THE 0.5% SAPPHIRE BONUS



The BP of your first line is irrelevant for the sapphire bonus.

Minimum Guarantee level: These second-level Consultants must be at 7 500 BP for you to keep all Sapphire Bonuses coming from below them. If not, the shortfall is deducted to ensure that US\$ 16,25 reaches your sponsor.

You earn a 0.5% Sapphire Bonus on these groups.

Jim has four groups now and can therefore earn a Sapphire Bonus on Sam. If Eric has less than 7 500 BP, Jim will have to pass some of his Sapphire Bonus from Sam's downline to you to make up the difference.

If we assume all groups have 7 500 BP and 3 250 BV you would earn: 20 groups x 0.5% x 3,250 BV = US\$ 325. Sapphire Bonus earned by you US\$ 325 in addition to all other earnings.

You don't earn a Sapphire Bonus on Sam as Jim supports and earns a Sapphire Bonus on this group.

Just like the Gold Bonus, the Sapphire Bonus can be earned at any depth in the group. It starts from your third-level groups and goes down until there is a Sapphire Bonus paid to a lower Director. This means that in many cases you will earn both Gold and Sapphire Bonuses on the same groups.

**Downline 21% groups required:** Four

**Personal Group requirement:** At least 3 000 BP

**Paid on:** Third level to infinity; stops after the second line of the next Sapphire Bonus earner.

**Minimum Guarantee:** Second-line BP must be 7 500 to keep the whole bonus; if less, the shortfall of up to 0.5% of a "normal" BV level of 3 250 = US\$ 16,25 is passed upline.

There is also a Minimum Guarantee here. If Carol fails to reach 7 500 BP, your sponsor is not earning the full US\$ 16,25 (0.5% of 3 250 BV) she expects on her group. The shortfall is taken from your Sapphire Bonus earned.

## THE 0.25% DIAMOND BONUS

The Diamond bonus is also infinite. It starts from your fourth-level groups and goes down until there is a Diamond Bonus paid to a lower-level Director. It can overlap both Gold and Sapphire Bonuses.



**Downline 21% groups required:** Six

**Personal Requirement:** 200 BP for all bonuses

**Paid on:** Fourth level to infinity; stops after third line of the next Diamond Bonus earner.

**Minimum Guarantee:** Third line BP must be 7 500 to keep the whole bonus; if less, the shortfall of up to 0.25% of a "normal" BV level of 3 250 = US\$ 8 125 is passed upline. There is also a Minimum Guarantee here. John must reach 7 500 BP to generate US\$ 8 125 (0.25% of 3 250 BV) for your sponsor; if less, the shortfall is taken from your Diamond Bonus.

## THE 0.125% DOUBLE DIAMOND BONUS

The Double Diamond bonus can be earned at any depth in the group. It starts from your fifth-level groups and goes down until there is a Double Diamond Bonus paid to a lower-level Director. In many cases you can earn Gold, Sapphire, Diamond and Double Diamond Bonuses on the same groups.



**Downline 21% groups required:** Ten

**Personal Requirement:** 200 BP for all bonuses

**Paid on:** Fifth level to infinity; stops after fourth line of the next Double Diamond bonus earner.

**Minimum Guarantee:** Fourth line BP must be 7 500 to keep the whole bonus; if less, the shortfall of up to 0.125% of a "normal" BV level of 3 250 = US\$ 4.06 is passed upline.

There is also a Minimum Guarantee here. The fourth-level Consultant(s) must reach 7 500 BP to generate US\$ 4.06 (0.125% of 3 250 BV) for your sponsor. If less, the shortfall is taken from your Double Diamond Bonus.

## THE 0.0625% EXECUTIVE BONUS

The Executive bonus can be also earned infinitely. It starts from your sixth-level groups and goes down until there is an Executive bonus paid to a lower-level Director. This means in many cases you can earn the Gold, Sapphire, Diamond and Double Diamond and Executive bonus on the same groups.



**Downline 21% groups required:** Twelve

**Personal Requirement:** 200 BP for all bonuses.

**Paid on:** Sixth level to infinity; stops after fifth line of the next Executive bonus earner.

**Minimum Guarantee:** Fifth line BP must be 7 500 to keep the whole bonus; if less, the shortfall of up to 0.0625% of a "normal" BV level of 3 250 = US\$ 2.03 is passed upline.

There is also a Minimum Guarantee here. The fifth level Consultants must reach 7 500 BP to generate US\$ 2.03 (0.0625 % of 3 250 BV) for your sponsor. If less, the shortfall is taken from your Executive Bonus.



LOOK GREAT

MAKE MONEY

HAVE FUN

Everyone can have fun with Oriflame, sharing favourite beauty products with family and friends, making new friends and meeting new people. We offer opportunities for travel and unlimited personal development through trainings, seminars and international conferences. As one of Oriflame's most successful Leaders you will be rewarded by qualifying for international conferences. These conferences take place in luxury resorts all over the world, where you will meet other successful Oriflame Leaders!

Each year, Oriflame announces the new qualification and re-qualification criteria for the annual Gold, Diamond and Executive Conference.

### GOLD CONFERENCE

The Gold Conference takes place every year in a new inspiring location. A few examples are: Tenerife, Athens, Malta, Rome, Paris and Stockholm! Depending on your performance you can qualify for 1 or 2 tickets (where you can invite a partner to join for free). During a full week in a luxury hotel you will be able to enjoy an inspiring business conference, gala dinners and of course have the chance to visit some of the nicest places in the location. During the conference you will be recognised and rewarded for your performance and new achievements!

### DIAMOND AND EXECUTIVE CONFERENCES

The Diamond and Executive conferences are exclusively for absolutely the most successful Leaders in Oriflame – from Diamond titles and up. The locations chosen for these conferences are all around the world – Zanzibar, Mauritius, Hong Kong, Dubai, Bali, Rio de Janeiro are some examples! We promise you an unforgettable experience in the resort, interesting business conferences and exclusive gala dinners and events!

### HOW DO I QUALIFY?

The qualification rules are based on both the size of your

business and how much you grow it. Each conference requires a certain number of 21% groups in order for you to qualify. Since you add up your groups over the year, for each catalogue period, (of maximum one month) you can always do a late rush to qualify. It is always possible, so never give up!

Requirements are set so that you always have a good chance of qualifying. The Gold Conference is the first step on your journey into the exciting world of Oriflame's global Conferences. Since a Gold Director normally has two 21% groups or more, one could expect a minimum of 34 groups over the qualification period (17 catalogues x 2 21% groups = 34 groups). The requirement for the first time qualification is set slightly lower to allow to make that first step that much easier. This also means you can qualify for the Gold Conference even though you have not yet qualified for the Gold Director title.

Once you have attended a Gold Conference your targets for the next year's qualification will be set slightly higher. Keep in mind that each extra group you add not only improves your personal income and bonus but also allows you to earn discounts on a partner ticket for the Gold Conference. Ask your sponsor or Oriflame for this year's criteria. They will explain in more detail what is required, and don't forget: It's never too late to start collecting groups!

# BUILDING AN INTERNATIONAL BUSINESS – INTERNATIONAL SPONSORING

When we say that there is no limit to how large your business can grow, we really do mean it!

Oriflame offers an International Sponsoring Programme in many markets that allows you to expand your business outside your home country. You can sponsor to and from any of the countries participating in the programme.

You gain all the advantages of titles and receive as well the corresponding bonuses including any International 21% groups you have built. You will receive the bonuses with one month's delay due to the global consolidation of networks.

The list of participating countries can change, so contact your local Oriflame office for the latest update.



The opportunity to travel the world and meet & share ideas with like-minded and inspirational people.

**HELINA EHA**  
ORIFLAME GLOBAL LEADER, ESTONIA

*"Oriflame conferences are worldwide events for the participants and also for the local people where the conferences are held. It is impossible to describe the event with words, you just have to see and feel it yourself! Participation at the conference is a great way to see the world. You just take your passport and everything else is organised for you at the top, most luxurious level. You can visit countries that you never imagined visiting. Travelling is one side of the conferences. The other side is the energy that you get from the events. It's also a great experience to meet Oriflame people from around the world, who think the same way as you! The fundamental values of Oriflame - Togetherness, Spirit and Passion - are strongly felt at the conferences. Furthermore, you get worldwide recognition for your achievements. And on top of all that, you always get great new ideas for developing your Oriflame business back home. A true Oriflame Leader has to be present at all the conferences!"*