



PURE

haven

essentials

Compensation Plan

# Welcome to the exciting and lucrative Pure Haven Essentials Compensation Plan

This best-in-class plan is a result of close collaboration between leading industry compensation experts and company management who bring extensive experience and success in Direct Sales. The plan was specifically and carefully designed to compensate you as richly as possible, to motivate and reward you and those you sponsor in many ways for sharing, selling and managing your business. The goals, features and benefits of the plan are more fully explained below.

## 1

### Commission and Bonus on Personal Sales

The first way to earn income is through Personal Sales.

Earn **30%-50% Commission and Bonus** on Monthly Personal Sales (PS)

PS - Personal Sales = All sales to your customers, plus personal purchases.

**Note:** Personal purchases are not commissionable to the purchasing Consultant because Consultant personal purchases enjoy a 30% discount.

If monthly Personal Sales are	Earn	Total Commission and Bonus
< \$1,000	30% commission	30%
\$1,000+	Plus Power Bonus 1 of 5%	35%
\$2,000+	Plus Power Bonus 2 of 10%	40%
\$3,000+	Plus Power Bonus 3 of 15%	45%
\$4,000+	Plus Power Bonus 4 of 20%	50%

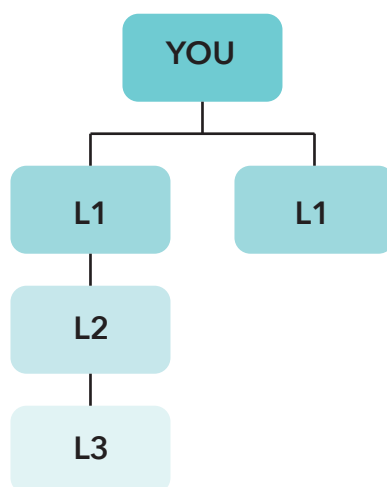
# 2

## Building your Group. Consultant to Executive Career Path

### Earn Commissions on sales of the Consultants in your Group

Because we want you to feel the benefits of leverage from the beginning, you earn commissions on the Volume of the very first Consultant you sponsor into your Group.

#### Group example



*In this example you sponsored 2 Consultants (on your Level 1),  
and one of them sponsored 1 (on your Level 2),  
and that Level 2 Consultant Sponsored a Consultant (on your Level 3)*

By sharing the opportunity you build your Group. Each new Consultant who you, or other Consultants in your group sponsor, builds your Group. This growth leads to Rank Promotions which increases the number of Levels on which you earn commissions. Remember, the following compensation is in addition to the compensation you earn on your personal sales.

# Level and Group Commissions and Bonus

## % Commissions on the volume of Consultants in your Group

(See qualification section below)

Paid-as rank>>	Consultant	Star	Double Star	Triple Star	Executive
Level 1 Consultant Volume		5%	7%	7%	7%
Level 2 Consultant Volume			3%	5%	5%
Level 3 Consultant Volume				3%	5%
Group Sales Bonus - All Group Volume					2%

\* Consultant Volume is 70% of retail sales.

**Consultant** - a Consultant is paid commission on his/her personal sales only.

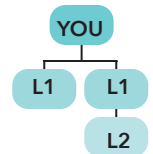
**Star** - a qualifying Star Consultant is paid on:

- personal sales PLUS
- 5% on any personally sponsored (Level 1) Consultant Volume.



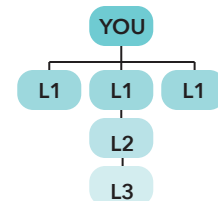
**Double Star** - a qualifying Double Star Consultant is paid on:

- personal sales PLUS
- 7% on all personally sponsored (Level 1) Consultant Volume PLUS
- 3% on all Level 2 Consultant Volume



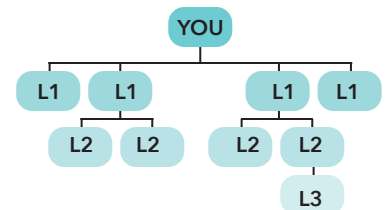
**Triple Star** - a qualifying Triple Star Consultant is paid on:

- personal sales PLUS
- 7% on all personally sponsored (Level 1) Consultant Volume
- 5% on all Level 2 Consultant Volume
- 3% on all Level 3 Consultant Volume



**Executive** - a qualifying Executive is paid on:

- all personal sales PLUS
- 7% on all personally sponsored (Level 1) Consultant Volume PLUS
- 5% on all level 2 Consultant Volume PLUS
- 5% on all level 3 Consultant Volume PLUS
- 2% on all Consultant Volume in his/her group regardless of what level they are. (Remember, this includes the first three levels, so in actuality, an Executive receives 9%, 7%, 7% on the first three levels!)



*NOTE: You are paid for the whole month on the rank level achieved on the last day of the month. For instance, if you reach "Executive" on December 31st - you will be paid as an Executive for the entire month of December.*

## Key Notes and Definitions

See Glossary for complete Terms and Definitions

**Active Consultant** A Consultant who submits \$300 or more in PS in a month. For Active Consultant qualification purposes only, PS includes the retail value of personal purchases. *Example: A Consultant sells \$250 to Customers and purchases \$50 personally. She would earn commissions on \$250 only. However, she would be considered Active, because her sales + purchases total \$300.*

**Leg** Each Consultant you personally sponsor and Consultants in their downline creates a Leg.

**Active Leg** A Leg in which at least one Consultant is Active anywhere in the downline.

**Group** You and all Consultants you personally sponsor and Consultants they sponsor. When a Consultant in your Group promotes to Executive, their Group is no longer included in your Group. However, you may continue to earn or increase commissions based on Generation Commissions explained below.

### Paid-As versus Career Rank

For Star, Double Star and Triple Star levels, starting the month after your promotion, your Group Commissions will be based on the rank that your qualifications meet (Paid-As Rank), not the Career Rank. *Example, if your Career Rank is Double Star, but you do not meet all the Qualification requirements, you will be paid at the Rank at which you meet qualifications. (Consultant or Star).*

**Sponsor** 1) The Consultant who enrolls a new Consultant  
2) The act of enrolling a new consultant

**Volume** Volume is based on 70% of Retail Sales. This is because the first 30% of Retail Sales is paid to the selling Consultant. See Section 1 above - Commission and Bonus on Personal Sales.

**PS** Personal Sales at retail. For Active Consultant qualification purposes only, PS includes the retail value of personal purchases. You are paid commissions on your personal sales, excluding personal purchases because the purchasing Consultant enjoys a 30% discount on purchases.

**PV** Personal Volume is 70% of Retail. Group Level and Generational Commissions are paid on PV not PS.

**GS** Group Sales at retail. Another way to say it is the PS of all Consultants in a Group. This is only used for Qualification calculations.

**GV** Group Volume is 70% of GS. Another way to say it is the PV of all Consultants in a Group. Group Level commissions and Generation commissions are paid on PV not PS.

## Qualifications to Promote and Qualify for Group Level Commissions and Bonuses

Rank >>	Consultant	Star	Double Star	Triple Star	Executive
Qualifications	Submit a signed application	\$300 PS 1 Active Leg	\$600 PS 2 Active Legs \$2,000 GS	\$800 PS 3 Active Legs 1 Star Leg \$4,000 GS	\$1000 PS 4 Active Legs 2 Double Star Legs \$8,000 GS

**Consultant -** On day one you are a Consultant. An active Consultant is one who maintains a minimum PS of \$300 per month.

**Star -** is a Consultant who has sponsored one active Consultant leg and has \$300 PS.

**Double Star -** is a Consultant who has sponsored two active Consultant legs, has \$600 PS and \$2,000 GS.

**Triple Star -** is a Consultant who has sponsored three active Consultant legs, one of whom has also sponsored one active Consultant (anywhere in her downline), has \$800 PS and \$4,000 GS.

**Executive -** is a Consultant who has sponsored 4 active Consultant legs, 2 of whom have also sponsored two active Consultants, has \$1,000 PS and \$8,000 GS.

### Example\* of Group Income (# of Consultants)

*assumes PS of \$1,000 per Consultant*

Rank>>	Consultant	Star	Double Star	Triple Star	Executive	
1st Level Consultants		1	2	3	6	15
2nd Level Consultants			1	2	6	20
3rd Level Consultants				1	2	40
All other Levels plus you					2	50
Total Group Level Bonus \$		\$35	\$119	\$238	\$798	\$4,095



\* Important. The above examples are for purposes of illustrating how the Comp Plan functions. IT IS NOT A REPRESENTATION OF AVERAGE RESULTS. PHE makes no guarantee that you will generate sales or income. Group Level Commissions and Bonuses are paid on Consultant Volume which is 70% of Personal Sales (PS at retail).

# 3

## Earn income through Executive Promotion

Executive is the first level of “leadership” in the company.  
To promote to Executive you have shown that you can sell, sponsor, train and manage.

This promotion is rewarded with a  
**\$500 New Executive Bonus!**

ALSO, the first Executive in your Upline will be paid a  
**\$500 Matching Bonus!**

This also applies to you as an Executive.  
Whenever a Consultant in your Group promotes to Executive you receive a  
**\$500 Matching Bonus!**

Rank>>	Consultant	Star	Double Star	Triple Star	Executive
New Executive Bonus - one time, when you promote					\$500
Matching New Executive Bonus - one time for each Consultant in your group that promotes to Executive					\$500

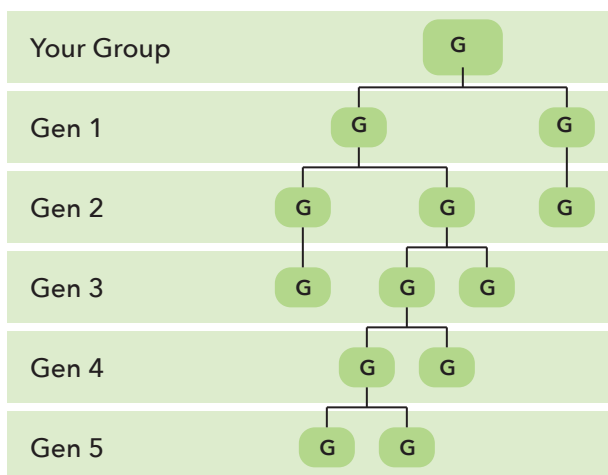
# 4

## Executive Career Path and Compensation


### Earn Generation Commissions on entire Groups in your downline




Now that you have achieved your first Executive rank, you can help your Consultants build their groups. This will greatly leverage your time and increase your income. As these Consultants promote to Executive and beyond you will have the opportunity to earn commissions on entire Groups up to five generations deep.

Remember - Executives are paid commission on all personal sales, PLUS commission and Bonuses on Volume in their Group, PLUS commissions on Volume of Generations of Groups in their downline.





Executive Commissions						
Rank>>	Executive	Bronze	Silver	Gold	Platinum	Diamond
Generation	1 	4%	4%	4%	4%	4%
Generation 2			4%	4%	4%	4%
Generation 3				4%	4%	4%
Generation 4					4%	4%
Generation 5						4%

Example 1* of Generation Commissions						
by number of Executive Groups in downline. Assumes \$8,000* of GS per Group per month						
Downline Groups	Executive	Bronze 	Silver	Gold	Platinum	Diamond
Generation 1		1	2	4	6	7
Generation 2		1 	1		6	
Generation 3				1	2	3
Generation 4					1	2
Generation 5						1
Total # of Groups		1	3	6	13	19
Generation Bonus (\$/mo)		\$224	\$672	\$1,344	\$2,912	\$4,256
Generation Bonus (\$/yr)		\$2,688	\$8,064	\$16,128	\$34,944	\$51,072

\* Important. The above examples are for purposes of illustrating how the Comp Plan functions. IT IS NOT A REPRESENTATION OF AVERAGE RESULTS. PHE makes no guarantee that you will generate sales or income. Generation Commissions are calculated on Group Volume which is 70% of Group Sales (GS at retail).

### Example 2\* of Generation Commissions

by number of Executive Groups in downline. Assumes \$25,000\* of GS per Group per month

Downline Groups	Executive	Bronze	Silver	Gold	Platinum	Diamond
Generation 1		1	2	4	6	7
Generation 2			1	1	4	6
Generation 3				1	2	3
Generation 4					1	2
Generation 5						1
Total # of Groups		1	3	6	13	19
Generation Bonus (\$/mo)		\$700	\$2,100	\$4,200	\$9,100	\$13,300
Generation Bonus (\$/yr)		\$8,400	\$25,200	\$50,400	\$109,200	\$159,600

**\* Important.** The above examples are for purposes of illustrating how the Comp Plan functions. IT IS NOT A REPRESENTATION OF AVERAGE RESULTS. PHE makes no guarantee that you will generate sales or income.

Generation Commissions are calculated on Group Volume which is 70% of Group Sales (GS at retail).

### Executive Qualifications for Promotion and Compensation

Rank >>	Executive	Bronze	Silver	Gold	Platinum	Diamond
Qualifications*	\$1,000 PS \$8,000 GS 4 Active Legs 2 Double Star Legs*	1 Exec. Leg	2 Exec. Legs \$30k DS	3 Exec. Legs 1 Bronze Leg \$60k DS	4 Exec. Legs 2 Silver Legs \$120k DS 1 New Executive last 12 months	5 Exec. Legs 2 Gold Legs \$300k DS 1 New Executive last 12 months

\* The Executive qualifications must be met at each level in addition to the qualification specific to those levels in order to promote and be paid-as rank.

**Bronze Executive** is paid on:

- all personal sales
- PLUS Commissions on all Volume in your Group
- PLUS 4% Commission on all Volume in Generation 1 Groups

To qualify as a Bronze Executive you must have 1 Executive Leg in your downline. There are no group requirements at this Rank, other than the ones carried forward from the Executive promotion. (\$1,000 in personal sales, \$8,000 in Group Sales, 4 Active Legs and 2 Double Stars)

**Silver Executive** is paid on:

- all personal sales
- PLUS Commissions on all Volume in your Group
- PLUS 4% Commission on all Volume in Generation 1 and 2 Groups

To qualify as a Silver Executive you must have 2 Executive Legs in your downline, and \$30,000 in Downline Sales (all sales in your downline).

**Gold Executive** is paid on:

- all personal sales
- PLUS Commissions on all Volume in your Group
- PLUS 4% Commission on all Volume in Generation 1, 2 and 3 Groups

To qualify as a Gold Executive you must have 3 Executive Legs, one of which has a Bronze Executive Leg, and \$60,000 in Downline Sales.

**Platinum Executive** is paid on:

- all personal sales
- PLUS Commissions on all Volume in your Group
- PLUS 4% Commission on all Volume in Generation 1, 2, 3 and 4 Groups

To qualify as a Platinum Executive you must have 4 Executive Legs, 2 of which have Silver Executive Legs, \$120,000 in Downline Sales, and promoted 1 New Executive in last 12 months.

**Diamond Executive** is paid on:

- all personal sales
- PLUS Commissions on all Volume in your Group
- PLUS 4% Commission on all Volume in Generation 1, 2, 3, 4 and 5 Groups

To qualify as a Diamond Executive you must have 5 Executive Legs, 2 of which have Gold Executives, \$300,000 in Downline Sales, and promoted 1 New Executive in last 12 months.

# Pure Haven Essentials Leadership Income Potential

You've read the multiple ways to earn income through the generous Pure Haven Essentials compensation plan.

This example is an illustration of the income potential of all the pieces together.

<b>PERSONAL SALES Commission and Bonus</b> Based on \$2000 Personal Sales per month					
	Bronze	Silver	Gold	Platinum	Diamond
Weekly Commission (30%)			\$600		
Power Bonus (10%)			\$200		
Personal commission & bonus (\$/mo)			\$800		
Personal commission & bonus (\$/yr)			\$9,600		

<b>GROUP INCOME earned through Level Bonuses (all Exec levels)</b> assumes Personal sales of \$1,000 per Consultant per month					
	# Cons.	Sales	Consultant volume (70%)	Level Bonus (Exec level)	Level Bonus
1st Level Consultants	30	\$30,000	\$21,000	7%	\$1,470
2nd Level Consultants	50	\$50,000	\$35,000	5%	\$1,750
3rd Level Consultants	60	\$60,000	\$42,000	5%	\$2,100
All other Levels plus you	60	\$60,000	\$42,000	2%	\$840
Total Level bonus (\$/mo)					\$6,160
Total Level bonus (\$/yr)					\$73,920

### Example 2\* of Generation Commissions

by number of Executive Groups in downline. Assumes \$25,000\* of GS per Group per month

Downline Groups	Executive	Bronze	Silver	Gold	Platinum	Diamond
Generation 1		1	2	4	6	7
Generation 2			1	1	4	6
Generation 3				1	2	3
Generation 4					1	2
Generation 5						1
Total # of Groups		1	3	6	13	19
Generation Bonus (\$/mo)		\$700	\$2,100	\$4,200	\$9,100	\$13,300
Generation Bonus (\$/yr)		\$8,400	\$25,200	\$50,400	\$109,200	\$159,600

### ANNUAL POTENTIAL Income Summary

	Bronze	Silver	Gold	Platinum	Diamond
Personal Sales Commission & Bonus	\$6,720	\$6,720	\$6,720	\$6,720	\$6,720
Level Bonuses	\$73,920	\$73,920	\$73,920	\$73,920	\$73,920
Generation Commissions	\$8,400	\$25,200	\$50,400	\$109,200	\$159,600
Total Annual Income*	\$89,040	\$105,840	\$131,040	\$189,840	\$240,240

\* Important. The above examples are for purposes of illustrating how the Comp Plan functions. IT IS NOT A REPRESENTATION OF AVERAGE RESULTS. PHE makes no guarantee that you will generate sales or income.

Generation Commissions are calculated on Group Volume which is 70% of Group Sales (GS at retail).

\*Not including New Executive Bonuses and Matching New Executive Bonuses

## Compensation Plan Principles

The principles on which this plan is based are:

- 1) The Dream is Real – you can grow your business and earnings commensurate with your efforts.
- 2) Each Consultant is precious – help your downline Consultants and Executives.
- 3) We and you are in the people building business.
- 4) Growth comes from Sponsoring and retaining Consultants.
- 5) Success comes from building Leaders.
- 6) To develop successful Leaders, first develop successful managers.
- 7) Leaders are rewarded for leading by example.
- 8) The smarter you work, the more you make.

## Competitive Advantages

This plan differs from plans in the industry in a number of important ways:

- 1) Top Seller Personal Commission: you can earn up to 50% on your own sales. This is higher than the industry average personal commission.
- 2) Group Volume Commissions: In addition to levels 1 through 3 commissions, if you advance to the rank of Executive you will earn an additional 2% on your entire group, infinitely deep, down to the next Executive (if any).
- 3) New Executive Bonus / Matching New Executive Bonus: The \$500 one-time bonus is a powerful opportunity for Upline Executives and Leaders to work with your downline rising STARS. Help them to become new Executives as quickly as they can acquire the skills.
- 4) Leadership earnings: With five generations deep to earn from, a Leader can eventually earn very significant income.
- 5) You don't lose anybody as you or they climb the Career Path: with some compensation plans when a person achieves Executive, your upline Executive earns less than they did before. In our plan, at each step of the Career Path, a person always earns more (as long as you maintain your volume and meet Qualifications).
- 6) No "pass-by", "promote away", "breakaway" etc: Some plans have a pass-by rule which requires a Consultant to "stay ahead" or promote faster than anyone in their downline, else risk losing their downline. Our plan has no penalty for having someone below you promote to a higher rank. We know and understand that Consultants work at different paces and have different skills. Consultants will never be punished from having someone below them that promotes faster than they do. You can capture commissions on your downline at anytime that you promote and meet qualifications that pay at that Level in your downline.

## Glossary of Terms and Definitions

<b>Active</b>	A Consultant must maintain at least \$300 Personal Sales (PS) to be considered Active for that period. If a Consultant is not active in the period, she receives no commission on downline volume. However, she will receive personal retail commissions from her customer purchases even if she is not Active.
<b>Active Leg</b>	Any first level Consultant and her entire downline where at least one person is considered to be Active.
<b>Cancellation Policy</b>	Consultants must have a minimum of \$500 PS in a minimum 6-month period to remain a Consultant and keep their downline. If they fail to meet this requirement in any six month period, they will be cancelled which causes them to be removed from the company downline organization. Their downline and customers will be compressed to the next Upline Consultant who is in good standing. Cancellations are assessed twice per year on January 1st and July 1st. Your enroll date plus 6-months will determine which date you are assessed on. Enroll: January 1 - June 30th (current year) - assessed on January 1 (following year) Enroll: July 1 - December 31st (current year) - assessed on July 1st (following year).
<b>Career Rank</b>	A Consultant's Career Rank is their recognition rank or the highest rank they have achieved. A Consultant's Career Rank does not change unless they are demoted (see Demotion Policy). This is unlike a Paid-as Rank, which may vary from month to month. For example, Joanna met the requirements to promote to the rank of Executive in June. Her Career Rank is now Executive and will remain so until she promotes to a higher rank or is permanently demoted (see Demotion Policy). In July, she is paid-as an Executive. Her Career Rank and Paid-as Rank are the same. In August, she is paid-as a Triple Star. Her Career Rank remains that of Executive but her Paid-as Rank for August is Triple Star.
<b>Compression</b>	When a Consultant is canceled and no longer part of the company, their downline is compressed to their Upline filling the gap left by the canceled Consultant unless that Consultant was paid-as an Executive or higher in the last four periods. For example, Sarah had three legs: Joseph, Emma, and John. Sarah failed to meet the requirements to maintain her status as a Consultant and was therefore canceled. Because Sarah was canceled, Joseph, Emma, and John, and their respective downlines, were compressed up to Sarah's Upline, Harry. Joseph, Emma, and John are now each considered legs to Harry (i.e. they now reside on his first level).

**(Bronze Executive and higher)**

## Compression

If a Consultant that was paid-as a Bronze Executive or higher in the last four periods is canceled (whether voluntarily or involuntarily), their downline will only be compressed up under the following conditions:

1. If their Personal Sponsor has been paid-as a Bronze Executive or higher at least once in the last four periods, then the downline will immediately be compressed up.
2. If their Personal Sponsor has not been paid-as a Bronze Executive or higher at least once in the last four periods, then they will be given the following six periods to be paid-as a Bronze Executive or higher at least twice. If the Consultant promotes to BE in the last of the six month period, then they will be given the following period to qualify as a BE again (to meet the 2 periods of being paid-as BE or higher).
  - a. If the Personal Sponsor qualifies under these conditions, then the downline of the canceled Consultant will be compressed up upon the completion of the qualifications.
  - b. If the Personal Sponsor does not qualify under these conditions, then the position of the canceled Consultant will remain permanently vacant.

## Customer

A customer is an individual who purchases products for personal use and has not signed an agreement with the company. Customers are not allowed to sponsor (i.e. have a downline), do not receive commissions, and are not credited with volume. The volume from a customer's purchase(s) is credited to the Consultant who sponsored them. Customers do not hold positions in a genealogy.

## Demotion Policy

Career ranks for Executive and higher are retained for 12 months following any month in which they qualify (paid-as). For example, if an Executive qualifies and promotes in June, she will keep her career rank until June of next year. If, prior to June of next year, she qualifies again in September, she will keep her rank until September of next year. Rank demotions will occur in the 13th month without qualification. The rank that they will be demoted to in that 13th month is the rank that they qualify for in that period.

## Downline

All of the people below you are considered to be part of your downline.

## Downline Sales (DS)

The total Personal Sales (PS) from a Consultant and their entire downline organization. It includes ALL downline Consultants regardless of their ranks and the Consultant themselves.

## Eligible

A Consultant is considered eligible to receive a commission if they meet the Career Rank requirements for a particular payout. For example, a Consultant is eligible to receive the Group Sales Bonus if they have a Career Rank of Executive or higher. If they had a lesser rank, they would not be Eligible to receive the bonus even though they might be



fully qualified at the lesser rank. Eligibility does not mean a Consultant will receive the particular payout. To receive a payout, a Consultant must be both eligible and qualified. It is possible for a Consultant to be eligible but unqualified (i.e. they have a Career Rank of Executive making them eligible for the Group Sales Bonus but are paid-as a Triple Star which makes them unqualified to receive it) and likewise, is possible for them to be ineligible but qualified (i.e. they have a Career rank of Triple Star and are qualified at that rank but are ineligible for the Group Sales Commission. Please also refer to the definition of Qualified. A Consultant must be both eligible and qualified to receive a particular payout.

### **Generation**

The relationship between one Executive or higher and another Executive or higher, based on Career Ranks. If an Executive or higher is not paid-as an Executive, they are still considered a Generation to their upline Executive or higher.

### **Generation Commissions**

Generation Commissions are paid on downline Generations and their personal group. For example, a Generation 1 commission would pay out on the first downline Executive or higher rank (based on career rank) and all the people below them, down to but not including the next Executive or higher (Career Rank).

### **Grace Period**

When an Executive or higher (Career Rank) has a Consultant in their personal group promote to an Executive (or higher) for the first time, then in the two periods following the promotion, that Upline Executive (or higher) will only be required to have \$4000 GS. Beginning with the third period following the promotion, they must again have the full GS required for Executive or higher in order to be paid at that level. If an Executive has overlapping Grace Periods as the result of multiple new Executive promote ups from their personal group, then the GS requirement will be \$0 in any overlapping Grace Period. Please also see Group Sales (GS).

### **Group**

A Consultant themselves and their entire downline, down to but not including, the next Executive (Career Rank) or higher. This is also sometimes referred to as a "personal group" when talking about a specific Consultant and their group.

### **Group Sales (GS)**

Group Sales is the total PS from the Consultant themselves and their entire downline, down to but not including, the next Executive or higher (Career Rank). In the period that a Consultant promotes to an Executive for the first time, their GS will be included in their Upline's GS for qualification purposes only, in that period. Beginning with the following period, the Grace Period applies and their GS is not included in their Upline's GS.

**Group Sales Commission (GSC)**

The Group Sales Commission pays to paid-as Executives and higher. It pays on the Commissionable volume of the Executive's (or higher) Group Sales, including the Executive's (or higher) Personal Sales. If an Executive or higher (Career-Rank) is not paid as an Executive or higher, then the Group Sales Commission is not paid.

**Leg**

A leg begins with a first level Consultant and includes all of the Consultants beneath them. A Consultant has as many legs as they have first level Consultants. For example, if Sally has five first level Consultants then she has five legs. Sarah is one of Sally's first level Consultants. Sarah, and her entire downline, is considered to be one leg to Sally.

**Level**

The position a Consultant has in a downline relative to another Upline or downline Consultant. Consultants personally sponsored (i.e. first level) are Level One. Those Consultants sponsored by Level One Consultants are Level Two, relative to the original Consultant. Customers are not considered when counting levels and do not occupy a position in a Consultant's genealogy.

**Level 1-3 Commissions**

A percentage of Personal Volume can be paid to the first three Upline levels. To receive the Level 1-3 Commissions, Uplines must be active, qualified, and eligible. If a Consultant is inactive, unqualified, or ineligible, then that Level Commission will not be paid. Please refer to the definitions of Active, Eligible, and Qualified.

**Matching New Executive Bonus**

The first Upline Executive or higher (Career Rank) is eligible to receive a Matching New Executive Bonus when a downline Consultant promotes to the rank of Executive for the first time. The first Upline Executive or higher (Career Rank) is qualified to receive this bonus if they are paid-as an Executive or higher. If they are not paid-as an Executive or higher, then the bonus is not paid.

**Mid-month run**

Retail commissions will be paid once or more times during the month and prior to the close of the month.

**Minimum Commission Deposit/Payment**

\$1 - No deposit will be issued for less than \$1

**New Executive Bonus**

When a person is promoted to Executive for the first time, they will receive a \$500 one-time bonus. Their first Upline Executive or above (Career Rank) is eligible to receive a matching \$500 bonus. Please see Matching New Executive Bonus.

**New 1st Generation Executive in the last 12 months**

Platinum Executive (PE) and above must meet an additional maintenance requirement, beginning with the 13th month after their promotion to PE or higher Career Rank. They need to maintain at least 1 New 1st Generation Executive (Executive) every 12 months or promote to a higher rank. This means that every 12 month rolling period (oldest month off, newest month on), they need to have at least 1 new

Executive from their personal group or promote to a higher rank. If they fail to meet this, then they will be paid-as demoted to a Gold Executive. However, if they subsequently meet the requirements to promote to a higher rank (even without this requirement), then the counter will be reset and they will once again have 12 months. For example, Julie becomes a Platinum Executive in January 2008. January becomes month one in her counter for this maintenance requirement. Julie has through December 2008 to meet this requirement. If she doesn't then in January 2009, she will be paid-as a Gold Executive. If Julie meets this requirement in November 2008, she would have through October 2009 to meet the requirement (1 new Executive or promote to Diamond Executive). If she does, the counter is reset. If she does not, then she is paid-as demoted.

### **Paid As Rank**

Each Consultant is paid at the rank for which they qualify during the period. If in any period they fail to achieve their Career Rank level, they are paid at the lower rank to which they do qualify for during the period. They retain their Career Rank but are paid as the rank they actually qualify for. Please see also Rank Maintenance Policy.

### **Period**

A period refers to the specific time frame in which qualifications and payouts are calculated for. In this plan, a period is equal to an actual Calendar month. Six periods would be six calendar months.

### **Personal Sponsor**

The Consultant directly above another Consultant in the genealogy is considered to be the "Personal Sponsor."

### **Personal Sales (PS)**

The total retail sales plus personal purchases of a single Consultant from orders placed personally and by their personally sponsored customers (orders placed directly with the company by customers).

### **Power Bonus**

Consultants that achieve a minimum of 1,000 PS in the period will be qualified to receive an additional percentage on their personal orders. The percentage will be paid on the retail sales of their orders excluding personal purchases.

### **Promote (Promotion)**

A Consultant promotes to a new Career Rank when they meet all of the qualifications for that rank in the period. The promotion is effective the first day of the same period meaning that regardless of what day the promotion was actually qualified for, the new Career Rank is effective for the entire period. For example, if a Consultant meets the qualifications for a Bronze Executive on June 23rd, they "promote" to the rank of Bronze Executive for the entire period of June (effective June 1) and will be paid-as a Bronze Executive for the entire period of June.

### **Promotion Security**

For the period following a promotion, Executives and higher will be paid-as their new rank, regardless of what they actually qualify for given they meet their PS requirement for their new level. This is called Promotion Security. Beginning with the second period

(the period following the Promotion Security period), they will be paid as the rank for which they meet the requirements for. If an Executive has promoted out a new Executive and is working to meet the qualifications of Bronze Executive, all qualifications to be paid as an Executive in that month must be met. Promotion Security does not allow for the promotion to happen. For example, if the Executive does not have 2 Double Star legs but Promotion Security allows them to be paid as an Executive in the month following their promotion, they would not promote to Bronze Executive.

## **Qualified**

A Consultant is considered to be Qualified if they meet the Paid-As requirements for a particular payout and/or rank. A Consultant will only receive the payouts that they are both eligible and qualified for. For example, a Consultant may be eligible for the Group Sales Commission because they have a Career Rank of Executive. However, if they are paid as a Triple Star or below, then they are unqualified for the bonus and would thus not receive it. In a similar manner, a Consultant may be qualified as a Triple Star but ineligible to receive a Group Sales Commission because that pays only to Executives and above.

## **Qualified Leg**

Qualified Legs require that at least one individual in the leg is qualified to be paid as a specific rank position (or above) during the month. For example, to be an Executive, one needs four Active Legs plus two legs of which must have at least one representative that is paid-as a Double Star or higher. Qualified Legs depend on the monthly Paid-As Rank.

## **Reinstatement Policy**

If a Consultant is cancelled or resigns, they may request approval for reinstatement at any time if they are reinstating under their original sponsor. If the Consultant wants to restart under a new sponsor, then she must wait 6 months before reinstating. Either way, they will start as a New Consultant without their former downline and/or rank. Their downline organization will not be reinstated nor their previous rank. They will not be eligible to participate in the Quick Start program. Quick Start program participation is once in a Consultant career.

## **Retail Profit**

The Retail Profit is the difference between what a customer pays and the wholesale price. This profit is given to the customer's Consultant regardless of whether that Consultant is Active.

## **Rank Maintenance**

After a Consultant has promoted to a Career Rank, they may maintain that rank by meeting all of the same qualifications each period. If they do this, then they will be Paid as their Career Rank (their Career Rank and Paid-As Rank will be the same). If they fail to maintain their Career Rank qualifications, then they will be paid-as whatever rank they do qualify for. Platinum Executive (PE) and above must meet an additional maintenance requirement. They need to maintain at least 1 New

1st Generation Executive (Executive) every 12 months or promote to a higher rank. This means that every 12 month rolling period (oldest month off, newest month on), they need to have at least 1 new Executive from their personal group or promote to a higher rank. If they fail to meet this, then they will be paid-as demoted to a Gold Executive. However, if they subsequently meet the requirements to promote to a higher rank (even without this requirement), then the counter will be reset and they will once again have 12 months. For example, Julie becomes a Platinum Executive in January 2008. January becomes month one in her counter for this maintenance requirement. Julie has through December 2008 to meet this requirement. If she doesn't then in January 2009, she will be paid-as a Gold Executive. If Julie meets this requirement in November 2008, she would have through October 2009 to meet the requirement (1 new Executive or promote to Diamond executive). If she does, the counter is reset. If she does not, then she is paid-as demoted.