



purehaven[®]

compensation plan

welcome to the exciting and lucrative pure haven compensation plan

Just as you protect your family by removing toxins from their life, you have an amazing opportunity to provide for your family through the awesome Pure Haven business opportunity. This compensation plan was specifically and carefully designed to motivate and richly compensate you as you inspire others to live a life free of harmful toxins. Through this plan you can create financial independence for yourself and your family. How much you earn is based on sharing and teaching others to do the same. The goals, features, and benefits of the plan are more fully explained below.

1

earn income based on your personal activity

When you make purchases for yourself and share our products and opportunity with others, we call that Personal Sales (PS). The best way to earn an immediate income is through your Personal Sales.

Personal Sales (PS) includes the following:

1. All personal product purchases.
2. All purchases from retail Customers.
3. All purchases from Preferred Customer Club members.

If products are sale priced for Customers, then the PS will reflect the new retail value or the sale price to Customers. PS does not include the purchase of business supplies or other non commissionable items unless otherwise stated by the company.

Order Type	Earn
1. Personal Product	20% discount or 20% base retail commission, depending on how order is placed
2. Retail Customer	20% – 40% commission*
3. Preferred Customer	20% – 40% commission*

*See power bonus definition.

Personal Product Purchases: One of the greatest benefits of becoming a Consultant is the opportunity to buy products for your home and family on a wholesale basis. As a Consultant, you can make wholesale purchases. When you make wholesale purchases, you receive a discount of 20% at the time of purchase and receive up to 20% from power bonus.*

*See power bonus definition.

Retail Customer Purchases: A significant part of your business will be retail orders that you take from Customers or that Customers purchase from your personal Pure Haven website. Whenever you're talking about Pure Haven and someone wants to buy, they can set up a Customer account and purchase at retail. You'll receive a 20% – 40%* commission on all retail Customer sales.

*See power bonus definition.

Preferred Customer Purchases: Preferred Customers are Customers who have made a bigger commitment to living a toxin-free life. You'll receive a 20% – 40%* commission on all Preferred Customer sales. Please see the Preferred Customer Club documentation to understand all the details on how to maximize this very lucrative opportunity.

*See power bonus definition.

Paid Weekly: While most companies keep your money and only pay commissions monthly, Pure Haven pays base commissions weekly. We know you are working hard to support your family and we want to make sure you have the money that you earn as quickly as possible.

Base commissions from Personal Sales are calculated based on your sales from Monday to Sunday each week. The commissions from those sales are paid on Friday and usually show in your bank account on that same day.

Direct Deposit: It is very important that you provide your correct bank account information as we will direct deposit all your earned commissions directly to your bank account.

How can you know what you have earned? For reporting purposes, your back office will show all Personal Sales (PS) based on the definitions above.

2

power bonus

At Pure Haven, you're rewarded for sharing this mission with others. The more you share, the more you're rewarded. In addition to your 20% base retail sales commissions, you can earn a power bonus dependent upon your Personal Sales at month end.

Monthly Personal Sales	Earn	Total Base Retail Sales Commission + Bonus
<\$300	20% Base Retail Sales Commission	20%
\$300+	+ Power Bonus of 5%	25%
\$1,000+	+ Power Bonus of 10%	30%
\$2,000+	+ Power Bonus of 15%	35%
\$ 3,000+	+ Power Bonus of 20%	40%

Example: Sarah has \$1,750 in Personal sSales (PS) for the month of November. This qualifies Sarah to earn a Power Bonus of 10%. Sarah will earn a combined retail sales commission and Power Bonus of 30% equaling \$525.

Retail Sales commissions are paid weekly, and power bonuses are paid monthly along with any team overrides earned. In the above example, Sara would see a deposit of \$350 on her weekly commission check (20% base retail commission) and \$175 (10% Power Bonus) on her monthly commission check.

3

earn income based on your team

When you help others get started with a Pure Haven business, you unlock an opportunity to significantly impact finances for yourself and your family for generations.

During Their First 30 Days

Simple Start Success Bonus

You earn a bonus from all your **new** Consultants commissionable volume accumulated during their first 30 days (including their Customers and Preferred Customers). 20% of the commissionable volume will be paid to the personal sponsor and 5% to the next **active** upline. Please note: The Simple Start Success bonus is paid in lieu of other level bonuses or generational bonuses for new Consultants within their first 30 days.

Example: Sarah is a new Consultant within her first 30 days of business. Her commissionable volume (CV) during that time is \$1,200. She is personally sponsored by Martha who is sponsored by Angela (not active) who is sponsored by Susan. The simple start success bonus would be paid out as follows:

Martha receives 20% of \$1,200 (CV) \$240

Susan receives 5% of \$1,200 (CV) \$60

Note: Angela does not receive the 5% upline bonus due to not being active during the timeframe.

After Your First 30 Days

Become an Ambassador

This is where things start to get exciting! If you're committed to personal growth while learning how to teach and lead others, there is no limit to the amount of income that you can earn with Pure Haven. The Pure Haven compensation plan is a rank-based program that rewards you with more compensation and opportunity as you teach others to successfully share Pure Haven products and build a team. There are currently 13 available rank achievements and each new rank carries with it more compensation and/or benefits/titles.

Every new Consultant starts with the title Consultant and has the opportunity to grow all the way to a Pure Haven Global Ambassador.

Each rank in the compensation plan has its own set of requirements and benefits. Your first new rank opportunity is to become a Senior Consultant. The task is relatively easy and simply requires that you have \$300 PS in a single calendar month. Most Consultants will do more than that amount of sales with their first two launch Gatherings.

The first step on your road to having a successful and profitable business is to become an Ambassador. To become an Ambassador, you will need to generate PS and will also generally need to start building a team and teaching them how to share the Pure Haven mission and products.

Rank >>	Consultant	Senior Consultant	Ambassador
Qualifications	Submit a signed application	\$300 PS	\$600 PS \$2,500 in DS

To become an Ambassador, you need at least \$600 PS and total Downline Sales of \$2,500. Your PS count toward your Downline Sales.

When you invite people to start their own business, just like you did, they become part of your team. As you add people to your team, we keep track of all their PS just like we did for you. When you add up all your team members' PS, that is called your Downline Sales (DS).

earn income based on your team, continued

For example:

4 Gatherings in one month, each with \$500 average sales	\$2,000
+ 1 team member with two launch Gatherings in that month, each with \$500 average sales	<u>+ \$1,000</u>
Total Downline Sales	\$3,000

And with Personal Sales greater than \$600 and Downline Sales greater than \$2,500, you become an Ambassador!

Your team would look like this:



When you achieve your Personal Sales goals and you teach someone else to do the same, your team sales, your rank, and your income grow.

How does your income grow? Your team is divided into levels based on who helped them join Pure Haven. For example, every person who you help to join the business is considered your personal enrollment and is on your level 1. When someone on your level 1 enrolls someone else, the person they enrolled is on your level 2, and so forth. As you can see, as a new Consultant you earn income on your Personal Sales. When you reach at least \$300 in sales in a single month, you become a Senior Consultant. As a Senior Consultant, when you have a person join your team, you earn 5% on the Commissionable Volume (CV) of their Personal Sales. Because you accomplished more, the Pure Haven compensation plan will pay you more.

Paid-as rank>>	Consultant	Senior Consultant	Ambassador
Level 1 Commissionable Volume		5%	7%
Level 2 Commissionable Volume			3%

The Power of Becoming an Ambassador

As you enroll more people and teach them how to share Pure Haven successfully, your rank increases and your Downline Sales grow. The amount you get paid from the sales of each level also increases as your rank increases. Based on the chart above, as an Ambassador you make 7% on your level 1 Consultants and 3% on your level 2 Consultants.

In our example above, you would have made 20% base retail commission plus 15% power bonus on all your Personal Sales of \$2,000. In addition, you would have received 7% of the Commissionable Volume of the Personal Sales of the person you enrolled.

There are two important definitions that you need to make sure you understand in order to successfully build your business: Qualification Volume (or Qualification Sales) and Commissionable Volume.

Qualification Volume (QV) or Qualification Sales (QS) is the amount of sales required to qualify for a rank or reward. QV or QS is generally considered to be all your Personal Sales and the Personal Sales of your team members. In our example above, your qualification Downline Sales would have been \$3,000. It is possible that the company will assign QV to a product that is different than the retail value of the product. Personal Sales are generally considered to be the same as retail sales unless there is an assigned QV for a product or kit that is different than the retail price. If there is an assigned QV, that volume will count toward your PS or your QS.

Commissionable Volume (CV) is the amount of volume that is used to determine the amount of team or downline commissions that you are paid. Because you make the first 20% – 40%* of each retail order, the CV is generally set at no higher than 70% of the retail price. For example, as stated above, if you had QV of \$3,000 and \$1,000 of that QV came from your level 1, your CV on your first level would have been \$700. So, if you were an Ambassador, you would have earned 7% of the \$700 CV or \$49. **It is important to note that Commissionable Volume during a new Consultant's first 30 days is not included in level or generation bonus calculations for Consultant payout.**

*See power bonus definition.

CV is not always 70% of retail. Though the company generally tries to keep CV consistent, there are situations where the CV of a product is set at a different percentage of the retail price of the product.

Become an Executive

Your next step in your business success is to become a Sr. Ambassador. This is really a steppingstone to reach the rank of Executive (your next goal).

Requirements for Senior Ambassador and Executive:

Rank >>	Senior Ambassador	Executive Ambassador
Qualifications	\$800 PS \$5,000 DS*	\$1,000 PS 1 Ambassador Leg \$10,000 Balanced DS*

*Sales resulting from application of the 60/40 rule. See definitions.

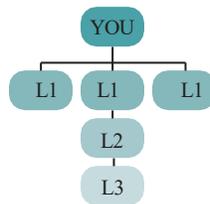
When you become an Executive, you begin to really unlock the power of the compensation plan. So how do you become an Executive? Keep doing what you have been doing! Invite others to start a Pure Haven business like you did, teach them how to share our products with their friends and family, and help them invite others to join their team. Your business is simple: share and help others share. If you make this a consistent part of your business, you will unlock unlimited income potential.

Benefits from achieving up to Executive:

Paid-as Rank>>	Senior Consultant	Ambassador	Senior Ambassador	Executive Ambassador
Level 1 Commissionable Volume	5%	7%	7%	7%
Level 2 Commissionable Volume		3%	5%	5%
Level 3 Commissionable Volume			3%	5%
Group Sales Bonus: All volume down to the next Executive				2%

earn income based on your team, continued

By the time you become an Executive, you'll notice that you have begun building a nice team of people that you are leading and that are helping to share our mission. We call this team your Personal Group. You will see terms like Personal Group Volume and Group Sales Bonus. These are referring to everyone in your group. There is a point when someone in your group can grow to create their own group. We will talk about that in the next section. As long as they are part of your group and you are paid as an Executive, you will earn a 2% bonus on all of their Commissionable Volume. That means that you will receive 9% on your level 1 volume, 7% on level 2 volume, and so on.



Pure Haven is committed to making sure you get the most out of your income. As a result, whenever you increase to a new rank, you will receive the compensation for that rank on all your volume for the month. For example, if you achieve Senior Ambassador on the 25th of the month, you will be paid as a Senior Ambassador for the entire month.

Let's see what a person's income could look like at each level based on some standard numbers.

Please note: These examples are for illustrative purposes only and represent how the compensation plan is designed to function when a new Consultant is outside of their first 30 days.* These examples are NOT a representation of actual results. Pure Haven makes no guarantee regarding the results that each individual Consultant will achieve. To simplify the example, we will assume that **all Consultants achieve \$1,200 in Personal Sales each month**. These examples do not consider other earning opportunities such as the company Simple Start program or the Pure Travel and Rewards program.

*See Simple Start Bonus section.

Consultant:

Total Personal Sales:	\$1,200
Retail Commission from Personal Sales	\$240
Power Bonus	\$120
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Total Commission:	\$360
Senior Consultant with one 1st level Consultant:	
Level 1 Personal Sales:	\$1,000
Level 1 Commissionable Volume:	700
Level 1 Commission Rate: 5%	
Level 1 Commission:	\$35
Retail Commission from Personal Sales:	\$360
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Total Commission	\$395

Ambassador with two level 1 Consultants and one level 2 Consultant:

Level 1 Personal Sales:	\$2,000
Level 1 Commissionable Volume:	1,400
Level 1 Commission Rate: 7%	
Level 1 Commission:	\$98
Level 2 Personal Sales:	\$1,000
Level 2 Commissionable Volume:	700
Level 2 Commission Rate: 3%	
Level 2 Commission:	\$21
Retail Commission from Personal Sales:	\$360
Commission from Downline:	\$119
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Total Commission:	\$479

earn income based on your team, continued

Senior Ambassador with three level 1 Consultants, one level 2 Consultant, and one level 3 Consultant:

Level 1 Personal Sales:	\$3,000
Level 1 Commissionable Volume:	2,100
Level 1 Commission Rate: 7%	
Level 1 Commission:	\$147
Level 2 Personal Sales:	\$1,000
Level 2 Commissionable Volume:	700
Level 2 Commission Rate: 5%	
Level 2 Commission:	\$35
Level 3 Personal Sales:	\$1,000
Level 3 Commissionable Volume:	700
Level 3 Commission Rate: 3%	
Level 3 Commission:	\$21
Retail Commission from Personal Sales:	\$360
Commission from Downline:	\$203
Total Commission:	\$563

earn income based on your team, continued

Executive with six level 1 Consultants, six level 2 Consultants and four level 3 Consultants:

Level 1 Personal Sales:	\$6,000
Level 1 Commissionable Volume:	4,200
Level 1 Commission Rate: 7%	
Level 1 Commission:	\$294
Level 2 Personal Sales:	\$6,000
Level 2 Commissionable Volume:	4,200
Level 2 Commission Rate: 5%	
Level 2 Commission:	\$210
Level 3 Personal Sales:	\$4,000
Level 3 Commissionable Volume:	2,800
Level 3 Commission Rate: 5%	
Level 3 Commission:	\$140
All Levels Down to Next	
Executive Personal Sales:	\$16,000
All Levels Down to Next	
Executive Commissionable Volume:	11,200
Group Sales Bonus Rate: 2%	
Group Sales Bonus:	\$224
Retail Commission from Personal Sales:	\$360
Commission from Downline:	\$868
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Total Commission:	\$1,228

Like a tree that starts with one trunk (you), as you share the Pure Haven mission and nourish your business, the tree grows. The branches of the tree (legs) start expanding. Some branches become main branches and others are smaller branches, but as they grow in all directions, the tree becomes beautiful. As the tree matures, the trunk remains steady, but the branches begin multiplying more rapidly. The ends of the tree have thousands of small branches representing thousands of people in your downline. The income potential for the person who started and grew the tree becomes unlimited.



4

share and teach others to share, reap the rewards

As your leadership and your team grow, the Pure Haven compensation plan provides the greatest income opportunity in any industry!

1. Create Generations of Executive Ambassadors

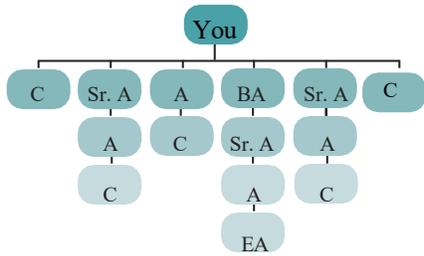
Though there are many facets to the Pure Haven compensation plan, the key to success is your ability to create Executive Ambassadors. Now that you have achieved Executive Ambassador, your focus should be twofold:

- 1) Continue your personal business. Gatherings are your key to continuing to find new Consultants that are outside your friends and family. As you continue to hold Gatherings each month, you will meet new people and your business will expand.
- 2) Teach others how to become an Executive Ambassador. Becoming an Executive Ambassador is the first level of leadership. If you can help others to build their businesses to the Executive Ambassador level, then they will typically be able to continue to apply those principles and grow their businesses to greater levels of achievement.

As you continue to do the above two activities, you will greatly leverage your time and increase your income, advancing further in rank within the compensation plan. Remember, Bronze Ambassadors and above are paid commission on all Personal Sales, PLUS commission and bonuses on volume in their group, PLUS generational bonuses and commissions on volume on up to five generations of Executives.

Let's look at how this would work on the next page.

share and teach others to share, continued



Legend
 C = Consultant
 A = Ambassador
 Sr. A = Sr. Ambassador
 EA = Executive Ambassador
 BA = Bronze Ambassador

Above is an example for illustrative purposes only of what a team organization may look like. To help understand this portion of the compensation plan, it is important to note that as you add new team members, some will be excited about the business and others will just be looking to receive a discount on their products. However, your financial success will largely be determined by your ability to teach others and help motivate them to grow their teams.

As you can see in the above example, you would have a frontline of six people: two Consultants, two Senior Ambassadors, one Ambassador, and a Bronze Ambassador. When you became an Executive Ambassador, you broke away from your upline’s group and you became your own group.

Similarly, when your frontline Consultant became an Executive Ambassador, they became their own group. Their volume is no longer included in your Group Volume, but it is included in your Downline Volume (which is the volume used to qualify for a new rank). They now become what we call a Generation.

To be more specific, they would be a first-generation Bronze Ambassador. As you can see, three levels below them, on your fourth level, they have an Executive Ambassador. That would be your second-generation Executive Ambassador. Why is this important? Because the higher you advance in rank, the deeper in generations you earn.

Rank>>	Executive Ambassador	Bronze Ambassador	Silver Ambassador	Gold Ambassador	Platinum Ambassador	Diamond to Global Ambassador
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%



share and teach others to share, continued

This is an extremely exciting part of the Pure Haven opportunity that makes it far more lucrative than most compensation plans. Most compensation plans limit your pay to somewhere between 5 and 9 levels. Through our generational plan model, you get paid on five generations. Each generation could have five or more levels. That means that you could theoretically get paid on over 20 different levels of activity.

Let's look at the qualification requirements associated with each rank:

Requirements	Executive Ambassador	Bronze Ambassador	Silver Ambassador	Gold Ambassador	Platinum Ambassador	Diamond* Ambassador	National* Ambassador	Presidential* Ambassador	Global* Ambassador
Personal Sales	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Ambassador Legs	1	2	3	5	7	8	9	10	10
Executive Ambassador Legs				1	2	3	4	5	5
Downline Sales	10,000	20,000	40,000	75,000	150,000	300,000	600,000	1,200,000	2,500,000
60/40 Rule	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Max Downline Sales in Largest Leg	6,000	12,000	24,000	45,000	90,000	180,000	360,000	720,000	1,500,000

*Eligible for Diamond Circle Leadership Bonus



2. Diamond Leadership Circle Bonus

The Diamond Ambassador and above group level serves a purpose to help the entire sales field build their business and share our message far and wide through training and accountability. Expectations for those receiving this bonus is to collaborate specifically in the areas of sales tool creation and coaching/mentorship with members outside of their downline.

As a reward for fulfilling that purpose, paid-as Diamond Ambassadors and above receive a portion of 1% of monthly Company Commissionable Volume. This bonus is paid monthly to paid as Diamond Ambassadors and above. The portion paid to each Consultant in the pool is calculated from the total balanced downline volume of the group. The maximum portion earned by a single member of the Diamond Leadership Circle will be 51% of the 1% of the commissionable volume that is being shared among all members.

5

definitions

60/40 Rule: The 60/40 rule is a rule that rewards a Consultant when she builds a balanced organization. This rule applies only for the qualification of a rank. Under the 60/40 rule, no more than 60% of a Consultant's total Downline Sales requirement to achieve a rank can come from any one leg. The 60/40 rule applies at the rank of Senior Ambassador and above. The Personal Sales of a Consultant is added to the lesser leg to help the Consultant achieve the required balance.

Example: Sally is trying to achieve the rank of Executive Ambassador. Sally has two Consultants on her first level. Sally's first Consultant, Jenni, does 3,000 in PS. Sally's second Consultant, Amber, has sponsored a couple of people and her group does 7,000 in Qualification Sales. Sally has met the \$10,000 Downline Sales requirement for Executive Ambassador, but her sales are unbalanced, with Amber producing more than 60% or \$6,000 (10,000 Downline Sales requirement x 60%) of the required sales. However, if Sally does 2,000 in PS, her volume would be added to Jenni's leg for purposes of meeting this rule. As a result, Jenni's leg would have \$5,000 in QS and Amber's leg would have more than the \$6,000 QS required to achieve executive, for a total of \$11,000 in Downline Sales. Therefore, no more than 60% of the volume is coming from any one leg and Sally would achieve the rank of Executive Ambassador.

Active Consultant: A Consultant who submits \$300 or more in PS in a month.

Example: A Consultant has \$250 in Personal Sales from retail Customers and Preferred Customer Club orders and purchases \$50 in products personally. They would be considered active because their Personal Sales and personal purchases total \$300. A Consultant must be active in order to receive commissions on their team's sales.

Balanced Downline Sales: The total Downline Sales or volume after the 60/40 rule is applied. In the example used in the 60/40 definition, Sally's total Balanced Downline Sales are \$11,000.

Cancellation Policy: Consultants must have a minimum of \$500 PS in a minimum six-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 1 and July 1.

definitions, continued

Your enrollment date plus six months will determine which date you are assessed on. Those enrolled January 1-June 30 of the current year are assessed on January 1 of the following year. Those enrolled July 1-December 31 of the current year are assessed on July 1 of the following year

Career Rank: The highest rank achieved in the compensation plan during the lifetime of a Consultant unless you are demoted (see demotion policy in section 4).

Commissionable Volume (CV): The amount of volume that is used to determine the amount of team or downline commissions that you are paid. Because you make the first 20% – 40%* of each retail order, the CV is generally set at no higher than 70% of the retail price.

Example: As stated above, if you had QV of \$3,000 and \$1,000 of that QV came from your level one, your CV on your first level would have been \$700. So, if you were an Ambassador, you would have earned 7% of the \$700 CV or \$49. **It is important to note that Commissionable Volume during a new Consultant's first 30 days is not included in level or generation bonus calculations for Consultant payout.**

*See power bonus definition.

Compression: 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 Executive or higher in the last four months.

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).

If a Consultant that was paid-as Bronze Ambassador or higher in the last four months 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 Bronze Ambassador or higher at least once in the last four months, then the downline will immediately be compressed up.
2. If their Personal Sponsor has not been paid-as Bronze Ambassador or higher at least once in the last four months, then they will be given the following six periods to be paid-as Bronze Ambassador or higher at least twice. If the Consultant promotes to

definitions, continued

Bronze Ambassador in the last month of the six-month period, then they will be given the following period to qualify as a Bronze Ambassador again (to meet the two months of being paid-as Bronze Ambassador 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.

Demotions: Career Ranks for Executive and higher are retained for 12 months following any month in which they qualify (paid-as).

Example: If an Executive qualifies and promotes in June, they will keep their Career Rank until June of the following year. If, prior to June of the next year, they qualify again in September, they will keep their rank until September of the following 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 month.

Downline Sales (DS): The Personal Sales of your entire downline, including your own PS. In order to qualify for rank advancement at Senior Ambassador and above, Downline Sales must have the 60/40 rule applied.

Downline Volume (DV): The Commissionable Volume of your downline, a maximum of 70% of your Downline Sales (DS) unless another Commissionable Volume is assigned.

Group Volume (GV): The Commissionable Volume of your group, a maximum of 70% of your Group Sales (GS) unless another Commissionable Volume is assigned. The Consultant's group consists of the Consultant, all Consultants that the Consultant personally sponsors, and the Consultants they sponsor until someone within one of the Consultant's legs reaches the rank of Executive Ambassador. When a Consultant in your Group promotes to Executive Ambassador, their Group breaks away from your group and they become their own Group. Although the new Executive and their leg is no longer counted in your Group Volume, they are described in "Generation Volume" below.

Generation Volume: A generation is created when any downline Consultant in a leg becomes an Executive Ambassador. That Executive Ambassador and all the volume under that Executive Ambassador until another Executive Ambassador is created in that same leg is considered Generation One for that Consultant. When another Executive Ambassador is created below the new Executive Ambassador in the same leg, that would be considered Generation Two for that Consultant. Consultants are paid commission on a maximum of five (5) generations through the

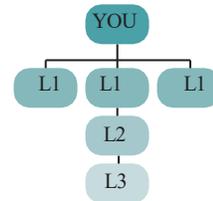


definitions, continued

compensation plan. Generation Volume is based on the Executive Ambassador maintaining paid-as Executive Ambassador rank. In any given month, if the Executive Ambassador does not maintain paid-as status, they will roll back into your Group Volume for that month.

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

Leg: Each person a Consultant personally sponsors and the Consultants that they personally sponsor in their respective downline creates a leg. In the example to the right, a Consultant would have three legs.



Paid-As Rank: Starting the month after promotion, commissions are based on the rank that your qualifications meet that month (Paid-as Rank), not the Career Rank. For example, if your Career Rank is Executive Ambassador, but you do not meet all the qualification requirements for the month, you will be paid at the rank at which you meet qualifications (Consultant through Senior Ambassador).

Personal Sales (PS): The retail value of all Customer purchases plus the retail value of personal product purchases made at wholesale. If products are put on sale for Customers, then the PS will reflect the new retail value or the sale price to the Customer. Personal Sales do not include purchase of business supplies, Host exclusives, or other non-commissionable items unless otherwise stated by the company.

Preferred Customer Volume (PCV): All sales placed by Preferred Customer Club members, including new product purchases that start a Customer in the Preferred Customer Club, as well as replenishment orders. All Preferred Customer Club sales are paid at 20% – 40%* of the retail value of the product purchased. Additionally, your back office will report Preferred Club Volume (PCV). PCV is included in your PS. To help you manage your business and understand where your volume is coming from, PCV is reported as the total volume that is coming from Preferred Customers. PCV includes all the recurring volume from Preferred Customer orders each month, as well as initial orders of bundles that result in a person joining the Preferred Club. Look for both the PS and the PCV reports, as well as detailed order and commission information, in your back office.

*See power bonus definition.

Personal Volume (PV): The Commissionable Volume of all your Personal Sales. PV is generally never more than 70% of PS. For example, if you had \$1,000 in PS for a month, the PV would typically be about \$700. \$700 is the amount used to calculate commission for your upline. PV does not impact the amount you earn when a Customer purchases product from you.

definitions, continued

Power Bonus: A Personal Sales bonus paid based upon Personal Sales level reached on a monthly basis. Bonus levels range from 5% – 20% of monthly sales thresholds.

Power Bonus Level	Personal Sales	Percentage
1	\$300	5%
2	\$1,000	10%
3	\$2,000	15%
4	\$3,000	20%

Qualification Volume (QV) or Qualification Sales (QS): The amount of sales required to qualify for a rank or reward. QV or QS is generally considered to be all your Personal Sales and the Personal Sales of your team members. It is possible that the company will assign a QV to a product that is different than the retail value of the product. Personal Sales are generally considered to be the same as retail sales unless there is an assigned Qualification Volume for a product or kit that is different than the retail price. If there is an assigned QV, that volume will count toward your Personal Sales or your Qualification Sales.

Rank Maintenance: After a Consultant has promoted to a Career Rank, they may maintain that rank by meeting all the same qualifications each month. 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 Ambassador and above must meet an additional maintenance requirement. They need to maintain at least one New 1st Generation Executive Ambassador 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 one new Executive Ambassador 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 Ambassador (as long as rank requirements are met). 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.



definitions, continued

Example: Julie becomes a Platinum Ambassador in January 2023. January becomes month one in her counter for this maintenance requirement. Julie has through December 2023 to meet this requirement. If she doesn't, then in January 2024, she will be paid-as a Gold Ambassador. If Julie meets this requirement in November 2023, she would have through October 2024 to meet the requirement (one new Executive Ambassador or promote to Diamond Ambassador). If she does, the counter is reset. If she does not, then she is paid-as demoted.

Sponsor: When a Consultant enrolls a new Consultant on their first level, they become that person's sponsor.

Upline: Your sponsor along with the other Consultants in the levels above you.