



# **PURE Compensation Plan**



# PURE Compensation Plan

*Live your best life.*

The Compensation Plan offers Independent Business Owners (IBOs) the opportunity to deliver Whole Health through nutrient-rich products and skin care while earning income and other rewards.

Get your feet wet by exploring the many ways to earn with PURE. Then when you're ready to dive in, focus on the Retail Commission, Sponsor Bonus, and Customer Retention Bonus, the most important ways to start earning an income with PURE.

## How to Earn Income

Retail Commission

Team Bonus

Sponsor Bonus

Generation Bonus

Customer Retention Bonus  
(CRB)

Leadership Bonus

Live PURE Bonus

The figures within this document are not guarantees or projections of your actual earnings, profits, or success. PURE makes no guarantee of financial success. Because of the countless variables that may affect an IBO's ability to succeed in this field, it is impossible to accurately state what an IBO may or may not expect to achieve. Consequently, PURE does not and will not make any guarantee of success of income, whether explicit or implied, and past IBO testimonials as well as the information included in PURE's updated Income Disclosure Statement are only examples of what can be obtained as an IBO with PURE. Past results do not represent any indication of future success or earnings. For additional information, please visit <http://livepure.com/IDS>.

# Retail Commission

*Sell products, get rewards.*

As an IBO, you may purchase our products at a wholesale discount of 25%. This provides you the opportunity to earn an immediate Retail Commission of 25% when you sell these products to customers<sup>1</sup> at the suggested retail price.

You may personally sell and deliver to your retail customers or they can shop on your personal website provided to you by PURE. Your 25% Retail Commission from PURE-managed retail customer sales will be included in your weekly PURE commission payment.

## **ENROLLING CUSTOMERS**

Customers may enroll for free to become Preferred Customers by creating an account with PURE. Preferred Customers enjoy a 25% discount on the suggested retail price.

<sup>1</sup>Customers purchase directly from IBOs or through the company at the suggested retail price.

# Sponsor Bonus

*New orders, new earnings.*

As an IBO, you have the opportunity to earn up to a \$400 bonus on every new Customer you personally sponsor, and as an active IBO<sup>2</sup> you have the opportunity to earn up to a \$400 bonus on every new IBO you personally sponsor. Your Sponsor Bonus is equal to 20% of the total Product Volume (PV) of the first order submitted by your new, personally sponsored Customers and IBOs.

<sup>2</sup>Active IBO status is defined as having 100 PV or more (either personal product purchases or product sales to Preferred and Retail Customers or any combination thereof) every 28 days. Active IBOs are eligible to participate in Compensation Plan bonuses in addition to Retail Commissions and Sponsor Bonus on Customer orders. Product Volume (PV) is the amount of volume assigned to each product.

# Customer Retention Bonus (CRB)

*Loyal customers pay off.*

As an Active IBO you have the opportunity to earn a monthly bonus\* on the percentage of the total monthly Product Volume (PV)<sup>3</sup> of ongoing orders submitted by your personally sponsored Customers (Retail and Preferred), excluding their first order.

STAR RANK	MONTHLY CUMULATIVE CUSTOMER VOLUME FROM REORDERS (PV)	PERCENT PAY (PV)
1★	1-100	5%
2★	101-499	20%
3★	500-999	30%
4★	1000-1999	40%
5★	2000+	50%

\*Customer Retention Bonus is capped at \$20,000 per month.

<sup>3</sup>Product Volume (PV) is the amount of volume assigned to each product. Customer PV includes product sales to Preferred and Retail Customers an IBO has personally sponsored.

# Leadership Qualifications

*Grow your earning potential.*

DIRECTOR RANKS	LTV <sup>4</sup>	STV <sup>5</sup>	MAX STV / LEG	MAX EARNING POTENTIAL / WK*
Bronze Director	500	–	–	\$1,000
Silver Director	1,500	2,000	1,500	\$1,000
Gold Director	3,000	4,000	3,000	\$1,500
Platinum Director	5,000	7,000	5,000	\$3,000
<b>EXECUTIVE RANKS</b>				
Sapphire Executive	7,500	10,500	7,000	\$4,000
Ruby Executive	10,000	15,000	10,000	\$6,000
Emerald Executive	15,000	20,000	13,000	\$8,000
<b>DIAMOND RANKS</b>				
Diamond	20,000	35,000	15,000	\$12,500
Blue Diamond	30,000	50,000	20,000	\$25,000
<b>BOARDROOM RANKS</b>				
Presidential Black Diamond	30,000	75,000	25,000	UNLIMITED
Chairman Black Diamond	30,000	150,000	50,000	UNLIMITED
Ambassador Black Diamond	30,000	300,000	100,000	UNLIMITED
<b>CROWN DIAMOND RANKS</b>				
Crown Diamond	30,000	500,000	125,000	UNLIMITED

CROWN DIAMOND requires four BLUE DIAMOND sponsor tree legs in downline

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\*Any earnings above the MAX EARNING POTENTIAL/WK is considered "CAPPED VOLUME" (with the exclusion of Sponsor Bonus and Retail Commissions).

<sup>4</sup>LTV: Lesser Team Volume - Total Commissionable Volume of the Lesser Leg (see Team Bonus) for the weekly commission period, including 100% of PV from IBO purchases and 50% of PV from Customer purchases, on your Lesser Leg.

<sup>5</sup>STV: Sponsor Tree Volume - Total Commissionable Volume of your Sponsor Tree for the weekly commission period, including 100% of PV from IBO purchases and 50% of PV from Customer purchases, in your Sponsor Tree. (The Sponsor Tree details the sponsoring activity of yourself and everyone you have sponsored throughout multiple Generations.)



# Team Bonus

## *Build a community.*

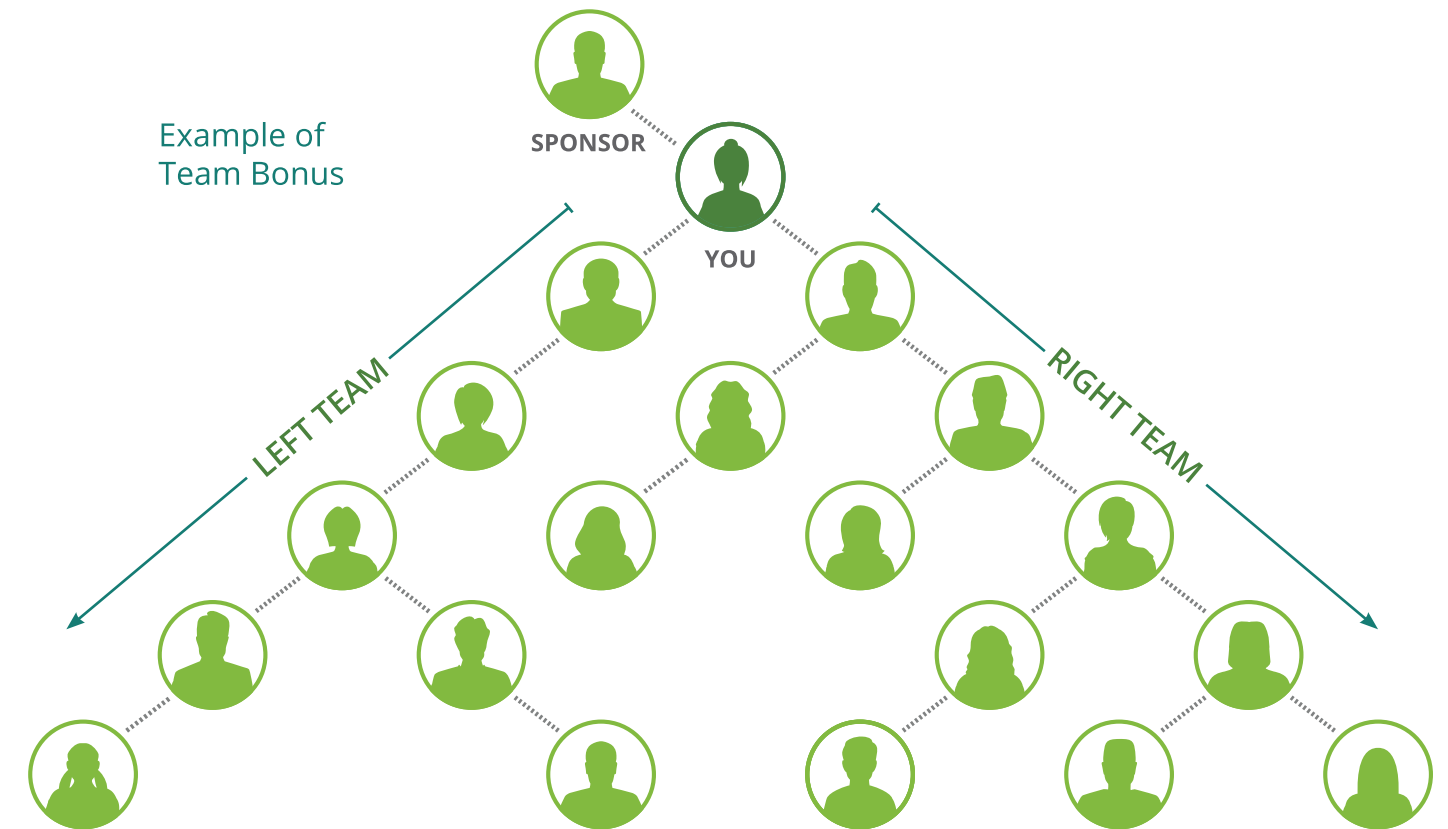
To be eligible for a Team Bonus each week you must meet the qualifications of an Active Bronze Director. Each week you have the opportunity to earn 10% of the total Personal Volume (PV)<sup>6</sup> of IBOs in your lesser team. You are eligible to earn up to \$12,500 each week in Team Bonus.

To earn a Team Bonus you must build two teams, one on the left and one on the right with a minimum of one personally sponsored, Active IBO on each team. Total PV for each team is tracked on a weekly basis and you as the team leader are paid on the team with the lesser total PV.

As you sponsor new IBOs you'll specify their placement on either your Right Team or Left Team, keeping in mind that you will only earn bonuses on your Lesser Team Volume (LTV) each week. Strategically placing your newly sponsored IBOs will help motivate all of your IBOs to greater action and success - and greater bonuses.

As long as you remain Active, the volume that is not included in your Team Bonus calculation in any given week will carry over. This allows you the potential to be paid on it at a later time. If you are not Active, all volume is removed.

Equal amounts of Paid Volume (including any applicable CAPPED VOLUME) is removed from both teams each week.



<sup>6</sup>Personal Volume (PV) consists of personal product purchases made by an IBO and/or product sales to Preferred Customers and Retail Customers an IBO has personally sponsored.

# Generation Bonus

*Lead & mentor your team.*

As an Active Gold Director or above, you qualify for a weekly Generation Bonus. This bonus is calculated as 7% of the total Team Bonuses paid to IBOs in your Sponsor Tree. Your Rank determines how many Generations deep you are paid.

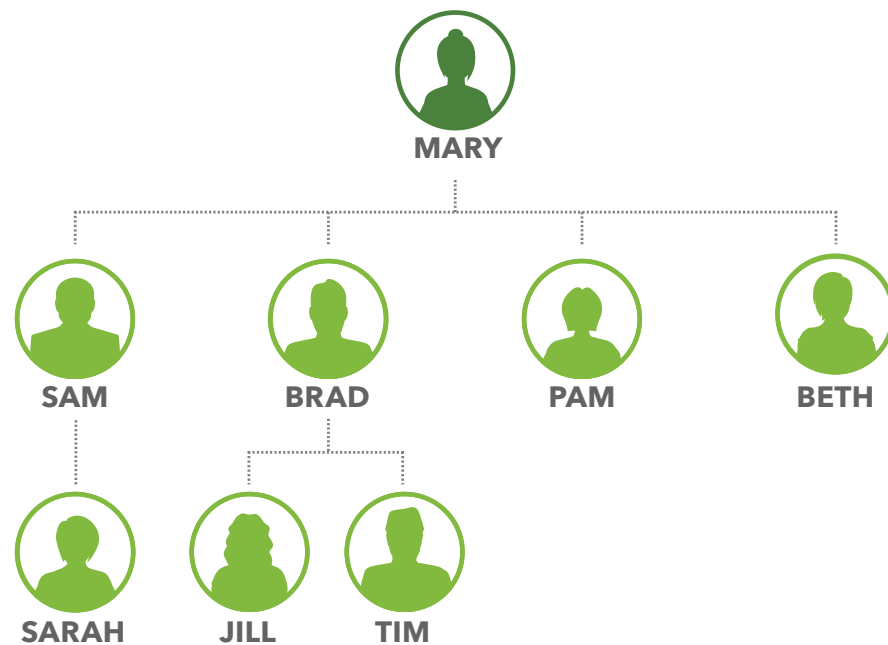
The Sponsor Tree details the sponsoring activity of yourself and everyone you have sponsored throughout multiple Generations. A Sponsor Tree can have multiple legs. For example, If you have personally sponsored four IBOs, you will have four legs in your Sponsor Tree.

**EXAMPLE**  
**MARY'S SPONSOR TREE**

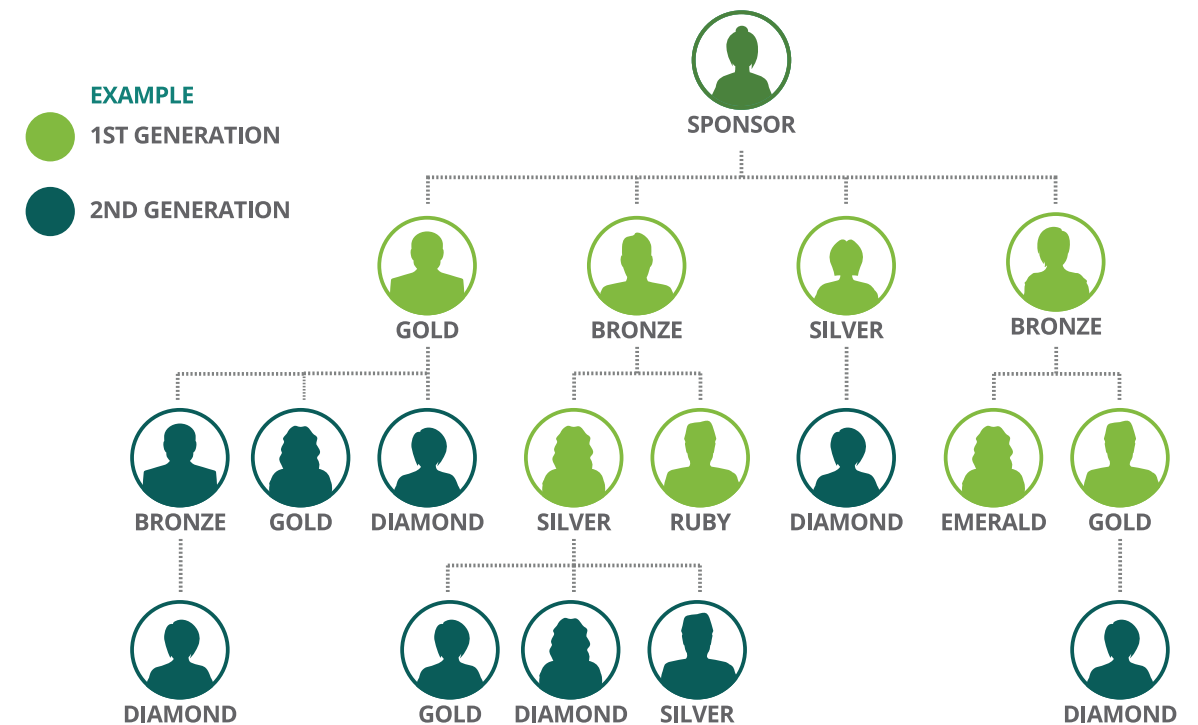
Mary sponsored Sam, Brad, Pam and Beth.

Sam sponsored Sarah. Brad sponsored Jill and Tim.

All of these individuals are in Mary's Sponsor Tree.



One Generation includes all of the IBOs in the Sponsor Tree from yourself down to and including the next Silver Director or above in each leg.



The number of Generations on which each Rank is eligible to earn a Generation Bonus are as follows:

DIRECTOR RANKS	# OF GENERATIONS
Gold Director	1
Platinum Director	2
EXECUTIVE RANKS	
Sapphire Executive	3
Ruby Executive	4
Emerald Executive	4
DIAMOND RANKS	
Diamond	5
Blue Diamond	6
BOARDROOM RANKS	
Presidential Black Diamond	7
Chairman Black Diamond	8
Ambassador Black Diamond	9
CROWN DIAMOND RANKS	
Crown Diamond	10

# Leadership Bonus

*Share the wealth.*

Each week 3% of Total Company Volume (TCV) is placed in a global pool to be shared among the six highest PURE Leadership Ranks. An individual leader earns shares of the global pool in accordance with the Rank at which they are paid for each week.

LEADERSHIP RANK	SHARES OF POOL
Diamond	1
Blue Diamond	2
Presidential Black Diamond	3
Chairman Black Diamond	4
Ambassador Black Diamond	6
Crown Diamond	10





# Live PURE Bonus

*Make your goals real.*

Consistently maintaining your Leadership Rank has its own reward. This monthly bonus is earned when an IBO achieves their Rank for two weeks or more in a month. You are not eligible to receive a Live PURE Bonus in any month that you receive a Leadership Bonus for two or more weeks.

LIVE PURE BONUS RANK	MONTHLY PAYOUT
Gold Director	\$300
Platinum Director	\$500
Sapphire Executive	\$750
Ruby Executive	\$900
Emerald Executive	\$1100





**EVERYTHING YOU NEED TO BEGIN IS RIGHT HERE.**

PURE has designed this plan to benefit you every step of the way on your journey to success.

**We Deliver Whole Health.**

