



# BE *Fulfilled*

LIVE PURE Independence

**PURE Prosperity**  
AN OVERVIEW

# PURE Prosperity: The PURE Compensation Plan

Helping you be your best is what we're committed to everyday.

PURE Prosperity offers Independent Business Owners (IBOs) the opportunity to deliver Whole Health through nutrient-rich products while earning income and other rewards.



## SIX WAYS TO EARN

1. Retail Profit
2. Sponsor Bonus
3. Team Bonus
4. Generation Bonus
5. Leadership Bonus
6. Lifestyle Bonus



## Retail Profit

As an IBO you may purchase PURE: People United Reaching Everyone products at a wholesale discount of 25%. This provides you the opportunity to earn an immediate Retail Profit 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 you can enroll them and have PURE manage the sale and delivery of the product. Your 25% Retail Profit from PURE-managed retail customer sales will be included in your next PURE commission payment.

Customers may become Preferred Customers<sup>2</sup> by committing to Autoship Rewards. Preferred Customers enjoy a 12.5% discount on the retail price and as their IBO, you earn a 12.5% Retail Profit – to be included in your next PURE commission payment.

## Sponsor Bonus

As an Active<sup>3</sup> IBO you have the opportunity to earn up to a \$400 bonus on every new IBO you personally sponsor and every new Member<sup>4</sup> you personally enroll. Your Sponsor Bonus is equal to 10% of the Personal Volume (PV)<sup>5</sup> of all orders submitted by your new IBOs and Members in their first 90 days. If any of your personally enrolled Members (or their referred members) refer new Members to PURE you will be designated as the referred Member's sponsor and receive 5% of the PV of all orders submitted by the referred Member in their first 90 days.

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

<sup>2</sup> **Preferred Customers** have enrolled in Autoship Rewards and are entitled to a 12.5% discount on the suggested retail price of all purchases.

<sup>3</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 the PURE Prosperity Plan.

<sup>4</sup> **Members** pay an annual membership fee upon enrollment and are entitled to a 25% discount on the suggested retail price of all purchases.

<sup>5</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.



## Leadership Ranks & Qualifications

<b>DIRECTOR RANKS</b>	<b>LTV<sup>6</sup></b>	<b>STV<sup>7</sup></b>	<b>MAX CV / LEG</b>	<b>MAX EARNING POTENTIAL / WK*</b>
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	30,000	75,000	25,000	UNLIMITED
Chairman	30,000	150,000	50,000	UNLIMITED
Ambassador	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 directors in downline

<sup>6</sup> **LTV:** Lesser Team Volume – Total Commissionable Volume of the Lesser Leg (see Team Bonus) for the weekly commission period.

<sup>7</sup> **STV:** Sponsor Tree Volume – Total Commissionable Volume of your downline for the weekly commission period.

\*These financial volume requirements and maximum earning potential are not necessarily typical or average, nor do they represent a guarantee of your personal results. All earnings are based on the sale of products and depend largely on your efforts, abilities, and the market available to you.



## Team Bonus

Team Bonuses are the foundation upon which you begin to build your residual income. 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>8</sup> of IBOs and members 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. 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.

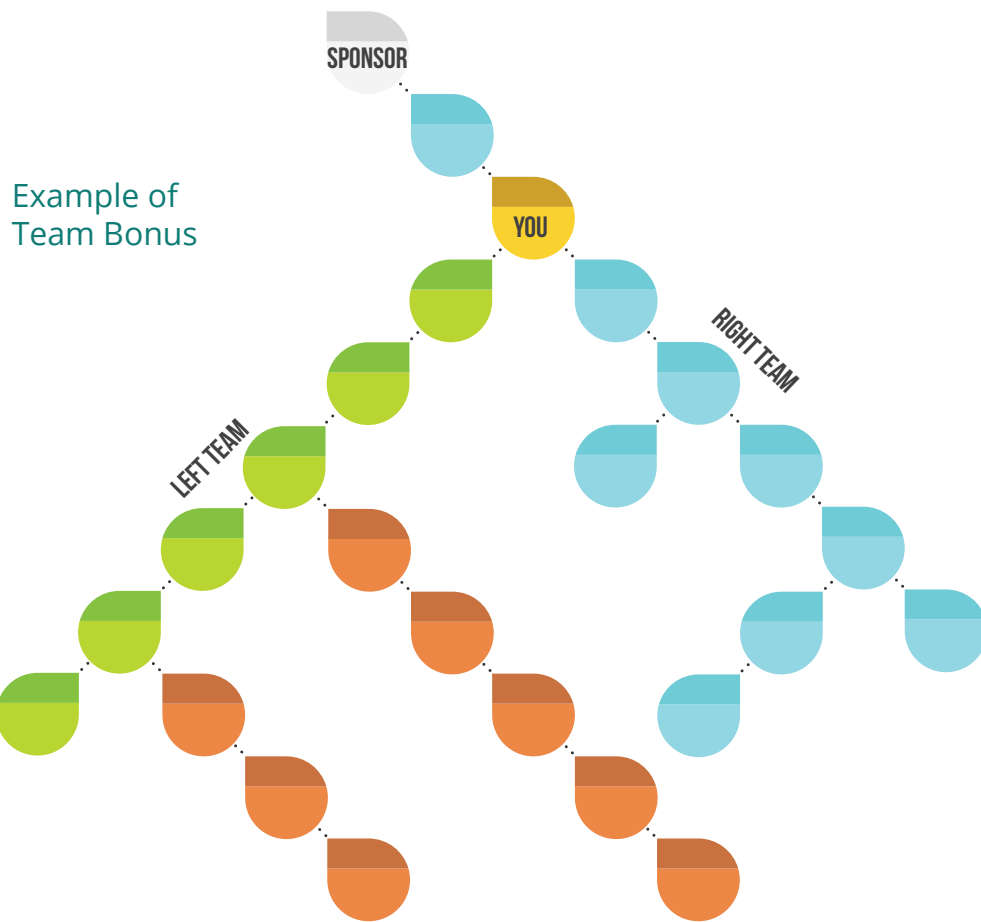
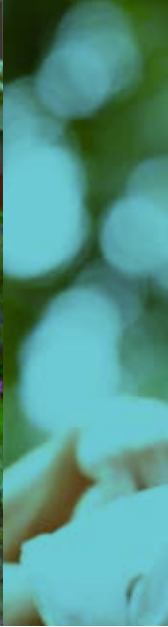
As you sponsor new IBOs and enroll new Members you'll specify their placement on either your Right Team or Left Team, keeping in mind that you will only earn bonuses on your Lesser Team Volume (LTV) each week. Strategically placing your newly sponsored IBOs and Members will help motivate all of your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

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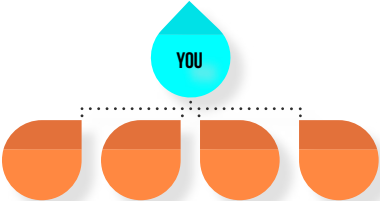
<sup>8</sup> **Personal Volume (PV)** is the weekly Commissionable Volume of the products you, your Retail Customers, Preferred Customers, and Members purchase from the company.



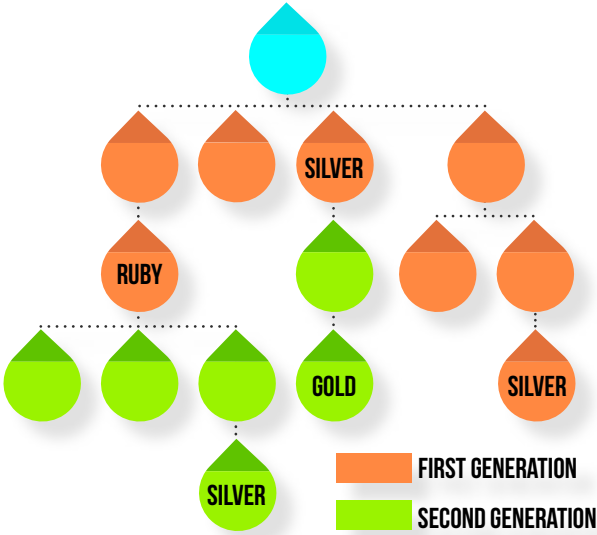
## Generation Bonus

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.



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:

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





## Leadership Bonus

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	3
Chairman	4
Ambassador	6
Crown Diamond	10

## Lifestyle Bonus

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 Lifestyle Bonus in any month that you receive a Leadership Bonus for two or more weeks.

LIFESTYLE BONUS RANK	MONTHLY PAYOUT
Gold Director	\$300
Platinum Director	\$500
Sapphire Executive	\$750
Ruby Executive	\$900
Emerald Executive	\$1,100

*We deliver whole health*

