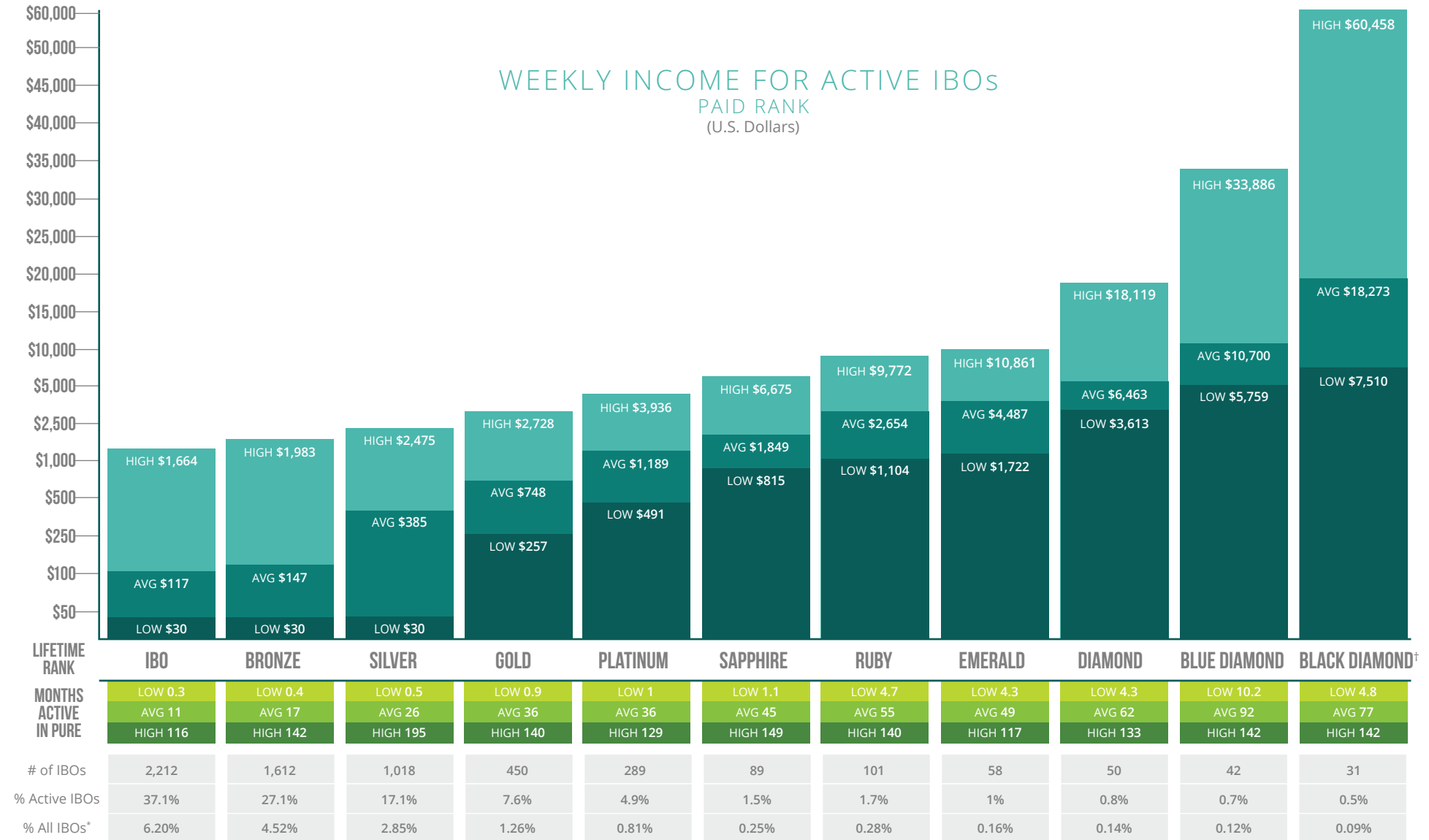


U.S. INCOME DISCLOSURE STATEMENT

JANUARY 1, 2018 – DECEMBER 31, 2018



† Black Diamond rank includes Presidential, Chairman, Ambassador and Crown Diamond ranks within the PURE Prosperity Compensation Plan. Volume requirements, generation bonuses, and leadership bonuses will vary for each Black Diamond rank. See the PURE Prosperity Compensation Plan published on the company website, livepure.com, for complete details.

* Based on 35,690 average IBOs over the 12-month period.

U.S. INCOME DISCLOSURE STATEMENT

JANUARY 1, 2018 – DECEMBER 31, 2018

The income statistics represented in this document are for all active U.S. PURE: People United Reaching Everyone distributors who were eligible to earn downline commissions during the 12 month period beginning January 1, 2018, and ending December 31, 2018. An “active distributor” is defined as a PURE distributor who was paid a commission during the 12 month period beginning January 1, 2018, and ending December 31, 2018. Distributors who were inactive during the 12 month period received no income. “Lifetime Rank” is defined as the highest rank a distributor has achieved within the PURE Prosperity Compensation Plan since enrolling with PURE. “Paid Rank” is defined as the rank attained during the weekly commission periods during which a distributor is paid for earning bonuses within the PURE Prosperity Compensation Plan. The average annual income for all U.S. active distributors during the 12 month period was \$3,233, and the median annual income for all U.S. active distributors during the 12 month period was \$398. Note that these figures do not represent a distributor’s profit, as they do not consider expenses incurred by a distributor in the operation or promotion of his or her business. The figures above refer to gross income (total income before any expenses are deducted). The expenses a distributor incurs in the operation of his or her PURE business vary widely. Expenses for distributors can be several thousand dollars annually. You should factor in estimated expenses when projecting potential profits. Such operating expenses could include advertising and promotional expenses, product samples, training, travel, telephone and internet costs, and miscellaneous expenses. The income statistics represented in this document include earnings obtained through the PURE Prosperity Compensation Plan, the PURE Rank Bonus Incentive, and the PURE Enrollment Bonus Incentive. For complete details on the PURE Prosperity Plan and incentives offered by PURE, visit livepure.com/rewards.

MONTHS WITH EARNINGS

	1	2	3	4	5	6	7	8	9	10	11	12
Number of Active IBOs	1,687	1,235	751	551	382	217	160	154	130	138	146	401
Percentage of Active IBOs	28.3%	20.7%	12.6%	9.3%	6.4%	3.6%	2.7%	2.6%	2.2%	2.3%	2.5%	6.7%

The figures within this document are not guarantees or projections of your actual earnings or profits. PURE makes no guarantee of financial success. Success with PURE results only from successful sales efforts, which require hard work, diligence, skill, persistence, competence, and leadership. Your success will depend upon how well you exercise these qualities.

This Income Disclosure Statement is not for use in Georgia, Louisiana, Maryland, Massachusetts, Puerto Rico, Wyoming, or other places prohibited by law.